

LEGISLATIVE ASSEMBLY OF THE NORTHERN TERRITORY

WRITTEN QUESTION

Mr Higgins to the Chief Minister

Masterbrand Boundless Possible

1. Please advise the total budget provision for the Masterbrand?
2. To the end of October 2018 what is the expenditure by category of cost?
3. What are the specific KPIs for the initiative? What are the performance measures and when will the evaluation occur?
4. What data is collected on the advertising seen and read (awareness)?
5. What data is collected on conversion from awareness?
6. What is the current rate of conversion?
7. What was the cost of the advertising during the AFL grand final?
8. How many people saw the advertisement? How do you measure its success or otherwise?
9. How many people have indicated an interest in coming to the NT as a result of this expenditure?
10. Why was a similar advertisement not undertaken during the Rugby League Grand Final? Is NSW not a target market?

ANSWER

1. The Budget provision was \$2.165 million in 2017-18 and \$1.8 million ongoing from 2018-19. Budget rollover mean \$2.97 million in 2018-19.
2. Expenditure by category of cost:

Category of Cost	2017-18 \$	2018-19 (31 October 2018) \$	Total \$
Employee	59 763	104 942	164 705
Operational	936 822	767 700	1 704 522
Total	996 585	872 642	1 869 227

3. The NT Masterbrand is a program of work to change outside perceptions of the Northern Territory and promote it as a place to live, invest, visit and stay.
4. Data collected on advertising seen and read includes:
 - total viewership of the AFL Grand Final;
 - total page views, click through rate, attention minutes and social actions for digital campaigns;
 - website visits and interaction, including scroll depth, bounce rate, page depth, and behavior flow; and
 - proactive engagement measurement, including enquiries to inbox/phone number, and subscriptions to the contact list.
5. Data collected on conversion from awareness includes:
 - click through rate, reach and touch point interactions for digital campaigns;
 - website interaction, including page views, scroll depth, page depth and bounce rate; and
 - proactive engagement measurement, including enquiries to inbox/phone number, and subscriptions to the contact list.
6. The NT Masterbrand digital launch campaign achieved:
 - overall click through rate of 0.59% against a benchmark of 0.20%; and
 - run of Site click through rate of 0.67%.
7. The cost of the AFL Grand Final advertisement was \$403 406.74.
8. Data available to date indicates an estimated 4.297 million people watched the 2018 AFL Grand Final. This does not include those that watched in groups out of the home (Clubs, hotels etc.).
9. The AFL Grand Final advertisement is part of a program of work to raise awareness of the NT Masterbrand and to support the Population Incentive campaign. This program of work has resulted in:
 - 661 expressions of interest through the subscription form; and
 - 13 500 visitors to the websites
10. Advertising during the AFL Grand Final was chosen for the following reasons:
 - The AFL Grand Final is one of the highest rating national television events year on year.
 - The AFL Grand Final is more gender balanced than the NRL Grand Final, with 41% of viewers being female.
 - The AFL Grand Final has evenly spread viewership nationally, including New South Wales, whereas the NRL Grand Final viewership was skewed towards, Queensland, New South Wales, and to a lesser degree Victoria.
 - The AFL Grand Final presented better value for money for the 60 second television commercial, given the timing of the booking close to the event.