

## ADVERTISING SUBMISSION

### CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT ADVERTISING

<b>AGENCY</b>	Department of Premier & Cabinet
<b>CAMPAIGN TITLE</b>	Stop before it gets ugly
<b>CREATIVE AGENCY</b>	JWT
<b>BUDGET (ex GST)</b>	\$3,370,516
<b>TIMING</b>	September 2014 – January 2015

#### ADVERTISING COMPLIANCE CERTIFICATE

Section 8 of the *Government Advertising Act 2011* ("the Act")

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Stop Before It Gets Ugly "the Campaign"**

I certify that, in my opinion, the Campaign:

- complies with the Act, the *Government Advertising Regulation 2012* and the NSW Government advertising guidelines;
- contains accurate information;
- is necessary to achieve a public purpose and is supported by analysis and research; and
- is an efficient and cost-effective means of achieving the public purpose.

Signature: 

Date: 27/6/14

Name: Simon A Y Smith

Agency: Department of Premier and Cabinet

Position: Acting Secretary

### STOP BEFORE IT GETS UGLY

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#### Overview

The Department of Premier and Cabinet (DPC) leads the NSW public sector to deliver on the Government's commitments and priorities. In fulfilling this role, the Department:

- supports the Premier and Cabinet to identify, design and implement a coordinated policy, project and reform agenda that boosts the efficiency, productivity and effectiveness of NSW
- takes an integrated approach to getting better results from whole of government projects and service delivery across the public sector
- supports the delivery of major projects to enhance the economic and social wellbeing of NSW.

Preventing and minimising violence associated with alcohol is a key Government priority. In the NSW 2021 plan, a clear commitment was made to 'reduce alcohol related (non-domestic) assaults' (Goal 16). The NSW 2021 plan also identifies that an integrated approach is needed across the sector and community including investment in infrastructure and resources for the police and justice system, intervention programs and specific venue licensing conditions to effectively tackle anti-social behaviour, alcohol-related crime and other criminal activity.

On 21 January 2014, the NSW Premier announced a new package of reforms to address alcohol related violence in NSW. These included:

- A mandatory minimum eight year jail sentence for "one punch" assaults;
- The establishment of a new Sydney CBD Entertainment Precinct subject to 1.30am lockouts, 3am last drinks and other special licence conditions;
- New state wide 10pm closing time for all bottle shops and liquor stores;
- Increased fines including for offensive language, offensive behaviour and continued drunk and disorderly behaviour;
- New Police powers to conduct drug and alcohol testing where they suspect an offender has committed an alcohol or drug fuelled violent assault;
- Extending the existing liquor licence freezes which apply in the Kings Cross and Oxford Street / Darlinghurst precincts across the new Sydney CBD Entertainment Precinct;
- Removing voluntary intoxication as a mitigating factor in sentencing.

A new major community awareness campaign depicting the social unacceptability of alcohol fuelled violence was also part of this announcement. The combination of enforcement and targeted communications aims to drive changes in attitude associated with excessive drinking and violence, contribute to a reduction in alcohol related violence and promote responsible behaviours during and after drinking. These overall goals will be measured over the long term through the NSW Population Health Survey and the NSW Bureau of Crime Statistics and Research.

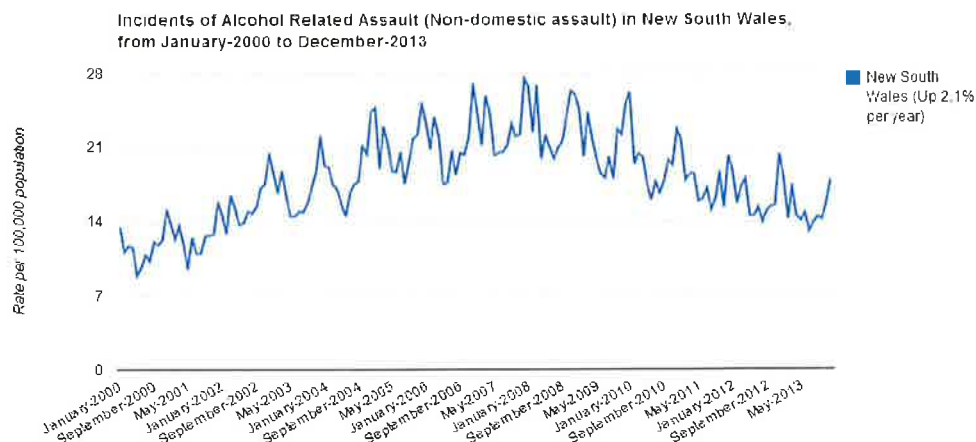
Following the announcement in January, a series of press and online public announcement advertisements were placed to communicate the reforms to the NSW public. Additionally, the NSW Government threw its support behind a community service announcement (CSA) advertisement produced by boxer Danny Green. The support of the media was garnered and "A coward's punch can kill" message has been continuously shown as a CSA on television, radio and out of home between January and May 2014.

This submission proposes a new campaign to address alcohol related violence, with a focus on demonstrating that excessive drinking can lead to a point of no return that may result in violence. The campaign demonstrates the significant and devastating consequences of alcohol related violence and promotes potential aggressors and their circles of influence to make sensible decisions to avoid the “tipping point”.

## Campaign need

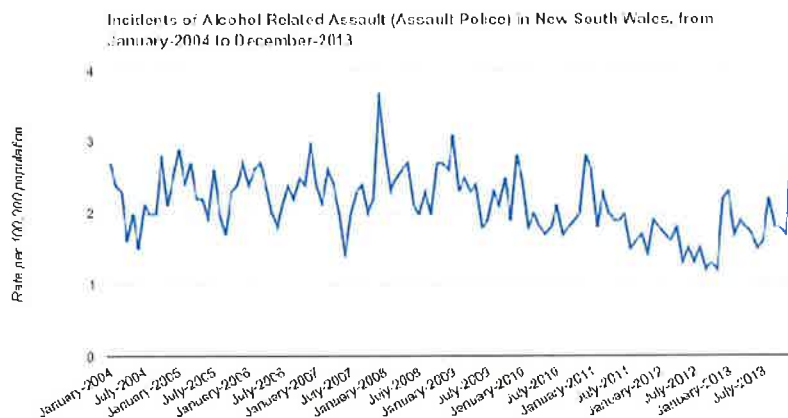
### Alcohol related violence remains a major problem in NSW

There were more than 13,000 alcohol related non-domestic assaults for NSW in the year to December 2013. As shown below, in the last five years, alcohol related assaults have seen reductions in the last five years however, when looking at a longer period of time, it is evident that little progress has been made in addressing the issue.



Source: NSW Bureau of Crime Statistics and Research

There are an additional 1650 alcohol related non-domestic assaults of Police in NSW which was seeing improvements over the last four years but has seen a 20% increase in the last 12 months.



Source: NSW Bureau of Crime Statistics and Research (BOCSAR)

Beyond the reported assaults, there are also large numbers of other alcohol related offensive behaviour with almost 8500 reported incidents in 2013.

The impact of the alcohol related violence on individuals and society is substantial. Serious injuries and deaths result each year which have permanent and devastating effects on the families of individuals involved, some of these receive high profile media coverage. The actual numbers of injuries as a result of these alcohol related violence is hard to determine as available Health data on hospital admissions does not show admissions resulting from violence associated with alcohol.

### **Community concern and impact**

Alcohol fuelled violence is a concern to many people in the community and they feel they are increasingly being affected by other people's drinking. According to 2013 research<sup>i</sup> carried out on behalf of the Foundation for Alcohol Research and Education (FARE) the majority of people believe that Australia has a problem with excess drinking or alcohol abuse with 77% of adults in NSW believing that alcohol-related problems will either remain the same or get worse over the next five to ten years. This research also found:

- Violence is the alcohol related problem that most people are concerned about (81%) ahead of road accidents (79%) or health problems (52%);
- Almost one third of adults have been affected by alcohol-related violence, including 18% who have been victims of alcohol-related violence; and
- 64% of people consider city and town centres unsafe at night with a vast majority (94%) indicated that people affected by alcohol contributed to making the city or town unsafe. This was greater than those who selected people affected by drugs or threatening behaviour.

There is a wide body of other evidence that further demonstrates the harms felt as a result of other people's drinking. For example:

- 70 per cent of Australians felt affected by a stranger's drinking in the previous 12 months, experiencing nuisance, fear or abuse<sup>ii</sup>;
- 30 percent reported negative effects from the drinking of someone close to them<sup>iii</sup>, these negative effects may include property being damaged or stolen, physical or verbal abuse, and disturbances;
- 4.5% of Australians (775,000 persons aged 14 years or older) report being physically abused by someone they believe was under the influence of alcohol<sup>iv</sup>.

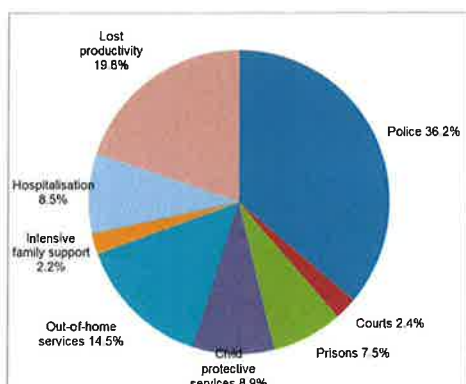
### **Social and Financial costs of alcohol-related problems**

The social and economic costs of the current levels of alcohol violence in NSW are widespread and include the costs to the health system, costs to the police, criminal justice and community service systems, property damage, lost workplace productivity and loss of enjoyment and social utility through fear of crime and victimisation.

In the 2013 Report to Parliament of the NSW Auditor General, the cost of alcohol abuse to NSW Government services alone was estimated at just over \$1billion in 2010 (\$1.1 billion in 2014 dollars). When other societal costs of alcohol abuse were considered (e.g. lost productivity in the workplace and home), the total cost of alcohol abuse was estimated at \$3.9 billion per annum in 2010 (\$4.3 billion in 2014).

In relation to the NSW Government, the relative significance of alcohol abuse by activity is shown in Figure 1. In particular, the economic burden of alcohol abuse on policing resources is substantial.

**Figure 1: Alcohol abuse to NSW Government Services - relative cost by activity area**



Source: Griffin University 2013

### **Drinking behaviours and culture in Australia**

Alcohol is intrinsically part of Australian culture. Attitudes, beliefs and patterns of behaviour with regard to alcohol are widespread in the population. The annual NSW Population Health Survey latest data shows that between 2003 and 2012 the rate of alcohol consumption at levels that pose a health risk over a lifetime has decreased from 31.6% to 27.6% reflecting improvement towards self-reported responsible drinking. However there remain large elements of the population that demonstrate drinking behaviours considered risky and they acknowledge they drink beyond a point of control.

The *Australian Government's National Preventative Health Taskforce* reports<sup>v</sup> that the short-term consumption of alcohol at harmful levels, while only occasional, is a prominent feature of the drinking culture in Australia. One in five Australians drink at short-term 'risky' / 'high-risk' levels at least once a month with young male adults aged 16-29 more likely to drink at harmful levels than other age groups ('risky' and 'high risk' levels are defined respectively by the 2001 Australian alcohol guidelines as 7-10 and 11 or more standard drinks on any one day).

According to the FARE 2014 Alcohol Poll on Attitudes and Behaviours, in the last year one in five NSW drinkers found that they were not able to control their drinking once they had started, 32% had a feeling of guilt and remorse after drinking, and 25% were unable to remember what happened the night before because of drinking. The World Health Organization (WHO) uses these three behaviours to identify people with hazardous or harmful trends of alcohol consumption.

### **Alcohol consumption as a risk for violence**

According to the National Drug Strategy Household Survey (NDSHS), in 2007, the rates of physical and verbal abuse by a person affected by alcohol were more than twice the rate for other drug types. In addition, more than one-third of victims (38%) had consumed alcohol themselves at the time of the incident.

This is consistent with evidence that shows that a significant proportion of violent offences are committed by and committed against people who have been drinking or are intoxicated<sup>vi</sup>.

Whilst the majority of people who drink alcohol do not become offenders or victims of violent crime and consuming alcohol does not necessarily act as a precursor to violent behaviour, there is strong evidence of an association between heavy drinking and intoxication and physical aggression.<sup>vii</sup>

Alcohol plays a role in many violent altercations due to the affects alcohol has on the way we think and behave. Professor McMurrin psychologist from University of Nottingham points out that *"alcohol reduces our ability to think straight and it narrows our focus of attention and gives us tunnel vision. If someone provokes us while we're drunk, we don't take other factors into account, such as the consequences of rising to the bait. This can lead to violent reactions from people who would usually shrug things off. The way we process information is affected when we've been drinking too. We're more likely to misinterpret other people's behaviour and misread social cues."*

### **Location and Timing of alcohol-related non domestic violent incidents in NSW**

Latest available NSW Police Force data through the Bureau of Crime Statistics and Research (BOCSAR) has been used to form a picture of current location and timing of alcohol related assaults.

- most frequently occur on licensed premises, outdoor/public place often near licensed premises and also public transport (more in metro locations).
- 69.1% of incidents on the weekend
- 9pm to 3am accounts for over 60% of incidents.

## Top 20 NSW Local Government Areas (LGA) for alcohol related assault

The alcohol related assault rate for the Sydney LGA itself is inflated due to the LGA being a large entertainment precinct that attracts a large volume of people on a regular basis, thereby increasing the likelihood that assault incidents will take place. This issue notwithstanding, the LGA clearly stands out as an alcohol related assault hotspot. While (non-domestic) alcohol related assaults have declined in Sydney by approx. 20% since 2008, they remain almost 6 times higher than the NSW average.

LGA	Year to Dec 2013 Count
<b>New South Wales</b>	<b>13192</b>
SYDNEY	1914
NEWCASTLE	520
WOLLONGONG	479
BLACKTOWN	419
GOSFORD	317
WYONG	304
PARRAMATTA	274
PENRITH	265
SUTHERLAND SHIRE	258
CAMPBELLTOWN	253
COFFS HARBOUR	221
LAKE MACQUARIE	221
BYRON	218
TAMWORTH REGIONAL	215
RANDWICK	196
ALBURY	195
WAGGA WAGGA	179
MANLY	172
SHOALHAVEN	166

TOP 10 LGAs account for 38% of NSW assaults

TOP 20 LGAs account for 51% of NSW assaults

### LGAs in the Sydney area

## Top 10 NSW LGAs for alcohol related non domestic violence assault rate and with incidents > 100

This table by rate of alcohol related non domestic violence assault per 100,000 populations includes LGAs that may have lower numbers of incidents but due to their rate being higher than the NSW overall rate, the impact of alcohol related assaults on the community may be significant

LGA	Year to Dec 2013 Count	Year to Dec 2013 Rate
<b>New South Wales</b>	<b>13192</b>	<b>182.4</b>
SYDNEY	1914	1050.3
MOREE PLAINS	120	831.9
BYRON	218	673.3
MANLY	172	410.3
ARMIDALE DUMARESQ	104	402.2
ALBURY	195	380.9
DUBBO	159	380.7
TAMWORTH REGIONAL	215	361.6
NEWCASTLE	520	333.1
ORANGE	129	328

## Consequences of the campaign not taking place

Behaviour change on similar issues has been successfully achieved through a combination of communications, enforcement and other interventions. Without this campaign, there is a reduced opportunity to effectively motivate changed attitudes and behaviour.

## Campaign objectives

Objectives	Measures	Benchmark / Target
Build awareness about the main campaign messages	Recognition and understanding of 'Stop before it gets ugly' as it relates to alcohol and violence  Agreement with statements about drinking and violence (e.g. Excessive drinking can lead to violence, violence is not an acceptable part of a night out, excessive drinking can have serious personal and social consequences, it is important not to lose control as a result of drinking,)	Benchmark for tagline: To be established by Wave 1 post campaign research  Benchmark for statements about drinking: To be established by pre-campaign research  Targets: 50% at Feb 2015
Retain and develop campaign relevance over time	Measure agreement with attitudinal statements as a result of seeing the campaign e.g this campaign is personally relevant to me, I know to stop drinking before I reach my limit, when I drink I must make responsible decisions to avoid negative consequences, I can help my friends avoid negative consequences from their drinking.	Benchmark: To be established by Wave 1 post campaign research  Target: 50% at Feb 2015
Encourage responsible behaviours associated with drinking	Test changes to behaviour as a result of seeing the campaign (e.g I have moderated my drinking, I have intervened/spoken to a friend about their behaviour)	Benchmark: To be established by Wave 1 post campaign research  Target: 50% @ Feb 2015

## Campaign timing

Campaign is planned to occur between September 2014 and January 2015.

A major community awareness campaign formed an integral part of the package of reforms to address alcohol related violence announced in January 2014. It is essential that this targeted communications coincides and complements the enforcement initiatives already being rolled out.

Due to several high profile alcohol related violent incidents in NSW over the past few months, there is a heightened community perception that the rate of alcohol related violence is serious and increasing, providing a strong case for this activity to begin as soon as possible.

The campaign is planned across the periods when more people are attending events and going out including football finals (September/October) and end of year/Christmas/New Year celebrations (December and January). This period also coincides with increased numbers of incidents involving people who consume excessive levels of alcohol on 'party boats' on Sydney Harbour, as advised by NSW Police

## Target audience

Primary: 18 – 35 year old males

The selection of the primary audience is two-fold:

- They are the group most likely to be the offenders of alcohol related violence. BOCSAR police data shows this age group represents two thirds of the persons of interest identified in alcohol related non-domestic violence assaults and more than 80% of these persons of interest are male. According to the

2010 National Drug Strategy Household Survey, males were far more likely than females to consume alcohol in risky quantities. Those aged between 18–29 years followed by 30 – 39 years were more likely than any other age group to regularly (weekly or monthly) consume alcohol in quantities that placed them at risk of an alcohol related injury, and of alcohol-related harm over their lifetime.

- Additionally this group is also the main friend group of the offenders and are critical to being able to positively influence their behaviour.

Insights and what we know about the Primary audience from the qualitative research (Stokes Mischewski):

- Already believe that alcohol related violence is unacceptable
- See violence as a serious issue, however they don't see it as top of mind consequence of alcohol, nor is it something they believe they or their friends do.
- Under 25's often display a 'drink to get drunk' attitude to alcohol
- Drink both in-home and at out of home settings
- There is a strong concept of 'mateship' within this age group. Male friends are the major influence, followed by partners with parents and family relegated to minor influencer status. Friends influence behaviours both positively and negatively including what/how much is drunk

#### Secondary: All NSW community

The wider NSW community especially those close to potential offenders can help to positively influence those that may be involved in alcohol related violent incidents. This campaign does not specifically target this audience through messaging or media buy, but the campaign will reach this broader audience through television and press.

#### *Geographical Considerations for both audiences*

Analysis of the tables on page 6 of the LGAs confirms the need to target Sydney City and greater Sydney area. Key regional locations are Newcastle and Lake Macquarie, Wollongong, Central Coast, Coffs Harbour, Byron, Tamworth, Albury, Wagga Wagga, Shoalhaven, Moree, Armidale, Dubbo and Orange.

#### *Consideration of CALD Communities*

There is a lack of data available through NSW Police or the NSW judicial system in relation to alcohol related violence by different language groups. Targeting language groups where there is no data to support a prevalence of that behaviour in that community may pose a small risk of being seen as ethnic stereotyping.

Within the primary audience English proficient is high according to UM's proprietary CALD planning tool DIMPLE (Diversity in Media Planning: Languages & Ethnicity) which sources data from the latest 2011 Census. Of the 152,000 males that identify as being from a CALD background within this audience, 93% have nominated they speak English well or very well. While they may speak another language at home, potentially because of the lower English proficiency of older influencers such as their parents, our target audience has a much more 'mainstream' media consumption pattern thus they will be reached via our general campaign.

#### *Consideration of Indigenous Communities*

People from Indigenous communities that are within the target audience group will be reached through the proposed campaign. In addition, with the assistance of Ministry of Health and NSW Police, DPC will consider other direct communications through their networks that will ensure messages about alcohol and violence that may relate specifically to the Indigenous community are effectively managed.

## **Creative approach**



## Creative strategy

The challenge of reducing alcohol related violence is a complex task. We need to associate violence as a potential consequence of excessive drinking. In reality, the majority of young men don't identify themselves as at risk of being either an aggressor or victim. As a result the biggest creative challenge is self-exclusion i.e. 'that's not me' or 'it won't happen to me'.

To overcome this, we must not speak to young men as potential aggressors or even focus on the moment of violence. Instead the creative approach is designed to create relevance and self-responsibility, by addressing a behaviour that young men agree they do a lot of: drinking. Specifically it focuses attention on a key point in any heavy drinking session - the '**tipping point**' - beyond which you lose control and become at risk of negative consequences such as violence. This point is universally recognised by young drinkers. When highlighted in the context of potential violence, it prompts the individual to think about self-regulating their drinking behaviour.

Mateship is a powerful force and young men feel a duty of care to 'look out for' their mates. Thus part of the campaign will encourage mates to intervene if a friend has reached or passed his tipping point.

Executionally the campaign will be delivered on two levels:

- 1) To change awareness and attitudes towards drinking beyond the tipping point and highlight the consequences that can follow;
- 2) To model real time behaviour change via contextual prompts in and around drinking venues to moderate and/or call it a night.

## The Idea



Everyone knows that alcohol fuelled violence is ugly – and the results of that violence are even uglier, from the smashed faces and broken bones, to the shattered lives, lost liberty and devastated families. They just don't connect themselves or their drinking to that picture.

This campaign will make them think differently about their drinking. It plays out the consequences of excessive drinking through the lens of self-image – physically, socially and legally. It works on a peer-to-peer level, appealing to people's vanity to make the point that violence is not a good look, as well as on a behavior-modelling level, encouraging people to make better choices 'before it gets ugly'

'Stop before it gets ugly' is a memorable call to action that urges young people to know their tipping point and stop... in order to avoid the ugly consequences of drinking to excess.

## Creative role of individual channels

### **Television / Cinema / Online Video**

Uses emotional engagement and high impact with a story based approach to drive awareness of the problem and establish the need for change. There will be two executions (Aggressor and Influencer) which deliver the message from two different points of view. Additional opportunities to develop and place digital video assets

will be pursued during production and implementation including a preference for 15 sec video options.

### **Out of Home – Street Furniture, In-venue (posters, coaster, ATMs) & Taxi**

Builds on the awareness and impact of the TVCs, in out-of-home locations that are relevant to our target. Highlights the tipping point that exists when drinking and encourages audience to consider their behaviours.

Bespoke creative executions will be used to drive engagement with the message and using mirrored devices, literally ask the audience to take a look at themselves and their behaviour.

### **Social & Mobile**

To provide timely and contextually appropriate behavioural nudges in relation to avoiding the ‘tipping point’ on a night out via Facebook and mobile. Photo and video ads incorporating the key campaign messages and providing hints on self-evaluating and moderating behaviour on the audience’s night out will be used. Executions will be simple and contextually relevant.

### **Concept Testing**

Qualitative research via 13 group discussions was undertaken in metro (Sydney CBD & Paramatta) and regional (Wagga Wagga & Tamworth) areas including several groups of young males (15 – 30yrs); young females (18 – 30yrs) and a group of parents of young males who live at home.

#### *Findings and Insights:*

Alcohol fuelled violence is resoundingly seen as unacceptable by young people and parents. Thus the campaign must do more than reinforce this belief to be effective in driving behavioural change.

The research convincingly found the campaign is likely to be effective because:

- The campaign has a **high degree of power, relevance and credibility**. The core creative idea is **clear and compelling**.
- The focus on drinking behaviour (with violence as potential consequence) drives relevance and overcomes self-exclusion.
- Drinkers recognise and relate to the moment in time that separates good from bad decisions when drinking. The main message is that drinkers have the power to make a choice before bad consequences happen is understood and accepted as credible.
- The tag line and lock up work as a strong call to action that is simple to understand and act upon. The use of the phrase ‘before it gets ugly’ is appropriate and common parlance.
- Confronting imagery shakes the audience out of complacency and makes this a **compelling and involving** campaign.
- It is recognisably a social marketing campaign, but with an attention grabbing difference: not the normal problem/solution approach. As a result it is unique and will stand out.

## Media approach

### Media strategy

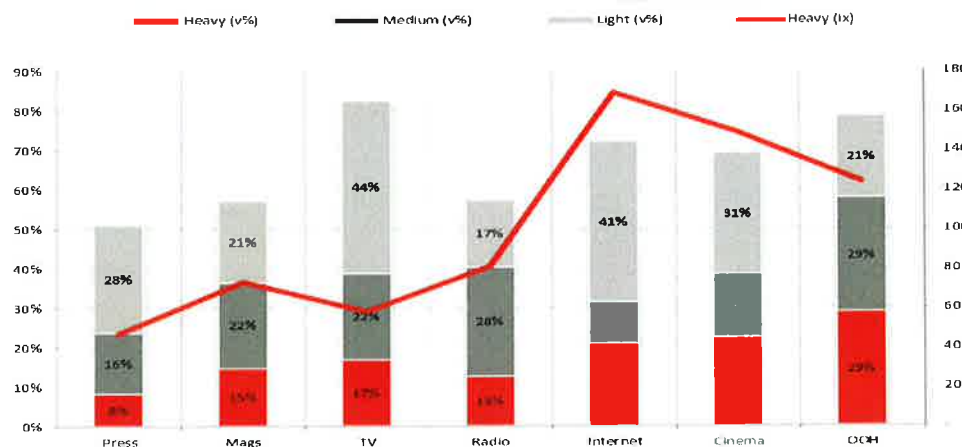
In order to facilitate this message, the campaign will provide cues and signals enabling the audiences to monitor themselves and their mates, ideally to pre-empt an undesired outcome.

Creative Platform	STOP BEFORE IT GETS UGLY	
Pillar	Make it relevant	Relationship Connection
Task	Highlight the personal consequences of excessive drinking	Message and nudge guys along the night out to link the consequences of violence with their own behaviour
Media approach	Emotive broadcast media. Agenda setting	Personal media along the night out. Reflective moments away from the group.
Channels	TV, cinema, online TV, print, out of home	Social media, mobile, in venue and out of home

A 'competitive analysis' of alcohol advertisers has informed the media placement strategy, given their similar audience and the current channel approach. Media targeting will emulate some components of alcohol brand media placements including securing placements near venues (outdoor media) and at the point of alcohol consumption (in-venue). The online TV buy will also utilise similar behavioural/demographic targeting to alcohol advertisers.

For each buy, DPC will ensure that as much bonus and CSA activity as possible will be negotiated to supplement the paid media.

### Media Rationale



Males 18 – 30, by heavy, light and medium, Source: Roy Morgan

## PRINT

**Role:** Help support and substantiate the announcement of the campaign via an environment that imparts credibility & seriousness to our campaign messaging to the wider NSW community. Impactful formats will provide a visual cue for the wider formats utilised across the campaign.

**Rationale:** Print is a trusted news source that is recognised as a statement medium. The modest print buy will provide a visual campaign message which will sit alongside media coverage, supporting and substantiating the Premier's announcement of the campaign.

**Performance:**

## TV AND ONLINE VIDEO

**Role:** Drive mass awareness with emotive and personally relevant creative messaging, in environments that engage & fuel conversation. We will utilise socially consumed and conversational programs to infiltrate conversation and help shift the perception of violence from being something that 'other' people do, to a behavior and action that something we have got to take responsibility for.

### Rationale:

- TV is a proven awareness driver and will contribute strong reach alongside our Print activity to build awareness of the campaign quickly. TV drives the largest reach of any channel consumed when looking at light, medium and heavy consumption combined for the audience.
- The visual and emotive strength of the TVC, supported by a handpicked spot buy in contextually relevant high rating male programming, will provide cut through and allow for personalisation of the creative at a time when males will be most receptive to self-reflective messaging.
- Online video is a key medium for our core male demographic. Both long and short form digital content viewing is continually on the rise, with 48% of Males 18-29 and 41% of Males 30-49 have streamed video content online in the last 4 weeks. It also provides incremental reach over and above that which a single screen strategy alone could achieve.
- The cost effective nature of online video allows us to extend our screen strategy beyond the flighted TV bursts and ensure that we have an extended presence across screen, and increase frequency which is key when trying to drive long term behaviour change

### Buying strategy

To generate cost efficiencies the buying audience of males 18-39 has been determined based on the audience potentials and the costs associated with available buying demographics. Further cost efficiencies will be delivered through day part management, with the activity planned on a 70/30 split to ensure high quality programming is offset by cost efficient off-peak.

A handpicked and targeted FTA TV buy across high reaching and premium sporting content and further supported with general entertainment selections skewed to appeal to the primary audience. Contextually relevant programs and those with an affinity with anti-violence messaging will also be selected and all spot lists will be checked by DPC prior to implementation.

- **Footy Final Burst:** Across the footy final period, a spot buy is scheduled within each of the Football Finals games across both the NRL and AFL codes in the metro area. This will be supported by a lower weight general entertainment schedule that will be bought targeting the younger demographic utilising a higher proportion of spend across channel's Seven Mate, One, Eleven, GO!, and Nine, while delivering messaging to a wider audience through Seven, and Ten. The first football quarter final will be played on Friday 12th September, with the general entertainment schedule commencing on Sunday 14th. As male viewership is higher, and sporting premiums are not as extreme in regional markets, a separate sporting schedule is not required as like the Sydney market. For regional areas, we will deliver a strong schedule targeting the younger male audience, while incorporating sporting elements within the wider entertainment spot buy.
- **Summer Burst:** In a period when alcohol consumption is high for our audience, a two week burst across w/c 7th & 14th of December is flighted targeting male skewed entertainment programming, and Summer sporting highlights such as cricket in both the metro and regional markets

To execute our online video buy Mediabrands Demand Side Platform Cadreon will provide the most efficient digital buy, targeting our audience across premium and contextual environments. Through direct integration

with multiple inventory sources, Cadreon trades media in real-time on an impression by impression basis. This coupled with audience insight, drives substantially increased campaign performance.

Online TV is an important channel for young male audiences and has a proposed allocation of 16% of overall TV spend. This percentage allocation is substantially higher than would be applied for older and broader audiences, which would sit at approx. 8%

The online video budget will be allocated across three channel strategies:

- **Environment.** 65% - 70% will be delivered against a suite of content across male skewed sites. This will target our audience in captive passion point environments to include sports, gaming and entertainment.
- **Premium.** With the audience viewing TV programming, when and where they want, 15% is allocated to the free to air broadcasters premium catch up TV platforms.
- **Audience.** A data layer of males 16-39 will be applied and targeted across the web to ensure we are effectively reaching the full breadth of our audience, and will make up the remaining 20%.

Activity will be optimised based on completed views to ensure the message is communicated in full. Based on performance optimisation, budgets should remain fluid between pillars to ensure the most effective audience delivery.

**Creative rotation for tv and online video:**

- First & second burst – 50/50 (First half 100% Aggressor / Second half 100% Influencer) to show the problem and then the solution

**Performance:**

Metro TV – Footy Final Burst	R&F: 1+ @ 50%
Northern NSW – Footy Final Burst	R&F: 1+ @ 50%
Rest of regional NSW – Footy Final Burst	R&F: 1+ @ 60%
Metro TV – Summer Burst	R&F: 1+ @ 55%
Northern NSW – Summer Burst	R&F: 1+ @ 45%
Rest of regional NSW – Summer Burst	R&F: 1+ @ 50%
Online	2,943,543 impressions

**CINEMA**

**Role:** Extend the screen strategy across the summer period and leverage creative strength and resonance with young men in a captive, socially consumed environment.

**Rationale:** Cinema is a high impact channel that allows us to deliver the emotive creative to our target audience in an inescapable environment.

**Buying strategy**

A buy across Sydney during the key summer blockbuster period when Cinema visits are at their highest, social engagements are frequent and alcohol consumption is high. The schedule will consist of mass reaching Boxing Day hits and males skewed film releases.

**Creative rotation:** 100% Influencer to capitalise on the social nature of cinema to communicate peer responsibility.

**Performance:**

Metro Cinema	14% @ 1.1
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**SOCIAL & MOBILE**

**Role:** Target young males in the lead up and throughout the night’s journey, in a personal environment that nudges and reminds them to recognise signs in their behaviour and exert self-control.

**Rationale:** Social, specifically Facebook, is embedded into the lives of young males. Over the weekend, young males are twice as likely to visit Facebook as watch any FTA TV networks, and as such forms a necessary part of our campaign to ensure that we are in this environment.

Using social as a paid media channel and treating Facebook as a publisher rather than an owned channel allows us to encourage individuals to share our messaging and become advocates for our campaign within the confines of a controlled environment

**Buying strategy**

Facebook allows messaging that can be targeted via day part, day of week, time of day, location, and demographic and interest allowing us to effectively communicate with our audience in the right time and place.

A private Facebook page will publish page promoted post image ads, with contextually relevant creative to the audience.

Social media will form an ongoing presence over the campaign period, with activity across all key periods, providing consistent nudges to the young male audience.

**Performance**

Social	247,500 views across mobile and desktop platforms 13,500,000 impressions
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**MOBILE**

**Rationale:** Mobile is an integral way in which young males communicate with each other, and source information and entertainment. Smartphone users spending on average 2 hours a day with their device. Knowing that our audience consumes short form content that fuels their plans, conversation, and entertains them on a night out, we will deliver messaging that is relevant for that space, and easy to consume with little thought or action.

**Buying Strategy:** Mobile media is to be treated as an extension of social, as it broadens our opportunity in regards to deliver them messaging that is targeted, and contextually relevant in placement and time.

**OUT OF HOME (OUTDOOR)**

**Role:** Drive awareness and provide reminders at key behavioural moments of the night through formats to encourage self-reflection.

**Rationale:** OOH is a top ranking channel with ‘heavy’ consumption the highest of any media and offering reach that is comparable to TV. It is a key tool to effectively target young males directly at the point of behaviour within the night. Many regional areas have limited outdoor infrastructure (eg bus shelters) within suitable proximity to venues/night spots. Other formats (eg large billboards) that are more prevalent in regional areas are generally along roadsides and would not be consistent with the proposed strategy to deliver messaging at the point of behaviour. The planned state-wide activity provides coverage in the identified regional areas with higher assault rates and in line with target population dispersion.

**Buying Strategy:** Street furniture and taxi panels will be targeted in the most part to areas of high alcohol consumption and incidents of violence - as close to the point of behaviour as possible. Sites have also been selected leading from suburban areas to locations where alcohol consumption occurs in order to provide reminders at every critical stage of the young males' night.

4 x street furniture panels in key social areas will be turned into **large scale reflective mirrors** to prompt revellers to question their appearance, and subsequently their behaviour.

OOH will be a part of the launch phase and across key sporting events and summer period to strategically utilise the activity at tactical moments throughout the year when alcohol consumption is high.

**Performance**

Street Furniture	84.8% @ 21.1
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**IN VENUE**

**Role:** Target at the point of consuming alcohol in a unique one-on-one moment and remind them of their options, responsibilities and potential outcomes.

**Rationale:** Provides a unique opportunity to engage with the audience in a rare intimate and self-reflective moment. This environment is as close as possible to the point of alcohol consumption and numerous prompts across the venue will work concurrently to remind young males of the consequences of their actions, ask them to reconsider the next drink, and take responsibility.

**Buying Strategy:** Personal media will be executed across 3 formats in venues across regional and metro NSW in areas of high alcohol consumption and incidents of violence:

- **Convenience Media.** A4 posters located within licensed venue bathrooms situated at urinal and mirrors to take advantage of the opportunity to include young males own reflections within our creative asset pool to drive self-assessment of their current state of physicality.
- **Coasters.** To support the convenience placements, we can reinforce the campaign via tactical messaging on coasters. It is acknowledged that the length of time the coasters will be in market is dependent on how busy the pubs are. The print run for each burst is 50,000 coasters for 250 venues in NSW. The provider approximates that these will be in market for 4 – 6 weeks per print run and proof of placement will be obtained.
- **ATMs.** As the audience associates the cost of a night out with a downside of excessive drinking, the use of ATM screens can act as a reminder of the campaign messages.

**Channels not recommended:**

The following media has been considered but not selected:

CHANNEL	RATIONALE
TV – Pay TV	Pay TV is broadcast nationally and is therefore not cost effective.
Digital Display	Online Video and Mobile/ Social have been established as more cost effective due to their visual impact and ability to target close to the point of behaviour.
Search	There is no online destination site for the campaign, and hence no location for search activity to drive to. The target audience are unlikely to search terms around alcohol fuelled violence.

**Supporting activity**

A specific campaign website is not required for this campaign. The campaign asks people to self-evaluate their behaviours leading into and up to and at the point of excessive alcohol consumption, rather than leading them to seek out further information as a specific Call to Action.

We will however establish dedicated pages within the NSW Government website [www.nsw.gov.au](http://www.nsw.gov.au) about the campaign. This will include campaign materials, tips on self-evaluation and moderating behaviour on a night out and also numbers to call should you require assistance.

NSW Government also has existing related [nsw.gov.au](http://www.nsw.gov.au) webpages that will be linked to the campaign pages, including on the announced Sydney CBD venue restrictions, 'one punch' laws, and excessive drinking that provide additional online support for this campaign.

- <http://www.nsw.gov.au/news/cbd-plan-management>
- <http://www.nsw.gov.au/newlaws>
- <http://www.nsw.gov.au/onepunch>
- <http://www.whatareyoudoingtoyourself.com/>

Strategic Communications will also utilise other NSW Government owned assets, where possible, to further deliver the campaign messaging. This includes:

Editorial within another DPC owned asset - Premier's newsletter NSW In Focus.

- Liaising with other relevant government agencies, such as TfNSW, NSW Police, NSW Health, OLGR to request delivery of the message through their owned assets.

We are currently exploring PR opportunities and will investigate engaging a consultant to manage this aspect.

## Evaluation

Pre and post quantitative research will be conducted via an online survey against our target audience to measure the campaign objectives. The sample will be NSW residents aged 18+ but heavily skewed to our primary target audience of males 18 – 30. Relevant questions will be asked of the sample to establish their attitudes to alcohol related violence and drinking habits.

	Pre-wave	Post-waves
<b>Sample size</b>	N=550 respondents	N=1000 respondents

Objectives	Measures	Benchmark / Target	Timing
Increase awareness about the main campaign messages	Campaign recognition Agreement with statements about drinking and violence	Benchmark: To be established by pre-campaign research  Target: 50% @ Feb 2015	Pre campaign (June), mid-campaign & Feb 2015 (post campaign)
Retain and develop campaign relevance over time	Measure agreement with attitudinal statements as a result of seeing the campaign	Benchmark: To be established by Wave 1 post campaign research  Target: 50% @ Feb 2015	Mid-campaign & Feb 2015 (post campaign)
Encourage responsible behaviours associated	Test changes to behaviour as a result of seeing the campaign	Benchmark: To be established by Wave 1	Mid-campaign & Feb 2015 (post campaign)



with drinking		post campaign research	
		Target: 50% @ Feb 2015	

### Media evaluation

Data on exposure to key media channels will be collected as part of the post campaign research. This will enable us to estimate the impact of individual channels as well as the impact of multimedia exposure and optimise the campaign going forward.

**Digital** - Digital tags will be attached to ad formats and recorded against respondents taking part in the research.

**Traditional Media** - Exposure is picked up through the quantitative research with a series of questions around media consumption and travel patterns.

### **Budget**

Campaign element	Committed \$	Not Committed \$	Totals \$
<b>RESEARCH &amp; EVALUATION</b>			
Pre campaign research	\$100,150		\$100,150
Economic Appraisal	\$26,400		\$26,400
Evaluation		\$70,500	\$70,500
<b>TOTAL</b>	<b>\$126,550</b>	<b>\$70,500</b>	<b>\$197,050</b>
<i>% of campaign total</i>			6%
<b>CREATIVE</b>			
4 x Pitch Fees	\$20,000		\$20,000
Creative development			
Television production		\$400,000	\$400,000
Cinema production		\$5,000	\$5,000
Print production		\$5,000	\$5,000
Radio production			
Out of home production		\$82,000	\$82,000
Install/Production		\$62,600	\$62,600
Digital, Mobile & Social production		\$46,081	\$46,081
Ethnic media production			
Other production (Coasters (jncl printing) & ATMs)		\$26,000	\$26,000
Fees (Account management etc..)		\$380,000	\$380,000
Evaluation of creative costs – Trinity P3	\$6,600		\$6,600
<b>TOTAL</b>	<b>\$26,600</b>	<b>\$1,006,681</b>	<b>\$1,033,281</b>
<i>% of campaign total</i>			31%
<b>MEDIA</b>			
TV (ex ethnic)		933,714	933,714
TV Online / Catch Up TV		153,810	153,810
Cinema		89,200	89,200
Print (ex ethnic)		49,013	49,013
Radio (ex ethnic)			
Out of home		502,144	502,144
Digital – Mobile & Social (ex ethnic)		205,000	205,000
Ethnic TV			

<i>Ethnic TV % (of total TV)</i>			
Ethnic print			
<i>Ethnic print % (of total print)</i>			
Ethnic radio			
<i>Ethnic radio % (of total radio)</i>			
Ethnic digital			
<i>Ethnic digital % (of total digital)</i>			
Other (Direct marketing etc..)			
Service Fees (Planning, Buying, Monitoring, Ad serving etc..)		\$207,304	\$207,304
<b>TOTAL</b>		\$2,140,185	<b>\$2,140,185</b>
<b>% of campaign total</b>			63%
<b>ADVERTISING CAMPAIGN TOTAL</b>			<b>\$3,370,516</b>

### Supporting activity budget

Element	Committed \$	Not Committed \$	Totals \$
PR		\$20,000	\$20,000
<b>TOTAL</b>		\$20,000	\$20,000

### Risk Management

Potential risk	Strategy to mitigate risk
Creative not connecting with the target audience	State-wide concept testing was conducted by Stokes Mischewski in March/April 2014. It indicated the creative concept was compelling, relevant to the target audience and would prompt them to look and modify their behaviours when drinking.
Media strategy not reaching the target audience	The proposed media strategy, including selection of channels, is based on recommendations from DPC's media planning and creative agencies.  It strongly reflects the channel and media preferences of the target audience.  Campaign analysis will identify any issues and provide insights to optimise the campaign going forward.
Saturation of market	This is the first NSW campaign specifically about alcohol-related violence.
Negativity from key stakeholders	All relevant stakeholders will be consulted prior to campaign implementation.
Criticism of advertising spend	The budget has been informed by recommendations of DPC's media planning and creative agencies in order to maximise the achievement of campaign objectives. The budget is in-line with other new NSW Government behaviour change campaigns.
Criticism through social media of the package of reforms reignited by the campaign	The paid social media advertising would not have comments enabled but it is acknowledged that conversations may be prompted elsewhere on social media.  The supporting PR strategy will include managing any negative media surrounding the campaign. The Premier's media team will also manage responses to media coverage surrounding the new laws / package of reforms.

### Stakeholder Consultation

DPC has completed extensive stakeholder consultation to date in the development of this campaign:

- Senior staff from TfNSW and Ministry of Health provided advice and were part of the evaluation committee selecting the creative approach;
- DPC Policy teams, who liaise with agencies such as NSW Police, OLGR and City of Sydney, provided relevant data and statistics which helped inform the approach.

Additional consultation will take place with key agencies such as NSW Police, OLGR, Community Services and also with relevant external industry associations and other organisations to ensure the effectiveness of this campaign is maximised.

DPC will also liaise with other government agencies including Community Relation Commission, Ministry of Health and NSW Police in the delivery of the campaign messages to CALD and Indigenous communities.

### **Appendix: CALD and Indigenous Media Exemption Request**

DPC requests an exemption from the ethnic media advertising policy and from using specific indigenous media.

There is a lack of data available in relation to alcohol related violence or consumption by different language and ethnic community groups, including from Health, NSW Police or the NSW Judicial System. In relation to the recent high profile and serious alcohol related violence incidents where details have been made available, there is no evident ethnicity skew. Targeting community and language groups where there is no data to support a prevalence of that behaviour in that community poses a risk of being seen as ethnic stereotyping on this issue.

In addition, the target audience is particularly English proficient. According to DIMPLE (Diversity in Media Planning: Languages & Ethnicity) used by our media planning agency, which sources data from the latest 2011 Census of the 152,000 males that identify as being from a CALD background, 93% identify they speak English well or very well. While they may speak another language at home, potentially because of the lower English proficiency of older influencers such as their parents, our target audience will be effectively reached via our general campaign.

People from Indigenous communities that are within the target audience group will be reached through the proposed campaign. In addition, with the assistance of Ministry of Health and NSW Police, DPC will consider other direct communications through their networks that will ensure messages about alcohol and violence that may relate specifically to the Indigenous community are effectively managed.

<b>CONTACT DETAILS</b>	
Campaign manager	Alun Probert
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