

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mrs Lambley to the Chief Minister:

Boundless Possible Masterbrand

1. As at 20th September 2018 what has been the total cost of advertising the Boundless Possible campaign within the NT? Please provide a breakdown for television, newspaper, radio, internet and other types of advertising.
2. As at 20th September 2018, what has been the total cost of advertising the Boundless Possible campaign outside of the NT but within Australia? Please provide a breakdown of television, newspaper, radio, internet and other types of advertising.
3. As at 20th September 2018, what has been the total cost of advertising the Boundless Possible campaign overseas, or outside of Australia? Please provide a breakdown of television, newspaper, radio, internet and other types of advertising.
4. What is the marketing budget for the Boundless Possible campaign for 2018/19?
5. What is the marketing budget for the Boundless Possible campaign for 2019/20?