

Estimates Committee 2004
Questions Taken On Notice

(22/06/2004 to 01/10/2004)

Date: 29/06/2004

Output:

Sub Output:

Subject: Cost of Advertising

From: Mr Stephen DUNHAM to Power and Water Corporation
Power and Water Corporation

10-1

Question:

How much is spent on print advertising, television advertising, radio advertising, and mail-outs? Please give a break-down of the total campaign: how much was spent on each medium, how much was spent on advertising consultants preparing your local campaign.

Answer:

Answered On: 06/07/2004

GOC Scrutiny Committee

Question Taken On Notice

Number: 10.1

Date: 29/06/2004

Subject: Cost of Advertising

From: Mr Stephen Dunham

Question: How much is spent advertising, television advertising, radio advertising, and mail-outs? Please give a break-down of the campaign: how much was spent on each medium, how much was spent on advertising consultants preparing your local campaign.

Answer:

The Corporation's advertising costs for the 2003/04 financial year (as at 29/06/04) totalled \$605,417.30.

Details are as follows:

Newspapers

NT News	\$100,878.23
Centralian Advocate	\$ 25,919.65
Alice Springs News	\$ 6,509.88
Litchfield Times	\$ 7,071.50
Katherine Times	\$ 10,756.88
Tennant & District Times	\$ 9,902.85
Darwin & Palmerston Sun	\$ 20,869.50
TOTAL:	\$181,908.50

Expenditure includes advertising for show circuit; relocation of power poles; 'Show Santa Where You Live' competition; 'Wet Season' campaign; various features such as Water Week; Environment Awards; Dundee Power notifications; Power Prices campaign; trade waste notification; 'Dial Before You Dig' campaign; birdwatchers notifications; weekly advertisement for interruptions to electricity; water and tree trimming locations; Undergrounding Power Project notifications; customer advice advertisements covering convenient ways to pay bills; how to save on your power and water bills; water conservation; helping the environment; drainage problems and electrical safety advice.

Radio

Mix 104.9	\$ 14,608.00
Hot 100	\$ 2,200.00
Top FM	\$ 3,569.50

Sun FM	\$ 4,246.00
TOTAL:	\$ 24,623.50

Expenditure covers 'Show Santa Where You Live' campaign, 'Wet Season' campaign and Power Prices campaign.

Television

Imparja	\$ 3,272.50
Channel 9	\$ 5,987.30
Channel 7	\$ 792.00
TOTAL:	\$ 10,051.80

Expenditure covers 'Its What We Do' campaign.

Miscellaneous

Local Govt Directory	\$ 544.50
Northern Defence Mag	\$ 1,375.00
NT Trades & Labour Mag	\$ 1,430.00
Darwin City Buzz Mag	\$ 3,240.00 (Environment Awards feature)
TOTAL:	\$ 6,589.50

Power and Water has a consultancy contract in place (established through a competitive tendering process) for graphic design, layout, advertising and corporate branding services (including TV, radio and press production), publications, displays and public relations services. The consultancy provides the bulk of the services required in this field. Other design/advertising companies are used from time to time (see below)

MAILOUTS

1. Customer Newsletter - distributed twice yearly in April and October. Sent in customer bills that are distributed by Lanes Print Group in Adelaide.

Printing cost	\$ 12,000.00 (Lanes Print Group, Adelaide)
Design, layout, artwork	\$ 4,000.00 (Sprout Creative, Darwin)
Writing Services	\$ 780.00 (Sam McCue Writing Services)
TOTAL:	\$ 16,780.00

2. Power Prices Booklet - distributed April 2004
Design, layout, artwork, proofs, production of 4 x30sec radio commercials, public relations advice, printing of 70,000 booklets

	\$ 23,195.00 (Sprout Creative)
Aust Post Mailout	\$ 11,335.00
TOTAL:	\$ 34,530.00

3. Environment Awards Promotion - pre-promotion of Awards February to April 2004. Sent in customer bills and posted to selected recipients.
Design, layout, artwork proofs for onexDL leaflet and 1 x A4 brochure and postage to 300 recipients.

	\$ 5,175.00 (Sprout Creative)
Printing of 70,000 leaflets	\$ 3,295.00 (Govt Printer)

TOTAL: \$ 8,470.00

*All other mailouts are compulsory customer notifications under Power and Water's Customer Charter eg disruption to electricity/sewerage services, tree trimming, undergrounding power etc

'HEROES' TELEVISION CAMPAIGN

The television campaign was developed by the contracted consultancy at the time - Sprout Creative, Darwin. (Note: A new 12 month consultancy contract was awarded on 25 June 2004 to First Class in Graphic Design.)

Development and production costs for the "It's What We Do" television campaign totalled **\$251,968.00** including GST all paid to Sprout Creative.

This included costs for Art Director, Director of Photography, Producers, location crew, props, amenities, casting, pre-production such as stock footage search, stock footage and royalties, artwork & graphics, production supervision, audio/visual stock, final music, music copyright and royalties for 12 months, production of voiceover & sound effects sweetening, travel, accommodation, couriers, catering, FACTS approval and location co-ordination.

OTHER

Through separate tender submissions, Power and Water has worked with the following local design and production companies in 03/04:

1. First Class in Graphic Design

Production of Annual Report and Annual General Meeting campaigns, Staff Satisfaction Report

\$ 17,063.00

2. Boyantons Advertising

Consultancy contract for Undergrounding Power Project includes all graphic design, layout, strategic branding advice, displays etc

\$ 14,401.00

3. Top End Sounds

Xmas Lights Spectacular - December

\$ 32,689.00

4. The Exhibitionists

Displays for Expo and Show circuit.

\$ 6,343.00