

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mr Mills to Chief Minister

Advertising/Information Campaigns

For the years 2007, 2008 and 2009:

1. What advertising or information campaigns have been undertaken by the Ministerial portfolio. Please provide the name of each campaign and which companies were engaged to undertake the work.
 2. What was the cost of each of these campaigns.
 3. Please advise the months in which the expenditure occurred, the medium that was used for the campaign (TV, Leaflet, Radio) and the amount spent on each medium.
 4. What market or other research was undertaken ahead of each campaign, who conducted it, at what cost and when was it undertaken.
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ANSWER:

The information requested is set out in the three attached tables 2006/07, 2007/08 and 2008/09 (to date).

Note that campaigns are defined as integrated communication initiatives that:

- involve two or more communication mediums
- deliver high public impact communications
- demand continuity of message
- require project management of integrated elements, and
- require high-level creative input.