

Cranwell, Denise (DPC)

From: Brombal, Pamela (DPC)
Sent: Thursday, 28 April 2022 9:58 AM
To: Clifford, Rebecca (DPC); DeCrea, Connie (DPC)
Cc: Stewart, Amanda (DPC)
Subject: RE: More social checks

OFFICIAL

Hi Bec and Connie,
Social checks below. In short, nothing of concern for any of the people below 😊
Hope the shoot goes well today.
Cheers, Pam

Phoebe 6(1) Personal affairs

6(1) Personal affairs



Feagaimaalii 6(1)

6(1) Personal affairs



6(1) Personal affairs



Anthony 6(1) Personal affairs

6(1) Personal affairs



From: Clifford, Rebecca (DPC) <Rebecca.Clifford2@sa.gov.au>
Sent: Tuesday, 26 April 2022 3:20 PM
To: Brombal, Pamela (DPC) <Pam.Brombal@sa.gov.au>; DeCrea, Connie (DPC) <Connie.DeCrea@sa.gov.au>
Cc: Stewart, Amanda (DPC) <Amanda.Stewart2@sa.gov.au>
Subject: More social checks

OFFICIAL

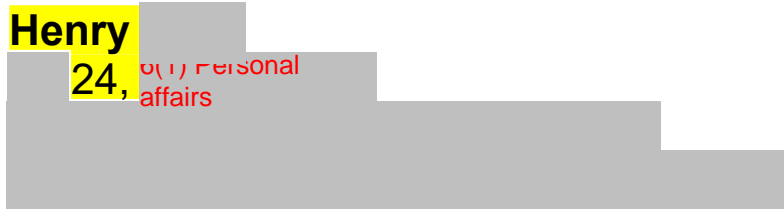
Hey Pam

Would you mind doing additional social media checks on the following people?

The first two in particular are urgent as we may be shooting them tomorrow.

Thanks heaps
Bec

Henry
24, 6(1) Personal affairs



Cal 6(1) Personal affairs



Phoebe 6(1) Personal affairs

Feagaimaalii

6(1) Personal affairs

6(1) Personal affairs

Anthony 6(1) Personal affairs

From: Brombal, Pamela (DPC) <Pam.Brombal@sa.gov.au>
Sent: Friday, 22 April 2022 4:14 PM
To: DeCrea, Connie (DPC) <Connie.DeCrea@sa.gov.au>
Cc: Stewart, Amanda (DPC) <Amanda.Stewart2@sa.gov.au>; Clifford, Rebecca (DPC) <Rebecca.Clifford2@sa.gov.au>
Subject: RE: Social checks - Peta & Jake

OFFICIAL

6(1) Personal affairs

From: DeCrea, Connie (DPC) <Connie.DeCrea@sa.gov.au>
Sent: Friday, 22 April 2022 3:38 PM
To: Brombal, Pamela (DPC) <Pam.Brombal@sa.gov.au>
Cc: Stewart, Amanda (DPC) <Amanda.Stewart2@sa.gov.au>; Clifford, Rebecca (DPC) <Rebecca.Clifford2@sa.gov.au>
Subject: RE: Social checks - Peta & Jake

OFFICIAL

Hey Pam, here's a photo of Peta if it helps with your searches 😊

From: DeCrea, Connie (DPC)
Sent: Friday, 22 April 2022 12:23 PM

To: Brombal, Pamela (DPC) <Pam.Brombal@sa.gov.au>

Cc: Stewart, Amanda (DPC) <Amanda.Stewart2@sa.gov.au>; Clifford, Rebecca (DPC) <Rebecca.Clifford2@sa.gov.au>

Subject: Social checks - Peta & Jake

OFFICIAL

Hi Pam

Are you also able to do social checks on the following people? Sorry I don't have any photos of them – but I've included some info on where they live and their age range which I hope helps.

6(1) Personal affairs

Peta 6(1)

34, Glenelg

Thanks
Connie

Connie DeCrea

Brand and Marketing Adviser
Strategic Communications
Department of the Premier and Cabinet

M Not relevant

E Connie.DeCrea@sa.gov.au | W dpc.sa.gov.au

Level 16, 200 Victoria Square (Tarntanyangga) ADELAIDE SA 5000



Government of South Australia
Department of the Premier
and Cabinet



We acknowledge this land. The Dreaming is still living. From the past, in the present, into the future, forever.

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COVID-19 BOOSTER CAMPAIGN CONTACTS**CLINICIANS**

Mark 6(1)

ICU Consultant / ICU Head of Research, RAH

Mobile 6(1)



Jane 6(1)

Nursing Director Clinical WHS / Infection Control / COVID-19 Programs

Nursing, Midwifery & Patient Services

Flinders Medical Centre

Phone: 6(1) Personal affairs



Professor Nicola Spurrier

Contact Keely Scanlon, Media Manager, SA Health

Keely.Scanlan@sa.gov.au 6(1)

EVERYDAY SOUTH AUSTRALIANS

HEROES

Peta 6(1)

6(1) Personal affairs

Henry 6(1)

6(1) Personal affairs

SUPPORT

Cal 6(1)

6(1) Personal affairs

Feagimaalii 6(1)

6(1) Personal affairs

Phoebe 6(1)

6(1) Personal affairs

Anthony 6(1)

6(1) Personal affairs

Joanna 6(1)

6(1) Personal affairs

SIMPLE

ADELAIDE

MELBOURNE

5/77 KING WILLIAM ROAD
UNLEY SA 5061
08 8185 1427

6/78 OXFORD STREET
COLLINGWOOD VIC 3066
03 9036 3337

Talent Release Form

SIMPLE INTEGRATED
MARKETING

SIMPLE.COM.AU

For Promotional Purposes

I, Feagaimaali

6(1) Personal affairs

1. am over the age of 18 (eighteen);

6(1) Personal affairs

- 3. declare that the story I am sharing is a true representation of my personal experience;
- 4. consent to the use of my image and performance in video footage or photographs taken by Simple Integrated Marketing (Simple) on behalf of the Department of the Premier and Cabinet (DPC) for the purposes of promotional activities or other Government purposes (including print publications, websites and advertisements or other means of communication);
- 5. agree that copyright in any recording made or image taken by Simple on behalf of DPC of me, or any performance of mine, in connection with promotional activities is owned by DPC and I further agree that any use of my performance or my image is authorised for the purposes of the Copyright Act 1968, Privacy Act 1988 and any other applicable laws such as the Information Privacy Principles (SA);
- 6. acknowledge that my participation in promotional activities may be edited at the sole discretion of Simple and/or DPC;
- 7. acknowledge that Simple and/or DPC are not obliged to include me in any promotional activities;
- 8. release both Simple and the Crown in right of South Australia from any claim by me or anyone on my behalf for any cost, expense, loss or damage arising out of the use of video footage, photos, or other images of myself for promotional activities or other Government purposes (including print publications, websites and advertisements or other means of communication);

6(1) Personal affairs

Personal Experience

"I completely underestimated the effects of COVID." / "I felt so guilty spreading it to my friends." / "I had to cancel my holiday."

Payment Details

6(1) Personal affairs

Signed 6(1) Personal affairs

Signature

Date 25th April 2022



STRATEGIC EVALUATION REPORT

Post Campaign Evaluation: COVID-19 Booster Campaign



**Government
of South Australia**

Department of the
Premier and Cabinet

POST CAMPAIGN EVALUATION REPORT	
Department	Department for Premier and Cabinet (DPC)
Agency/Unit	Strategic Communications
Campaign Name	Faces behind the Cases
Contact	Rebecca Clifford, Brand and Marketing Strategist, DPC



Background

Hundreds of South Australians have died with COVID-19 in South Australia and the new COVID-19 Omicron variant now makes up 100 per cent of cases in South Australia.

South Australia's hospital system is already under enormous strain and the Government of South Australia has eased COVID-19 restrictions across the state.

There had been a stagnation in the number of boosters administered in South Australia in early 2022.

Data from SA Health showed that unboosted populations were higher amongst the Local Government Areas (LGAs) of Salisbury, Onkaparinga, Port Adelaide Enfield, Charles Sturt, Playford, Tea Tree Gully, Marion, West Torrens, Campbelltown, Mitcham and Mount Gambier.

The data also estimated that there were more than 65,000 unboosted Culturally and Linguistically Diverse (CALD) people, with a high proportion made up of those who speak Italian (12,562), Greek (10,570), Mandarin (7,668) and Vietnamese (5,451).

It was critically important to encourage eligible South Australians to have their third dose of the COVID-19 vaccine (booster) to protect themselves and their loved ones ahead of the winter season.

Objectives

- To help educate South Australians on the benefits of the COVID-19 booster.

Target audience

Primary

All South Australians aged 16 and over.

Skewed towards those who have not had their third dose of the COVID-19 vaccine, segmented by age, LGA and CALD group:

- 18-40 year olds and over 40 year olds.
- Unboosted populations are higher amongst the Local Government Areas (LGAs) of Salisbury, Onkaparinga, Port Adelaide Enfield, Charles Sturt, Playford, Tea Tree Gully, Marion, West Torrens, Campbelltown, Mitcham and Mount Gambier.
- Top 10 highest unboosted CALD groups speak: Italian (12,562), Greek (10,570), Mandarin (7,668), Vietnamese (5,451), Arabic (3,377), Punjabi (2,838), Hazaraghi (2,175), Polish (2,132), Cantonese (2,097) and Serbian (1,926).

Secondary

- Health care workers
- Other critical and high-risk workers
- Aged care and disability staff and residents
- Aboriginal and Torres Strait Islanders
- Older adults (60+)
- Younger adults (<60) with underlying medical conditions

Stakeholders

- GPs (metropolitan and regional)
- Healthcare professionals (Doctors, nurses, child health nurses, paramedics)
- Pharmacists
- LHNs
- Councils and LGAs
- Aboriginal health services
- Culturally and Linguistically Diverse (CALD) groups

Timing

The campaign was in market from Sunday 8 May until 30 July 2022, with only GP screens active until 27 August 2022.

The time in market was reduced overall following a request to reallocate the remaining media buy to the Department for Health and Wellbeing to utilise for their Demand Management campaign.

Campaign strategy

South Australia had been reporting record daily COVID-19 case numbers – but the daily case number is just that. A number. The campaign introduced the faces behind the cases – real people, telling real stories.

The creative utilised the faces of trusted, frontline health professionals and real, everyday South Australians who underestimated the effects of COVID-19, to tell their personal stories to camera and appeal to different target audiences.

Each execution included proof points to debunk the myth that COVID-19 is only a mild disease and showed how having the third shot of the COVID-19 vaccine is critical ahead of winter to reduce your chance of catching, spreading or ending up in hospital with COVID-19.

The campaign tagline reiterated the importance of getting the third shot - “Double vaxxed isn’t fully vaxxed” - with a call to action to visit the website to book your third shot now.

Campaign elements

The campaign was led by television, with creative running across metropolitan and regional channels, as well as on connected television.

Two 30 second television commercials featured SA Health clinicians – an intensive care unit doctor from the Royal Adelaide Hospital and a nursing director from Flinders Medical Centre.

Another two 30 second television commercials featured everyday South Australians with lived experience of COVID-19 – Peta (age 34 from Glenelg) and Henry (age 24 from Middleton).

The campaign also included 30 and 15 second recorded radio spots on metropolitan and regional stations, and breakfast, morning, afternoon and drive traffic sponsorships.

The 30 second radio advert was also translated in eight languages (Italian, Greek, Mandarin, Vietnamese, Arabic, Punjabi, Persian/Dari and Aboriginal Pitjantjatjara) to reach cultural groups with low booster rates. Bespoke digital and social executions were also used to reach these groups.

Animated digital advertising and social media content encouraged immediate action by linking directly to a ‘book now’ function on the SA Health website.

Adverts were also placed in metropolitan and regional press to extend the message.

More stories of everyday South Australians with lived experience of COVID-19 featured on the newly developed website fullyvaxxed.sa.gov.au, which was translated into 108 languages.

The campaign creative also extended across a broad range of outdoor sites, including bus shelters, large format billboards, as well as in shopping centres, GPs, pharmacies, gyms and office buildings.

Evaluation method

Market research agency Haymakr was commissioned to undertake post campaign quantitative research, to supplement the weekly surveys arranged through SA Health.

An online survey with a sample size of 401 (and a sample of 100 two dose people) was conducted between 11 and 13 July 2022.

An analysis of the media performance was conducted by Carat.

Evaluation summary

Objective 1: To help educate South Australians on the benefits of the COVID-19 booster.

Metric	Benchmark	Target	Result	Observations
Market Research	The booster is just a top up, not critical (39% agree)	33% agree, with stretch of 27%	28% agreed	Exceeded benchmark by 11%. The percentage that view the booster as not being critical remains significantly lower than it was pre-campaign.
	The booster is not just a top up, it is critically important to ensure you're fully protected (70% agree)	76% agree, with stretch of 81%	71% agreed	Positively, post campaign 70%+ understand the purpose of the booster, only 13-15% do not.
	I understand why the booster is important (78% agree)	83% agree, with stretch of 88%	74% agreed	South Australians still understand the need to stop the spread of COVID-19.
Carat post analysis report	Video completion rate	Video view rate on YouTube – 35%	49% watched the videos in their entirety	Exceeded benchmark by 14%

		MiQ and SBS (BVOD/catch-up TV) – 90%	Maintained or exceeded 90% during the two months in market	There was no discernible difference in relatability of the people within the adverts, with completion rates very similar for Henry, Jane, Mark and Peta.
	Click-through rate (CTR)	News Corp social display CTR – 0.33%	0.62% (on mobile)	Exceeded benchmark by 0.29% Social display on mobile devices (News Corp) achieved the highest click through rate overall.
		Search CTR – 2%	20.27% average CTR	Exceeded benchmark by 18.27% Campaign was highly relevant to what was going on at that time and keywords were kept quite tight to minimise wastage.

SA Health data

According to data from SA Health, there were 46,582 booster doses administered since campaign launch on 8 May to 24 July (an increase of 4.86%).

Key insights

- The campaign played a key role in triggering people to get their booster, with 20% of those who had their booster in May-July prompted by the SA Government campaign.
- Not stopping people catch COVID-19 remains a key barrier, but the main barrier is the fact that people caught COVID after two does, which made them lose belief in the vaccine.
- 73% of South Australians recalled the booster campaign. Recall was high amongst all demographic and behavioural segments (age groups, gender, location, vaccination status).
- Television was the dominant channel recalled, but radio and online/social media also contributed.
- Overall, the media strategy worked well, with different channels reaching different age groups.
- 65% of adult South Australians have seen at least one of the adverts – a very large reach.
- While television led the way (55%), radio (40%), press (24%) and digital (17%) all contributed significantly with good reach.

- The television commercials effectively conveyed the key messages to 70%+ who saw it; they understood that two jabs isn't enough, that the booster is a good idea and that if they get COVID, it could be serious. It also nudged a significant number towards getting their booster (31%).
- The press adverts were also effective and the multi-dimensional nature of the message was clearly understood by 70%.
- The digital adverts were equally as effective (66%), a little lower on 'gets the message across clearly'.
- The effectiveness of the radio advertising was on par with the television (70%+).
- The adverts were well liked on the whole (43-59%), with dislike, for what is a reasonably emotive subject, quite low (15-23%).
- The adverts had a multi-dimensional impact. They made a significant number get the booster but it also impacted views towards COVID and vaccination. Importantly, 17% recommended the booster as a result of seeing the adverts.
- The adverts significantly impacted those who have now had the booster, for example 22% recommended the booster to others.

Media performance insights

- Metropolitan and regional television delivered the message to the South Australian community, with great results from each network. Metro over delivered by 128.3 TARPS.
- Radio acted as an additional reach driver to reinforce the key messages in metropolitan and regional areas. Overall, we received 196 extra spots (on top of bonus) across metro. Ethnic and regional radio delivered on booked spots.
- Outdoor, particularly gym screens, delivered the message in an impactful manner and provided opportunities for high levels of bonus.
- The digital campaign utilised video and audio content to engage people, driving over 3,000 people through to the SA Health website. Video completion rates were steady across the campaign period, and social display on mobile devices (News Corp) achieved the highest click through rate (804 clicks, with CTR of 0.62%).
- Peta's creative execution achieved the most efficient cost per click across Facebook and Instagram.
- The view rates on YouTube exceeded the benchmark by 14% - on average 49% of the overall audience watched the video in its entirety. Mark's video had the highest view rate (52%).

Organic social media activity

- The posts performed best on Facebook, reaching a strong organic audience, with an overall campaign reach of 99,965.

- The engagement rate was the highest for the launch post with Peta (1.58%), the Q&A about why the third dose is needed (0.98%) and the winter-timed post (1.1%) – the average engagement rate was 5.9%.
- The top three posts were published in the early stages of the campaign which might indicate that engagement wears off after a while – people would have seen the campaign multiple times and therefore would be less likely to react or click on the link again.
- The posts showcasing personal stories (Peta and Henry) attracted positive reactions for the most part.
- Whilst the reactions on a post are quite balanced, most comments are negative and coming from anti-vaxxers, with the fear-mongering sentiment coming across strongly.

Complaints/feedback

Not applicable.

Budget

Activity	PROPOSED BUDGET ex GST	ACTUAL SPEND ex GST	VARIANCE ex GST
TOTAL	\$2,000,000	\$1,323,893	\$676,107

As mentioned earlier, the time in market was reduced, with spots reallocated to the Department for Health and Wellbeing to utilise for their Demand Management campaign, hence there is an underspend.

Next steps for future strategy / recommendations

Not applicable.

Master Media Agency feedback:

How satisfied were you with the overall services provided by the MMA in the development and implementation of this campaign?	Select from: Satisfied
How satisfied were you with the strategy services and advice provided by the MMA in the development and implementation of this campaign?	Select from: Satisfied

How satisfied were you with how MMA worked with other suppliers or stakeholders in the development and implementation of this campaign?	Select from: Satisfied
Any other feedback on your experience with the MMA of this campaign?	

Approval

Director, Brand and Marketing signature:

6(1) Personal
affairs

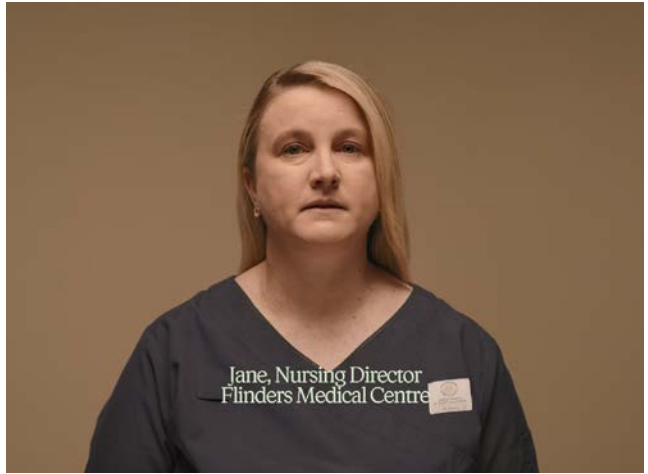


Date:

18.10.2022

Appendix 1 – Campaign creative

TV advertising



Press creative

My daughter had to call an ambulance.

I struggled to breathe.

I thought I'd be out of action for two days, not two months.

Double vaxxed isn't fully vaxxed.

Book your third COVID shot now

fullyvaxxed.sa.gov.au

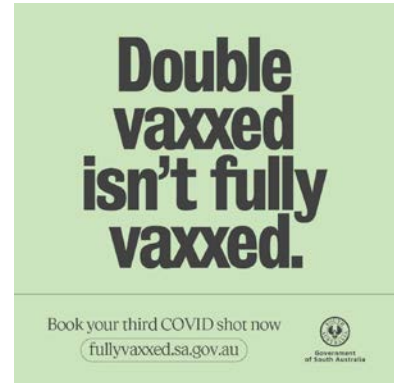
Government of South Australia

Joanna – Age 67, Lightview

Cal – Age 33, Norwood

Phoebe – Age 38, Aldgate

Social media



Digital



Outdoor



