

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Ms J Carney

to Minister for Tourism

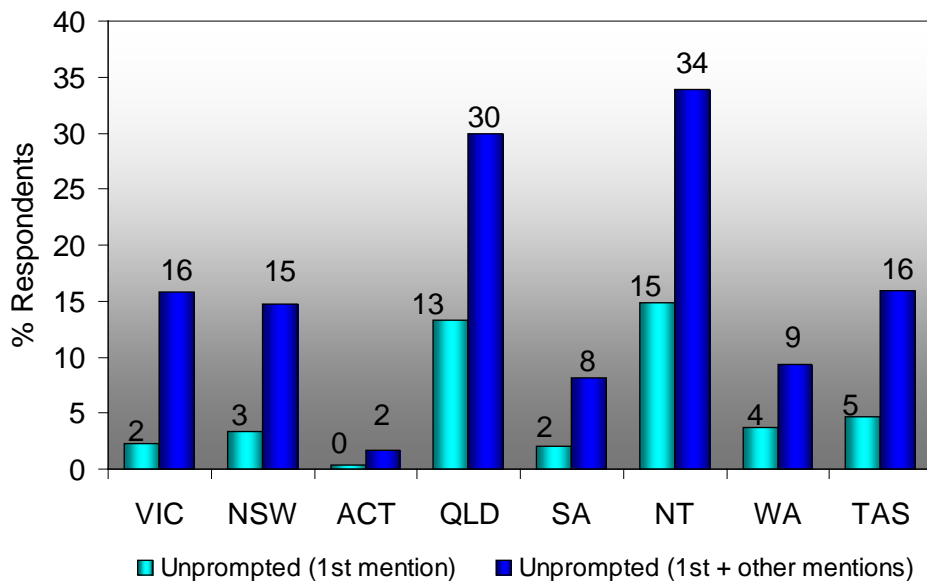
Advertising Campaign Effectiveness

1. What is the measured level of effectiveness (recall etc.) of the NTTC advertising campaign?

ANSWER

With the launch of the ‘Share Our Story’ campaign, 34% of respondents in the target markets recalled seeing advertising for the Northern Territory *unprompted*¹, a very strong result in comparison to other states and territories (refer to Figure 1).

Figure 1: Unprompted Awareness, 25 April 2005 – 22 May 2005



Base: (Wave 3, Phase 2 2005) Total Sample, n=501

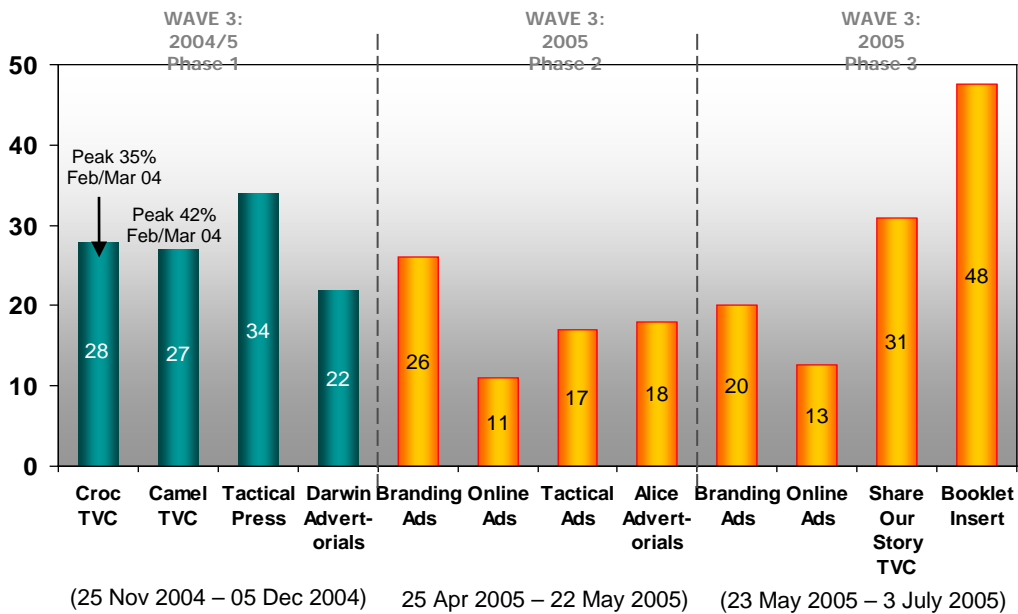
*without being aided or prompted with the NT or any other destination

Prompted awareness² of Northern Territory advertising was strong for most advertisements (refer to Figure 2). Although the ‘Share Our Story’ campaign results were lower than the previous ‘*It’ll never, never leave you*’ campaign, these results actually show a positive response to the campaign in the context of a lower media weight than for previous campaigns.

¹ Respondents are not aided or prompted by mentions of the NT or any other destination.

² Respondents are read a description of each advertisement.

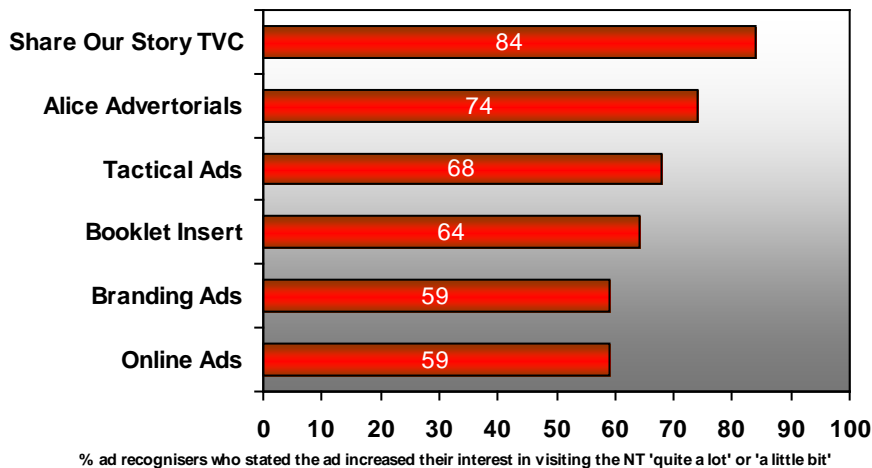
Figure 2: Prompted Awareness ('Share Our Story' campaign shown in yellow)



(25 Nov 2004 – 05 Dec 2004) 25 Apr 2005 – 22 May 2005) (23 May 2005 – 3 July 2005)
Base: Total recognised each in the targeted mediums/market. WAVE 3 total samples, Phase 1 (n= 250); Phase 2 (n=501); Phase 3 (n=581)

Importantly, the 'Share Our Story' campaign was also effective in creating a positive disposition for travellers to visit the Northern Territory, as indicated by the measure of 'persuasion'. The majority of travellers who saw the 'Share Our Story' advertising indicated the advertisements increased their interest in visiting the Northern Territory (refer to Figure 3).

Figure 3: Persuasion of Share Our Story Advertisement types



Base: Consume targeted media relevant to specific executions AND aware of advertising; WAVE 3, Phase 3, 2005, Share Our Story TVC (n=50), Booklet Insert (n=59). WAVE 3, Phase 2 2005; Tactical Advertising (n=61), Alice Advertorials (n=75). Average WAVE 3 Phases 2 & 3, Branding Advertising (n=153), Online Advertisements (n=194)