



PalliativeCare
WESTERN AUSTRALIA

You only die once

Advance Care Planning Consumer Awareness Campaign Evaluation Report

January 2020

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1.0 Executive Summary

You only die once is a consumer awareness campaign delivered in Western Australia on Advance Care Planning. The first of its type in Australia, the campaign was developed and managed by Palliative Care WA. Funding for the campaign, which ran over 12 weeks from 21 August 2019, was provided by Lotterywest as well as members of the CEO Roundtable on Palliative Care.

The primary purpose of this campaign was to address the lack of awareness on Advance Care Planning in the Western Australian community. The target audience was all Western Australian consumers aged 18 years and over, with a priority given to those aged 40 years and over.

The campaign concept *You only die once* was based on the premise regarding the importance of having the conversation early, because once someone's gone, it's too late. The campaign included television and radio advertising, a dedicated microsite, sponsored articles and a social media campaign.

Any consumer awareness campaign has to cut through a lot of "noise" just to get audience attention let alone prompt listeners and viewers to find out more. The evaluation results show this campaign managed to do just that, proving that not only was the concept effective but that there is an appetite for the topic.

Key evaluation results

- Comparison of the pre and post-campaign Omnibus surveys show there was a 60% increase in total awareness of Advance Care Planning with a random sample of people;
- Over 6,000 members of the community visited the microsite during the campaign to understand more about Advance Care Planning;
- There was an extremely high level of engagement from stakeholders, palliative care health and service professionals and the broader palliative care sector right around Australia, with positive feedback on the both the concept and execution;
- The television advertising delivered a reach of 679,000 people which equates to 70% of people in the 40+ demographic living in Perth.
- Facebook advertising reached 95,000 users and delivered a click through rate of 2.12%, which is over double the average Facebook click through rate of 0.9%.

2.0 Background

Advance Care Planning is a process of discussing and documenting future health care wishes, values and priorities for end of life. A good death gives people dignity, choice and support to address their physical, personal, social and spiritual needs. Advance Care Planning has demonstrated significant and multiple beneficial outcomes for individuals, their families and for the health system as a whole. It can increase access to more appropriate palliative care, reduce undesired treatments and reduce stress, anxiety and depression experienced by families.

Approximately 82% of people believe that it is important to discuss their end of life care preferences but under 10% of Western Australians have completed an Advance Care Plan. There is a lack of awareness of the term Advance Care Planning in the community, a lack of understanding about the elements involved in the process and some confusion around the documents available.

When end of life plans and wishes have not been considered or are not known, it places a great deal of stress on families and loved ones. The reality is many Western Australians do not get the end of life experience they desire and that issue resonates across families and the broader community.

For the last five years Palliative Care WA has been running Advance Care Planning community workshops which are currently funded by WA Health through the WA Cancer and Palliative Care Network. Despite the popularity of the workshops which book out a year in advance, and the excellent feedback received from participants, it is clear that achieving a widespread increase in awareness of Advance Care Planning across the Western Australian community could only come from a state-wide consumer campaign.

The impetus to commission a campaign originated from several discussions at the CEO Roundtable on Palliative Care regarding the lack of community awareness of, and participation in, Advance Care Planning. Convened by Palliative Care WA, the Roundtable involves CEO representatives from across the health and community services sectors meeting quarterly with the Minister for Health to discuss a wide range of issues within the palliative care landscape. Recognising the potential impact on the WA community from a consumer awareness campaign on Advance Care Planning, members collectively committed \$95,173 to help fund a campaign to be developed and managed by Palliative Care WA. To enable a broadscale campaign, Palliative Care WA sought additional grant funding of \$243,756 from Lotterywest. Administrative and in-kind support was provided by Palliative Care WA.

It is important to recognise the context within which the decision to conduct a widespread community awareness campaign was made. The release of WA Parliament's Joint Select Committee of End of Life Choices report *My Life, My Choice* and the scheduled Parliamentary debate on Voluntary Assisted Dying had created an unprecedented increase in conversations in the public domain around palliative care and end of life issues. The time was therefore ripe to start a community conversation on Advance Care Planning.

3.0 Campaign aim

The primary aim of *You only die once* was to **increase consumer awareness** of Advance Care Planning. In addition, the campaign aimed to create opportunities for conversations between loved ones that stimulated further investigation, which would result in an increase in the understanding of what is involved in Advance Care Planning. While the ultimate aim was to increase the number of people who undertook Advance Care Planning, it was recognised this was long-term goal, and given there is no specific depository for the relevant documentation, one that would be difficult to accurately measure.

4.0 Approach

4.1 Campaign concept

Palliative Care WA undertook a search for an appropriate creative agency partner to develop the campaign concept and manage the media strategy. The appropriately named *&Partners* were chosen based on their excellent not for profit sector references, their demonstrated engagement with the topic, and the quality of the work they had previously developed.

To assist in developing a campaign theme, two consultation workshops were held; one for members of the community (some of whom had previously attended an Advance Care Planning community workshop) and one for health and community services professionals who had expertise in the area of Advance Care Planning. This consultation assisted with:

- Gaining a better understanding of the potential audiences;
- Assessing the appropriate tone and sentiment to use in messaging and imagery;
- Assessing the suitability of utilising common industry terminology; and
- Identifying some messaging territories to use to develop an appropriate theme.

From those consultations the following potential messaging territories were identified. All of these territories were touched on in some way during the campaign:

- Be empowered – have a voice, have choices, stay in control;
- Personalisation – ensure your end of life suits you;
- Be informed – for yourself and for others, understand what is involved;
- What is Advance Care Planning – elements involved;
- Have the conversation now – sooner rather than when things go wrong;
- It's not just about you – your family are affected;
- It's about living, not just dying – making the most of your life;
- Trust – ensuring someone you trust is making the decisions.

The final concept *You only die once* was selected from three options developed by &Partners. The main premise of the campaign was encouragement to have the conversation early, because once someone's gone, it's too late. This campaign challenged people to see death as an important part of life and like any significant life event, worthy of consideration and forward planning.

4.2 Advance Care Planning community workshops

Feeding into the development of the consumer awareness campaign was the preliminary results from Curtin University's evaluation of Palliative Care WA's Advance Care Planning community workshops. This evaluation was undertaken to ascertain if the workshops increased knowledge of Advance Care Planning and if there was any change in behaviour following attendance. The results were extremely positive and showed the workshops not only lead to statistically significant changes in knowledge, but also to a shift in behaviours related to Advance Care Planning.

It is important to note that these results were not expected by the researchers who recognised that behaviour change often takes time. These results boosted confidence in the aims and potential for the campaign and also supported our intention to reflect the workshop material in the microsite.

4.3 Audience

The primary audience for this campaign was all Western Australian consumers aged 18 years and over, with a priority given to those aged 40 years and over. This priority age group were more likely to be open to the concept of Advance Care Planning either for themselves or for their parents.

The consultation workshops included some discussions on CaLD and Aboriginal and Torres Strait Islander audiences. Ultimately however, it was decided that further consultations on end of life rituals and norms need to be undertaken with each of these communities to be able to produce culturally sensitive messaging and campaign elements that could engage these audiences and cultures. The funding required for this level of consultation and to produce segmented messaging and collateral was not available for this campaign.

4.4 Campaign elements

The campaign elements were chosen to maximise consumer reach across several mediums. All campaign media pointed towards the microsite that provided comprehensive information and a resources hub on Advance Care Planning, as well as the embedded 60 second campaign video. Campaign elements included:

- A 30 second television advertisement run on Channels 7, 9, 10 as well as digital mediums 9now and SBS on Demand;
- A 60 second video on Palliative Care WA's YouTube channel;
- Four different radio advertisements run on 6PR and 6IX;
- Social media advertising on Facebook and Instagram;
- Two sponsored articles on *Starts at 60*, which is a large and extremely active web community aimed at the over 60s;
- Organic posts on Palliative Care WA's Facebook and LinkedIn pages;
- A purpose-built microsite www.youonlydieonce.com.au.

5.0 Campaign Evaluation

It is important to recognise it was always going to be challenging to source comparable data by which to measure this campaign. Large scale consumer awareness campaigns are commonly developed and run by Government agencies, usually deal with a known topic or issue (e.g. drink driving, speeding, littering, recycling) and generally aim at changing behaviours. Many have demonstrable statistics readily available to assess long and short-term outcomes.

However this campaign introduced a term or concept not widely known in the community. It therefore needed to educate people on what Advance Care Planning means and what benefits it may have, as well as encourage people to undertake Advance Care Planning. In addition, it is the first consumer awareness campaign on Advance Care Planning in Australia. There are simply no past examples available to use as a comparable benchmark.

To evaluate this campaign, we have used pre and post-Omnibus surveys; microsite analytics; social media engagement analytics; reach and frequency of exposure to television, radio and digital advertising; and informal engagement and feedback from the community and the sector.

5.1 Evaluation survey

Throughout the year online Omnibus surveys are conducted in WA containing a variety of questions related to different services, products and issues, and using a sample of between 800 and 1000 people. To provide our own campaign benchmark and be able to gauge awareness and perceptions of Advance Care Planning, questions were included in a survey carried out pre-campaign in May 2019 and were repeated post-campaign in October 2019. Omnibus samples are random, so different people are likely to have responded in each survey.

Survey results

- On the question *“Have you heard of the concept of Advance Care Planning?”* - between May and October there was a **60% increase in total awareness**.
- Following a definition of Advance Care Planning and a list of the key components, on the question *“Armed with this knowledge about Advance Care Planning would you consider completing some of the above options even while you are in good health?”* - between May and October there was a **9% increase in those who agreed they would complete some options and a 3% drop in those who said they wouldn’t**.

Overall there was a strong measurable increase in awareness and consideration of Advance Care Planning. The agency that conduct the research referred to the results as a ‘critical shift’ in awareness and were particularly pleased (and a little surprised) given the difficult topic. More detailed information on this evaluation is in Attachment 8.1.

5.2 Microsite

All campaign elements directed people to the microsite for more information. Anyone who landed on the site during (and in fact after) the campaign will have been exposed to one or more of the campaign elements or will have heard about the campaign microsite via word of mouth. Site analytics included below are therefore a vital piece in the evaluation jigsaw.

Microsite analytics

- There have been **6,168 visitors to the site** in just over 4 months. That means over 6,000 members of the community were interested enough in the topic to have responded to advertising, promotion, newsletters, social media posts articles or word of mouth by seeking out the website to understand more. Of those 12% visited more than once;
- Just over 91% of those visited in 3 months during the peak of the campaign. Not surprisingly numbers dwindled (but haven't stopped) once it ended;
- **50% of visitors arrived at the site by directly typing in the web address.** These are likely to have been directly responding to the television or radio advertisements and shows not only a clear measure of interest in the campaign topic but the effectiveness of the campaign advertising;
- The number of visitors who arrived by clicking on a **link in social media is 20%** - either through the organic posts or the social media advertising;
- The only statistically significant referral point for visitors was the **Starts at 60 website which provided 15% of visitors** to the site. This indicates strong engagement in the two sponsored articles and/or banner advertisements run by Starts at 60.

These analytics clearly demonstrate a positive level of engagement in the campaign and an increase in awareness of Advance Care Planning. A full summary of analytics is at Attachment 8.2.

5.3 Television and radio advertising

Evaluation of the effectiveness of television and radio advertising is ultimately measured by engagement in the 'call to action' and in our campaign the call was to visit the website. There are however some measures available to assess the media value and final reach of advertising and they have been summarised below. For a full report and summary of campaign media please see Attachment 8.3.

- Media that was scheduled delivered over three times in media value versus cost, resulting in a highly visible campaign;
- Overall the television advertising delivered a reach of **679,000 people which equates to 70% of people in the 40+ demographic living in Perth** with an average frequency of almost 7 times per person;
- It was shown in several key popular programs including *The Block*, *The Ashes-Australia vs England*, *News on 7*, *9 and 10*, *Better Homes and Gardens*, *The Living Room*, *Today Tonight*, *The Chase Australia*, and *Seachange*;
- Overall the radio advertising delivered a reach of **284,000 people in the 40+ demographic living in Perth**, with an average of 11 times per person;
- The digital video advertised on 9Now, SBS on Demand and YouTube had just under **200,000 impressions** in total. YouTube had a particularly strong view rate of 19%.

5.4 Social media advertising and engagement

The advertising campaign run on Facebook performed well:

- It reached 95,000 users with an average frequency of 3.7 times per user, and delivered 1,741 visits to the microsite landing page via the link advert; and
- It delivered a click through rate of 2.12%, which is **over double the average Facebook click through rate** of 0.9%.

Summarising comments on Facebook can be a tricky business as it is common to see people completely off topic and using an advert as a platform for their own purposes. In all there were 40 comments made on the Facebook advertisements, 20% of which were negative about the advertisement based on their own beliefs or their family end of life experiences. A small number commented favourably and others recounted personal experiences or opinions on palliative care, voluntary assisted dying, religious beliefs or end of life choices.

Engagement in Palliative Care WA's Facebook and LinkedIn pages during the campaign was much higher than average with many positive comments from followers. Key analytics include:

- Past monthly post reach on Facebook ranged between 500 and 1500 users. Over August to October when the campaign was running, monthly post reach varied between 33,000 and 48,000 users; and
- Monthly post engagement on Facebook during the campaign was 10 times the usual level;
- Monthly post views on LinkedIn during the campaign was over double the usual level.

5.5 Community feedback

Several community members took the time to contact Palliative Care WA directly during the campaign. In total seven people emailed us regarding the television advertisement, two with positive comments and five expressing some concern. All of those who expressed concern related a personal end of life circumstance from within their family. We also received a couple of emails that did not directly reference the advertisement/campaign, but which also recounted personal circumstances and may have been triggered by the campaign. Each were responded to personally by the CEO. In addition, positive feedback on the video was received from participants in Advance Care Planning community workshops. A handful of complaints to one of the radio stations caused one of the advertisements to be withdrawn. Considering the sensitive nature of the campaign topic and the use of black humour in the television and radio advertisements this is considered to be a low level of negative feedback.

5.5 Sector feedback

Right from the launch on 21 August 2019 the response from the sector has been overwhelmingly positive. Key stakeholders on the CEO Roundtable on Palliative Care were very pleased with the campaign concept and execution and started talking about how we develop a follow up campaign in the meeting immediately following the launch. Palliative Care WA team members received numerous compliments over the phone, on email and in person, as well as some requests to show the campaign video. During the Oceanic Palliative Care Conference held in Perth in September, Palliative Care WA staff members constantly fielded compliments on the campaign from delegates from around Australia. It was clear that the sector liked the approach of the campaign and were happy to share it with their own audiences in newsletters, social media and other communications.

6.0 Conclusion

Consumer awareness campaigns have a lot to compete with. The myriad of ways we now receive information as well as the continuously increasing amount of information that comes 'at' us creates a lot of what is referred to a 'digital noise'. In marketing terms, a consumer awareness campaign has to cut through that noise just to get our attention let alone prompt us to find out more. The evaluation results show this campaign managed to do just that, proving that not only was the concept effective but also that there is an appetite for the topic.

7.0 Recommendations

This campaign has created a platform from which we can continue to increase awareness of, and engagement in, Advance Care Planning in Western Australia. Recommendations for the future include the following:

- Funding is sourced to build on the increased awareness of Advance Care Planning by following up in 2020 with another campaign;
- The current campaign concept and collateral are retained and expanded;
- Investigate the possibility of shooting a new video/advert with the same actors;
- Create new radio scripts that relate and possibly refer to the television advert; and
- Funding be sought for the consultation needed to develop a segmented campaign suitable for CaLD and Aboriginal and Torres Strait Islander communities.

8.0 Attachments

8.1 Campaign evaluation report from &Partners (creative partner)

8.2 Website analytics

8.3 Media campaign report from Match & Wood (media partner)

Attachment 8.1



PalliativeCare
WESTERN AUSTRALIA

& PARTNERS

**ADVANCE CARE PLANNING
RESEARCH RESULTS - WAVE 2**

OCTOBER 2019

Agenda



1. Methodology
2. Prompted Awareness
3. Consideration
4. Summary



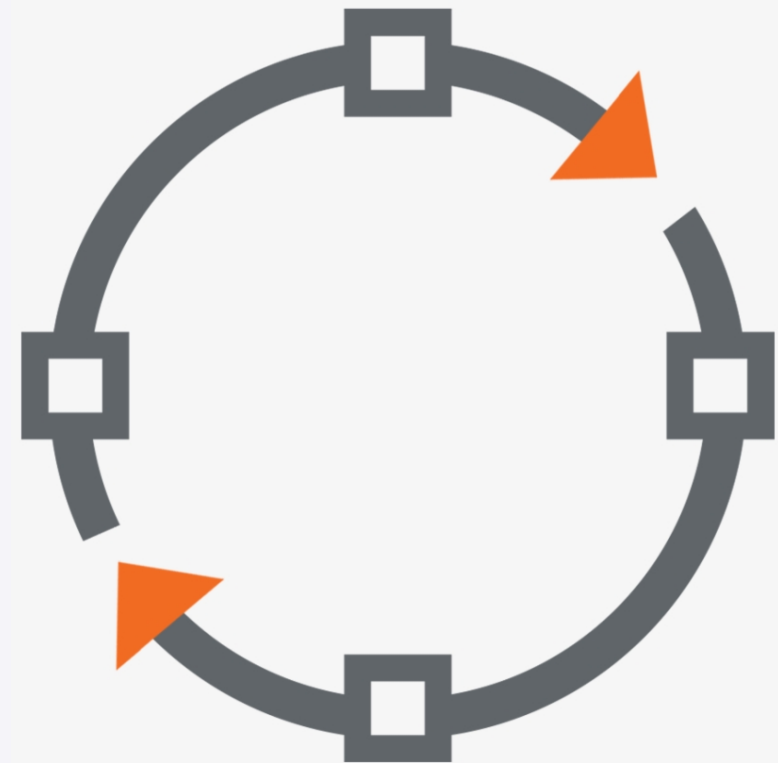
Methodology



A Perth based Omnibus survey (Online Panel) was used to gauge product awareness, and perceptions of Advance Care Planning. The Panel is sourced via Thinkfield.

The survey was in market for 1 week, during October 2019, with a total sample of 941.

The demographic quotas were based on Western Australia General Population statistics (see appendix).

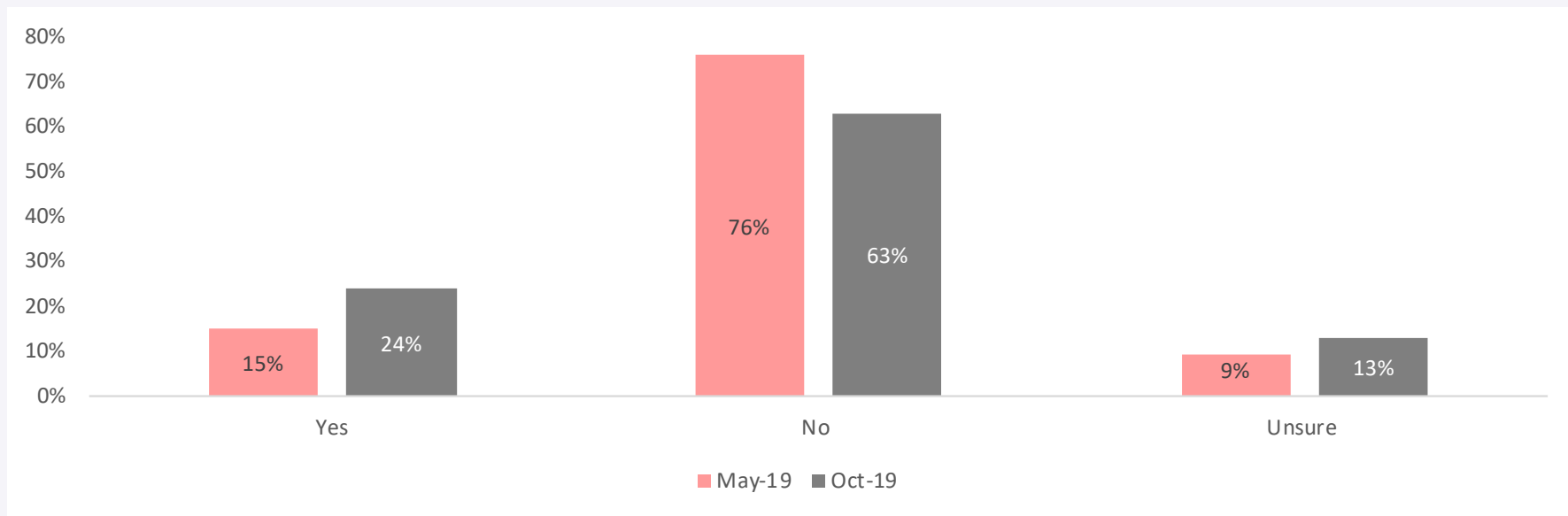


Prompted Awareness

Advance Care Planning Prompted Awareness



Q: Before today, have you heard of the concept 'Advance Care Planning' ?



- When prompted, 24% of participants had heard of the concept 'Advance Care Planning'. This represents a percentage point change of +9%, and an increase of 60% in total awareness.
- Those that were 'unsure' also increased by +4 percentage points, which represents an increase of 44%.

Source: October Omnibus 2019

Consideration

Advance Care Planning Definition



Respondents were provided with the following definition for ‘Advance Care Planning’, before being asked the following question.

In Western Australia, **Advance Care Planning** is defined as:

the process of discussing and documenting your future health and care wishes reflecting your values and priorities. It enables your doctors, friends, family and carers to understand what you want should you become unwell and unable to speak for yourself.

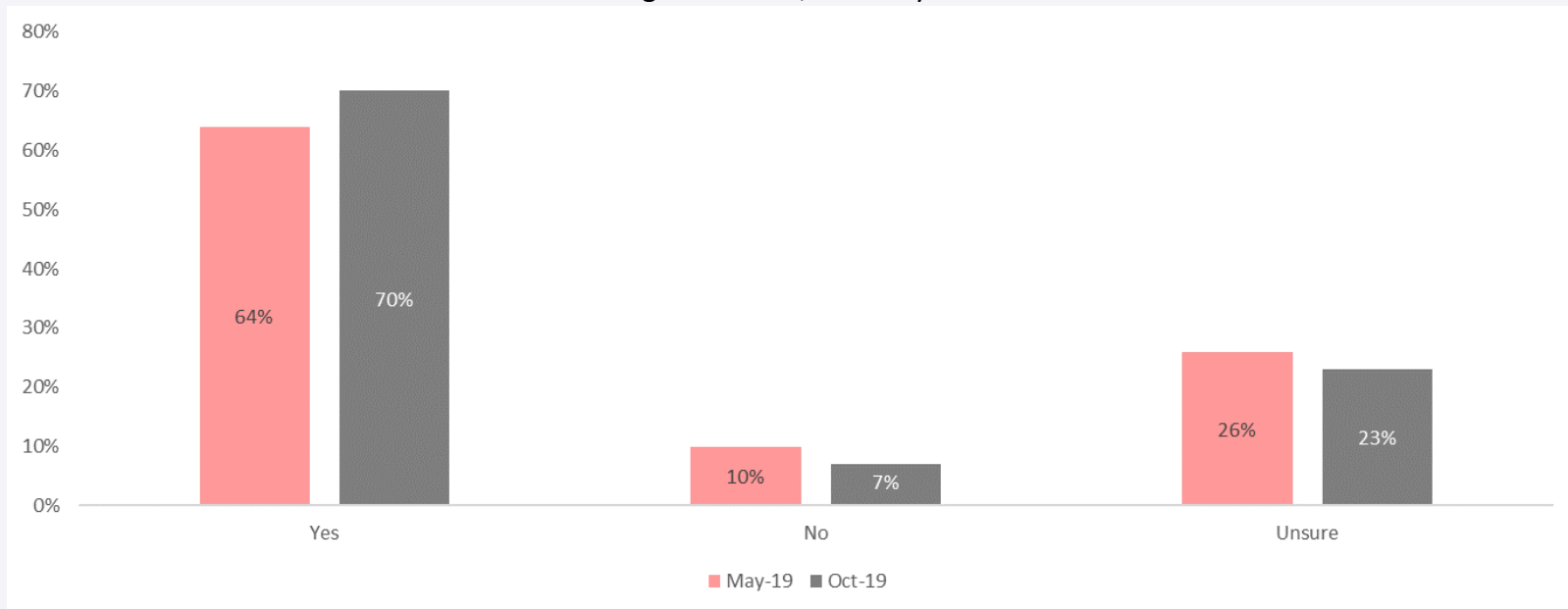
The key components of Advance Care Planning include:

1. Writing a Will.
 2. Having conversations about your wishes and preferences with family, friends, your GP and other caregivers.
 3. Completing an Advance Care Plan (a document used to record wishes that aren’t explained on your Enduring Power of Guardianship form, or in your Advance Health Directive. For example: where you would prefer to receive care, who you would like to look after your pets and any religious or spiritual beliefs relevant to your care).
 4. Assigning an Enduring Power of Attorney (the person you legally appoint to make financial and/or property decisions on your behalf for when you are no longer able to make or express reasonable judgements for yourself)
 5. Completing an Advance Health Directive (a legally binding document that is used to explain your health care decisions, including your preferred treatments and procedures).
 6. Signing up for organ and tissue donation
 7. Assigning Enduring Power of Guardianship (the person you legally appoint to make personal, lifestyle and treatment decisions on your behalf for when you are no longer able to make or express reasonable judgements for yourself).
-

Consideration



Q: Armed with this knowledge about 'Advance Care Planning', would you consider completing some of the above options even while you are in good health, and why?



- Those that agreed they would consider completing some options within advance care planning increased by 6 percentage points between wave 1 and wave 2, which represents an increase of 9%.
- There was also a decrease in those that said they would not consider completing some of the advance care options, by 3 percentage points.

Source: October Omnibus 2019

Reasons for not considering advance care planning



Q: Armed with this knowledge about 'Advance Care Planning', would you consider completing some of the above options even while you are in good health, and why? Reasons for selecting 'No'

1. Disinterested
2. Cost
3. Have already completed Advance Care Planning
4. Not ready to consider Advance Care Planning
 1. Belief that it is for the elderly/ poor in health
5. A sense of not trusting those involved in the process
6. Not wanting to consider the process (or death)
7. Having a family member to take care of Advance Care Planning on their behalf
8. Too much to think about/ not enough time to carrying out the components of Advance Care Planning

Reasons for not considering advance care planning remained consistent with the first wave, with the addition of 'disinterest, and cost'.

Reasons for considering advance care planning



Q: Armed with this knowledge about 'Advance Care Planning', would you consider completing some of the above options even while you are in good health, and why? Reasons for selecting 'Yes'

1. Have already acted on some/ all of the options
2. Not wanting family and friends to carry the burden should there be no Advance Care Planning in place
 1. To alleviate stress on loved ones
3. Personal experiences – many agreed that seeing someone else go through end of life prompted them to act/ consider Advance Care Planning
4. Control -
 1. Wanting to have wishes respected/ have personal choice in Advance Care Planning process
5. Ensuring assets go to the right place
6. Ensure family needs are looked after
7. Show of responsibility
8. Life is uncertain/ end of life could be an accident or unplanned
9. Preparation/ being organised
10. It is better to plan these things when in good health/ fit state of mind

Whilst reasons for considering advance care planning remained consistent with the first wave, there was a notable shift towards alleviating stress/ burden from loved ones.

Summary

Summary



- There was a significant increase in awareness levels of advance care planning between wave 1 (pre advertising campaign) and wave 2 (post advertising campaign).
 - Those that agreed they were willing to consider some elements of advance care planning also increased from wave 1 to wave 2 of the research.
 - Reasons why respondents would consider advance care planning remained consistent between the two waves, with a shift in importance towards 'alleviating stress/ burden from loved ones'.
 - Reasons why respondents would not consider advance care planning included 'cost and disinterest' in this wave.
 - **Overall, there was a positive shift in awareness levels and consideration of advance care planning post campaign.**
-

Omnibus – Additional Information



Omnibus Sample

Each month a sample between N=800 and N=1000 surveys are completed online, with approx 80% Metro and 20% Regional

Quotas: Intersecting age and gender quotas are set for 5 age brackets:

18-24, 25-34, 35-44, 45-54 and 55+.

Weighting Data is post-weighted by Thinkfield, according to the latest overall WA population ABS statistics, against the following brackets:

M/F and 18-34/35-54/55+

Demographics: Standard demographic questions are included in the package; Age, Gender, Postcode, HH Situation and HH Income

Thinkfield is a member of the Association of Market and Social Research Organisations (AMSRO). Thinkfield is also part of the new international standard in Market, Social and Opinion Research: ISO 20252. As such, all our systems and procedures reflect this standard.

All permanent field personnel are members of the Australian Market and Social Research Society (AMSRS) and as such are bound to abide by the AMSRS Code of Professional Behaviour and associated privacy guidelines.

Thinkfield are also bound by the Commonwealth Privacy Act (1998) and adhere strictly to the Market and Social Research Privacy Principles (M&SRPPs) developed in response to this Act.

You only die once Website - Analytics summary

VISITORS

| | August 2019 | September 2019 | October 2019 | November 2019 | December 2019 | Year to date |
|------------------------------------|-------------|----------------|--------------|---------------|---------------|--------------|
| Total no of visitors | 1,780 | 2,056 | 1,782 | 670 | 132 | 6,168 |
| % New visitors | 100% | 88% | 86% | 86% | 75% | 88% |
| Average time on site (minutes) | 1:00 | 0:44 | 0:46 | 0:39 | 1.08 | 0:50 |
| How they found the site | | | | | | |
| Direct access (used web address) | 64% | 48% | 43% | 30% | 37% | 50% |
| Via social media (clicked on link) | 25% | 24% | 18% | 3% | 4% | 20% |
| Via a search | 8% | 13% | 24% | 8% | 38% | 15% |
| Referred from Startsat60 | | 14% | 13% | 59% | 20% | 15% |
| What they were using | | | | | | |
| Desktop | 41% | 45% | 29% | 37% | 49% | 33% |
| Mobile | 38% | 29% | 45% | 43% | 38% | 43% |
| Tablet | 21% | 26% | 26% | 20% | 13% | 24% |
| Where they were | | | | | | |
| WA | 69% | 77% | 55% | 36% | 55% | 71% |
| Vic | 12% | 9% | 12% | 20% | 16% | 10% |
| NSW | 9% | 7% | 14% | 19% | 10% | 8% |
| Queensland | 7% | 5% | 13% | 18% | 14% | 7% |
| South Australia | 2% | 2% | 5% | 4% | 2% | 2% |
| ACT | <1% | <1% | 2% | 2% | 1% | <1% |
| Tas | <1% | <1% | -- | -- | 1% | <1% |
| NT | <1% | <1% | -- | -- | -- | <1% |

PAGEVIEWS

| | August 2019 | September 2019 | October 2019 | November 2019 | December 2019 | Year to date |
|------------------------------|-------------|----------------|--------------|---------------|---------------|--------------|
| Total number of pages viewed | 2,822 | 3,177 | 2,671 | 1,013 | 225 | 9,908 |
| Home pageviews | 85% | 84% | 81% | 94% | 91% | 85% |
| FAQ pageviews | 4% | 4% | 3% | 1% | 2% | 2% |
| Community workshops | 3% | 2% | 2% | 2% | 1% | 2% |
| Resources pageviews | 3% | 6% | 8% | 2% | 4% | 6% |
| Supporters pageviews | 1% | 1% | 1% | <1% | <1% | 1% |

NOTES

- Website live on Monday 19 August
- Official Launch on Wednesday 21 August, including media release and information sent to stakeholders
- TV and social media advertising commenced Friday 23 August
- Radio advertising commenced Monday 26 August
- Two Starts at 60 articles and the Facebook notifications on them all went live during September
- Television advertising finished mid-October

Attachment 8.3

PALLIATIVE CARE | YOU ONLY DIE ONCE

POST CAMPAIGN REPORT

AUGUST – NOVEMBER 2019

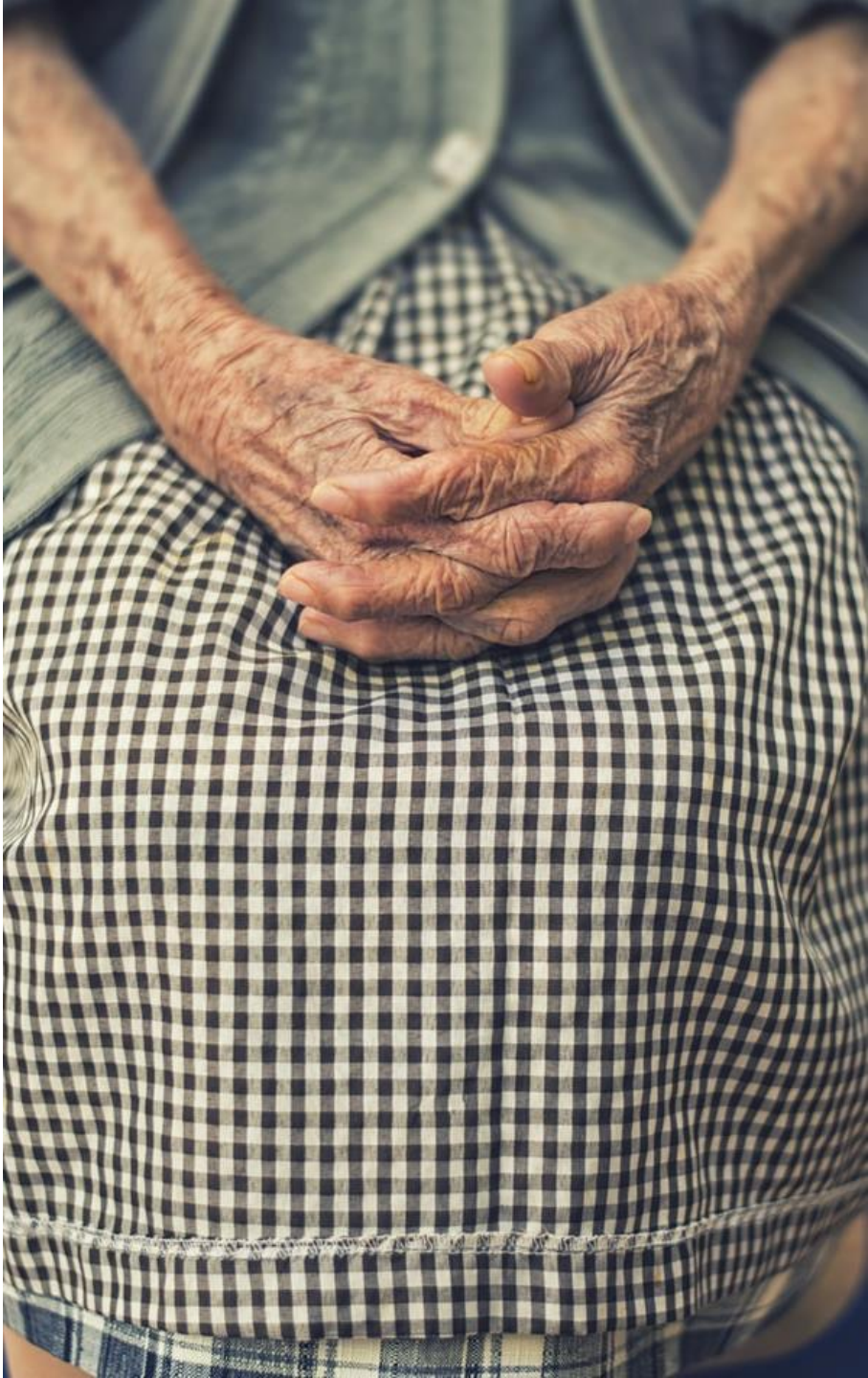
Match & Wood



EXECUTIVE SUMMARY

TO RECAP THE INITIAL BRIEF

| | |
|----------------------|--|
| Background: | Planning your end of life choices is important for all West Australians, and the role of Palliative Care WA is to raise consumer awareness, and prompt action & conversations between loved ones before any issues arise. Currently only 5-10% of West Australians have an Advance Care Plan or an Advance Health Directive. |
| Campaign Objectives: | Build awareness of Palliative Care WA and Advance Care Planning Educate people on the importance of this process and the options that exist Drive users to learn more at the YODO website |
| Target Audience: | Primary audience: People 40+ |
| Campaign Timing: | w/c 18 Aug – w/c 27 Oct |
| Media Budget: | \$142,500 |
| Markets: | Perth |



MEDIA PLAN

| | | | AUGUST | | | | SEPTEMBER | | | | | OCTOBER | | | | | | | | |
|----------------------|-------------------|--|--------|----|---------|---------|-----------|----|----|----|----|---------|----|----|----|------------|---------|------------|----------------|------------|
| Media Supplier | Site / Format | Detail | 4 | 11 | 18 | 25 | 1 | 8 | 15 | 22 | 29 | 6 | 13 | 20 | 27 | Buy Type | No. | Rate | Cost to Client | |
| Screens | | | | | | | | | | | | | | | | | | | | |
| Seven | 30 Sec TVC | Primary Demo: P40+ | | | | | | | | | | | | | | CPT | | | \$35,347.00 | |
| Nine | 30 Sec TVC | Primary Demo: P40+ | | | | | | | | | | | | | | CPT | | | \$30,000.00 | |
| Ten | 30 Sec TVC | Primary Demo: P40+ | | | | | | | | | | | | | | CPT | | | \$4,000.00 | |
| Screens (Digital) | | | | | | | | | | | | | | | | | | | | |
| 9Now | 30 Sec | P40+ Age Targeting WA Only / Freq Cap 3 P.D. | | | 74,075 | | | | | | | | | | | CPM | 74,075 | \$81.00 | \$6,000.08 | |
| SBS On Demand | 30 Sec | P45+ Age Targeting WA Only / Freq Cap 3 P.D. | | | 50,000 | | | | | | | | | | | CPM | 50,000 | \$60.00 | \$3,000.00 | |
| YouTube | 30 Sec | P45+ Palliative Care Keyword Targeting | | | 80,000 | | | | | | | | | | | CPM | 80,000 | \$20.00 | \$1,777.78 | |
| Radio | | | | | | | | | | | | | | | | | | | | |
| 6PR | Perth | Mon-Fri BMAD | | | | 15 | 15 | 15 | | 15 | | 15 | | 15 | | | 90 | \$110.00 | \$9,900.00 | |
| 6PR | Perth | Sat Breakfast - Weekend Breakfast | | | | 3 | 3 | 3 | | 3 | | 3 | | 3 | | | 18 | \$90.00 | \$1,620.00 | |
| 6PR | Perth | Sun Breakfast - House of Wellness | | | | 3 | 3 | 3 | | 3 | | 3 | | 3 | | | 18 | \$90.00 | \$1,620.00 | |
| 6PR | Perth | BTA | | | | 7 | 7 | 7 | | 7 | | 7 | | 7 | | | 42 | \$0.00 | \$0.00 | |
| 6PR | Perth | Tues - Dr Joe Kosterich Segment s/s | | | | 2 | 2 | 2 | | 2 | | 2 | | 2 | | | 12 | \$0.00 | \$0.00 | |
| 6PR | Perth | Wed - Dr Ross Walker Segment s/s | | | | 1 | 1 | 1 | | 1 | | 1 | | 1 | | | 6 | \$0.00 | \$0.00 | |
| 6IX | Perth | Sun-Sat BMAD | | | | 30 | 30 | 30 | | 30 | | 30 | | 30 | | | 180 | \$55.00 | \$9,900.00 | |
| 6IX | Perth | Weather Sponsorship Mon-Fri | | | | 40 | 40 | 40 | 40 | 40 | 40 | 40 | 40 | | | | 320 | \$12.50 | \$4,000.00 | |
| 6IX | Perth | Sun-Sat BMAD - Bonus | | | | | | | | | | | | | | | - | \$0.00 | \$0.00 | |
| Social | | | | | | | | | | | | | | | | | | | | |
| Facebook | Vertical Video Ad | P40+ WA | | | 474,285 | | | | | | | | | | | CPM | 474,285 | \$7.00 | \$3,688.88 | |
| Facebook & Instagram | Link Ad | P40+ WA | | | 680 | | | | | | | | | | | CPC | 680 | \$2.00 | \$1,511.11 | |
| Facebook & Instagram | Link Ad | Video Remarketing WA | | | 500 | | | | | | | | | | | CPC | 500 | \$2.00 | \$1,111.11 | |
| Content Partnerships | | | | | | | | | | | | | | | | | | | | |
| Starts at 60 | Article | Sponsored Article + Broadcast on Site | | | | 1 | | | | | | 1 | | | | Fixed Cost | 2 | \$3,000.00 | \$6,000.00 | |
| Starts at 60 | Banner Ads | WA Only - Bonus | | | | 195,000 | | | | | | | | | | | CPM | 195,000 | \$0.00 | \$0.00 |
| Starts at 60 | In-Article Video | In-Article Video | | | | 310,000 | | | | | | | | | | | CPM | 310,000 | \$25.00 | \$7,750.00 |

PCWA RECEIVED OVER 3x RETURN ON MEDIA INVESTMENT

| Media | Placement | Cost | Value |
|---------------------|----------------------|------------|-----------|
| TV | Nine | \$30,000 | \$120,223 |
| | Seven | \$35,347 | \$196,257 |
| | Ten | \$4,000 | \$9,013 |
| Catch-Up | 9Now | \$6,000 | \$6,000 |
| | SBS On Demand | \$3,000 | \$5,000 |
| | YouTube | \$1,777 | \$1,777 |
| Radio | 6PR | \$13,140 | \$35,968 |
| | 6IX | \$13,900 | \$33,000 |
| Social | Facebook & Instagram | \$6,311 | \$6,311 |
| Content Partnership | Starts at 60 | \$21,750 | \$27,650 |
| Totals | | \$135,225* | \$441,199 |

* Excludes fees

SCREENS

TELEVISION DELIVERED OVER 850 TARPS REACHING 70% OF P40+ IN PERTH

TARP Delivery

| WC | BOOKED | DELIVERED | DIFFERENCE |
|------------|--------|-----------|------------|
| 18/08/2019 | 53.5 | 63.8 | +10.3 |
| 25/08/2019 | 146.2 | 166.8 | +20.6 |
| 8/09/2019 | 112.3 | 130.9 | +18.6 |
| 15/09/2019 | 0 | 7.1 | +7.1 |
| 22/09/2019 | 0 | 5.8 | +5.8 |
| 29/09/2019 | 99.6 | 290.8 | +191.2 |
| 6/10/2019 | 0 | 5.7 | +5.7 |
| 13/10/2019 | 5.9 | 12.8 | +6.9 |
| 20/10/2019 | 133.5 | 172.5 | +39 |
| TOTAL | 551 | 856.2 | +305.2 |

Reach & Frequency Delivery

| | REACH | REACH (%) | AVE FREQ |
|------|---------|-----------|----------|
| P40+ | 679,000 | 70.49% | 6.96 |

Peak/Off-Peak Delivery

| | PAID SPOTS | BONUS SPOTS |
|------|-------------------|-------------------|
| CH7 | 72% Peak / 28% OP | 25% Peak / 75% OP |
| CH9 | 78% Peak / 22% OP | 100% Off Peak |
| CH10 | 100% Off Peak | N/A |

Mains/Multis Delivery

| | MAIN | MULTI |
|------|------|-------|
| CH7 | 58% | 42% |
| CH9 | 77% | 23% |
| CH10 | 100% | 0% |

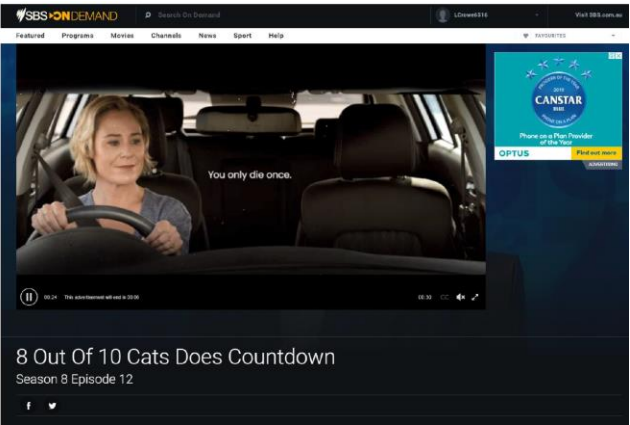
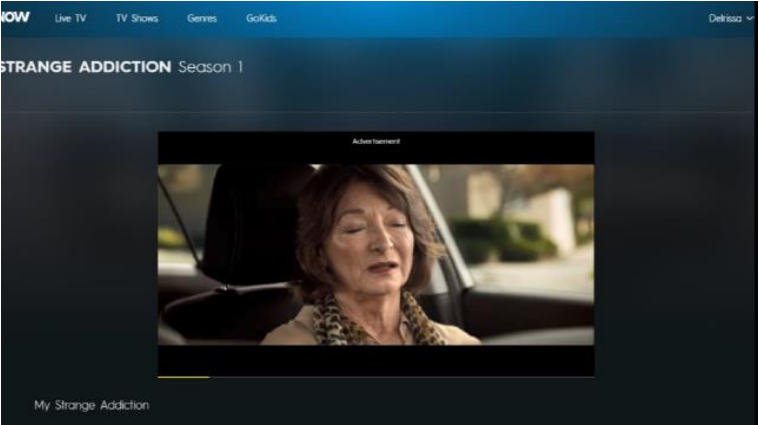
PROGRAM HIGHLIGHTS



DIGITAL VIDEO DELIVERED NEARLY 200K IMPRESSIONS, WITH AN AVG CPM OF \$56

| Publisher | Period | Impressions Booked | Impressions Delivered | Clicks | CTR | CPM | Spend |
|-----------|--------------------|--------------------|-----------------------|--------|-------|------|---------|
| 9Now | 23/08/19 – 2/11/19 | 74,075 | 74,075 | 27 | 0.04% | \$81 | \$6,000 |
| SBS | 23/08/19 – 2/11/19 | 50,000 | 50,008 | 128 | 0.24% | \$60 | \$3,000 |

| YouTube | Period | Estimated Impressions | Impressions Delivered | Views | View Rate | CPV | CPM | Spend |
|------------------------|--------------------|-----------------------|-----------------------|--------|-----------|--------|---------|---------|
| P45+ Keyword Targeting | 23/08/19 – 2/11/19 | 80,000 | 67,080 | 12,805 | 19.09% | \$0.14 | \$26.50 | \$1,778 |



RADIO

RADIO REACH 286K P40+ IN PERTH, ON AVERAGE 11 TIMES PER PERSON

Media: 6PR
Timing: w/c 25 Aug – w/c 20 Oct
Placement: BMAD
Saturday Breakfast
Sunday Breakfast
Sponsorships
BTA Bonus

Booked Spots: 184
Delivered Spots: 248

Total Spend: \$13,140
Total Value: \$35,968

Media: 6IX
Timing: w/c 25 Aug – w/c 20 Oct
Placement: BMAD
Weather Sponsorship

Booked: 205
Delivered: 297

Total Spend: \$13,020
Total Value: \$33,000

Combined R&F

1+ Reach: 31.94%

3+ Reach: 21.04%

Ave Freq: 11.87

Cumulative Reach: 286,000

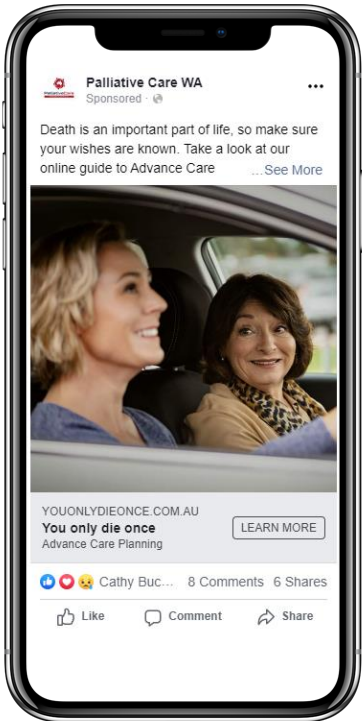
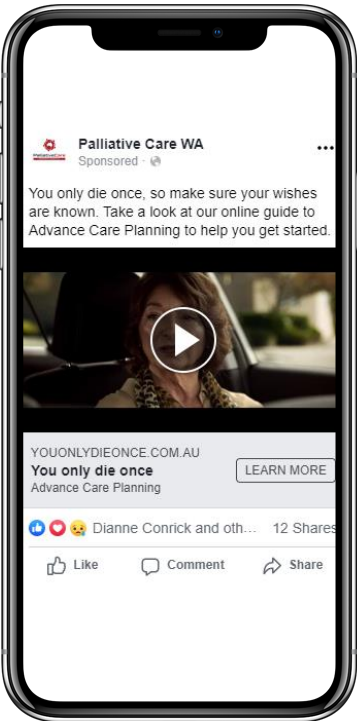


NB: PCWA005C was removed from air on 27/08/19 due to listener complaints to 6PR.

SOCIAL

FACEBOOK

| Campaign | Results | Reach | Impressions | Frequency | Cost Per Result | CTR |
|-----------------|-------------------|--------|-------------|-----------|-----------------------|-------|
| 30 sec Video Ad | 123,066 Plays | 39,880 | 176,212 | 4.42 | \$0.03 per play | 0.36% |
| Image Link Ad | 1,741 Link Clicks | 55,776 | 167,260 | 3 | \$1.05 per link click | 2.12% |



Through Facebook alone, the campaign reached 95k users with an average frequency of 3.7 times and delivered 1.7k visits to the campaign landing page via the link ad.

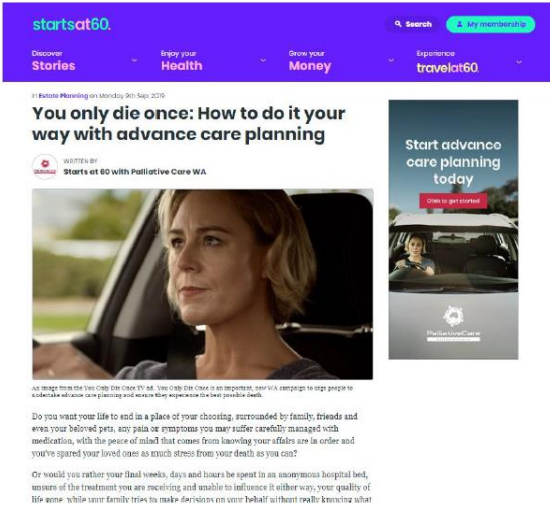
The click through rate for the link ad was 2.12%, which is higher than the average Facebook CTR of 0.9%.

CONTENT PARTNERSHIP

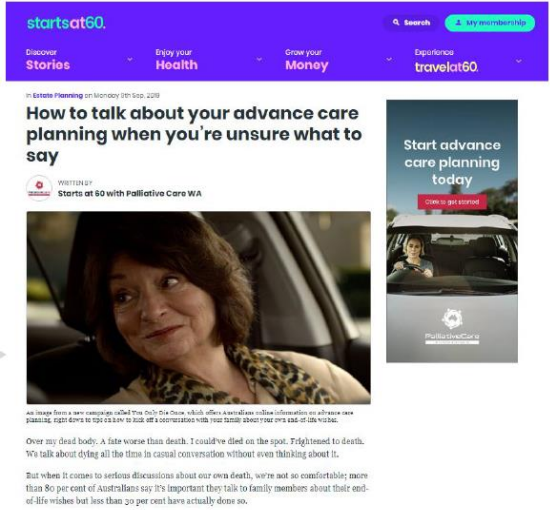
STARTS AT 60 - OVERVIEW

| Objective | Benchmark | Results |
|-----------------|------------------------------|--|
| Brand Awareness | 5,000 page views per article | 6,248 page views for Article 1 4,783 page views for Article 2 |
| Drive Traffic | 1,000 clicks | 2,312 clicks to the website |

- With 11,031 page views for the sponsorship articles as well as 2,312 clicks to the website, the Palliative Care campaign has been successful in driving awareness and sending traffic to the YODO website.
- While Article 2 had fewer page views than Article 1, it's CTR of 10.16% was more than double that of Article 1, suggesting that it's attracted a more qualified audience.
- The premium display ads saw a 0.23% CTR, while the article buy-outs (ads positioned on sponsored articles) had an impressive CTR of 0.59%, compared to the Starts at 60 benchmark of 0.18%. This indicates that the creative was successful in attracting the audience's attention, particularly when placed in a suitable contextual environment.
- The in-article video so far has seen a VTR (view-through rate) of 8.71% and a CTR of 0.19%. This is below the Starts at 60 benchmark average of 12% VTR.
- The bonus feature panels saw a 1.19% CTR, pushing an additional 640 clicks to the microsite.



Sponsored Article 1 – CTR 4.59%



Sponsored Article 2 – CTR 10.16%

STARTS AT 60 FACEBOOK BOOSTS SAW STRONG CLICK THROUGH RATES

| Channel | Reach | Engagement | CTR |
|---|--------|------------|-------|
| Facebook Post 1 Links to Sponsored Article 1 | 43,707 | 3,093 | 3.74% |
| Facebook Post 2 Links to Sponsored Article 2 | 39,400 | 2,228 | 2.85% |

**Starts at 60 (AU, NZ, GB, ...) with Palliative Care WA.**

Published by Veronica Lim [?] · Paid Partnership ·

We plan births, marriages and even parties for life's milestones, yet too many Aussies don't plan for what they'd like to happen at the end of their life. Here's how to make sure you get the best possible death.



STARTSAT60.COM | BY STARTS AT 60

You only die once: How to make sure you do it your way

You only die once, so why not go out of your way to ensure the end of you...

Facebook Post 1

**Starts at 60 (AU, NZ, GB, ...) with Palliative Care WA.**

Published by Veronica Lim [?] · Paid Partnership ·

We have loads of jokes and sayings about death but having a serious conversation about end-of-life wishes can still be really hard. Now, though, there are free, helpful resources to make having the chat with your loved ones easier.



STARTSAT60.COM | BY STARTS AT 60

How to talk about death when you're unsure what to say

You AND your loved ones benefit if you've documented and communicate...


Facebook Post 2

THE FEATURE PANEL DROVE THE STRONGEST OPEN & CLICK THROUGH RATE

| Channel | EDM Audience Size | Email Open Rate | CTR (Of those who opened) |
|----------------------------|-------------------|-----------------|---------------------------|
| Sponsored Article 1 in eDM | 123,220 | 17.96% | 0.61% |
| Sponsored Article 2 in eDM | 123,625 | 18.08% | 0.46% |
| Feature Panel in eDM | 127,191 | 21.45% | 1.17% |

startsat60.
Today's top stories

October 28, 2019



Celebrity

Prisoner star Anne Phelan dies aged 75: Tributes pour in for Myra Desmond actress

Actress Anne Phelan was well known for playing Myra Desmond in Prisoner and Nanna Dot in Winners & Losers.


Read story

Royals

Queen's brilliant reaction when asked to join James Bond for Olympic Games video

The Queen's dressmaker has recalled Her Majesty's brilliant request when first asked to take part in the Olympics opening ceremony video.


Read story



Estate Planning

You only die once: How to do it your way with advance care planning

You only die once, so why not go out of your way to ensure the end of your life reflects your wishes and is less stressful for your loved ones too.

Palliative Care WA


Starts at 60 with Palliative Care WA

Learn more

Sponsored Article 1

startsat60.
Today's top stories

October 28, 2019



News

Man, 68, dies after being bitten by snake on camping trip

A 68-year-old man has tragically died after being bitten by a snake on a camping trip in the Northern Territory, despite the best efforts of medical staff.


Read story

Celebrity

Bette Midler's hilarious reaction to Melanie Griffith's racy underwear photo

Melanie Griffith, 64, sent her fans wild just hours ago when she posted a smoking hot photo of her in her underwear.


Read story



Estate Planning

How to talk about your advance care planning when you're unsure what to say


You AND your loved ones benefit if you've documented and communicated your end-of-life wishes. After all, you only die once so make sure you do it your way!

Palliative Care WA

Starts at 60 with Palliative Care WA

Learn more

Sponsored Article 2




Style

That's our girl Nicole Kidman embraces her wild side in Vogue anniversary cover shoot

Nicole Kidman has went from wild to the celebratory magazine shoot.

Read story



How to talk about your advance care planning when you're unsure what to say

You AND your loved ones benefit if you've documented and communicated your end-of-life wishes. After all, you only die once so make sure you do it your way!

Learn More

Getting financial advice

What does your personality say about your retirement spending?

Researchers tested the five big personalities and the withdrawal date of over 3,000 over 65s.

Read story

Cancer


Fingerprints could save your life: The simple test that could help detect lung cancer

Your fingerprints can help determine if you're suffering from lung cancer.

Read story

There's 14 stages of an average retirement.

Figure out where you are on your journey



Feature Panel

SUPPORTING ACTIVITY DROVE 976 ADDITIONAL USERS TO THE YODO WEBSITE

| Placement | Impressions | Clicks | CTR |
|---------------------|-------------|--------|-------|
| Premium Display Ads | 195,003 | 448 | 0.23% |
| Article 1 Buy-Out | 16,988 | 100 | 0.59% |
| Article 2 Buy-Out | 12,458 | 73 | 0.59% |

| Placement | Impressions | Clicks | CTR | Video Views | View-through Rate |
|------------------|-------------|--------|-------|-------------|-------------------|
| In-Article Video | 147,426 | 354 | 0.24% | 12,840 | 8.71% |

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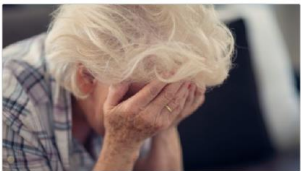
I thought my cancer journey was over, but I was wrong



Debbie Robinson

Dec 2016

[Source](#)
[Facebook](#)
[Twitter](#)
[Google+](#)



cancer helps resulting to this community with: source: stock photos, Getty Images


Here we go again. Cancer is back with a vengeance. How dare it rear its ugly head again! I've been battling this disease for quite some time. It's a real bummer.

Recently there have been a few things that have completely messed with my head. It might not harm be as intentional, but there are some things that won't go away until you actually deal with them properly.

I've never, after having fought the cancer battle previously, biopsies showed cancer was back again. I had an operation on July 1, 2014. It was scheduled quickly after my results were known. After the operation I returned a their and was small what a normal home.


Start advance care planning today

[Get it guaranteed](#)



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Premium Display Ad

[starts at \\$20](#)

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You only die once: How to do it your way with advance care planning

on **Ketika Planning** on **Monday, 9th Sep 2020**


STARTED BY
Starts at \$0 with Palliative Care WA



As highlighted by the fact that the death toll of COVID-19 has risen to 44,000 people, it's important to step through all the steps before you're planning and ensure they work for you (and possibly loved).

Do you want your life to end in a place of your choosing, surrounded by family, friends and even your beloved pets, any pain or symptoms you may suffer carefully managed with medication, with the peace of mind that comes from knowing your affairs are in order and you've spared your loved ones as much stress from your death as you can?

Or would you rather your final weeks, days and hours be spent in an enormous hospital bed, none of the treatment you are receiving and unable to influence it either way, your quality of life gone while your family tries to make decisions on your behalf without really knowing what



Start advance care planning today

Come to get involved

ADVANCE CARE PLANNING

Palliative Care WA

Article 1 Buy-Out

[Gracious Stories](#)

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Search
 [My wishlist \(0\)](#)

[61 Gracious Planning](#) on Monday 19th May 2018

How to talk about your advance care planning when you're unsure what to say

[Gracious Planning](#)
[Starts at \\$0 with Palliative Care WA](#)

It came from a campaign called [The No's](#). The No's which offers [advance care information](#) to advance care planning, and gives us the chance to put our concerns with our family about our way of life in the vehicle.

Over my dead body. A line worse than death. I could've died on the spot. Tightened to death. It's talk about dying all the time in casual conversation without even thinking about it.

But when it comes to serious discussions about our own death, we're not so comfortable; more than 80 per cent of Australians say it's important they talk to family members about their end-of-life wishes but less than 20 per cent have actually done so.


Start advance care planning today

[Check it yourself](#)

Article 2 Buy-Out

ADVERTISING

Learn More



inRead invented by Team

In-article Video

SUMMARY

KEY LEARNINGS & OPTIMISATIONS

WHAT WORKED

Media scheduled delivered over 3 times in media value vs cost, resulting in a highly visible campaign.

TV delivered 856.2 TARPs through the duration of the campaign, 305.2 more than promised.

The Facebook campaign performed extremely well, with the link ad delivering a click through rate of 2.12%, which is higher than the average Facebook CTR of 0.9%.

WHAT DIDN'T

The Starts at 60 campaign experienced an under-delivery issues serving out the video. As a make good, we received:

- Premium Display Ads - 1,000 impressions WA geo-targeted
- 2 x eDM feature panels

MOVING FORWARD

Focus Starts at 60 investment on content articles which deliver the greatest value for the campaign.

Including an additional radio station, i.e. Mix 94.5 or Nova will deliver incremental reach for P40+ - originally 6PR & 6IX were planned & bought for a P55+ demo.

TELEVISION KEY TERMINOLOGY

Key Definitions:

- **Audience Potential:** The total number of people within a demographic group or market
- **Average Audience:** The estimated audience for a particular program over a period of time
- **Projections:** The audience viewing a specific program, often expressed in thousands / '000s
- **TARP:** Target Audience Rating Point ; The audience viewing a specific program (expressed as a % of the potential)
- **CPT:** Cost Per TARP ; Way of comparing efficiencies across TV programs or networks & the rate at which spots are bought
- **Demo:** The audience demographic group which TARPs are bought & measured against, i.e. People 18-39, P25-54, P55+
- **Reach:** The number of different people in the target audience reached at least once by an advertisement
- **Average Frequency:** The average number of times that your audience have seen the advertising
- **Inventory:** The amount of airtime available to be sold by television stations to advertisers, maximum of 15 minutes per hour
- **Duration:** Length of commercial (TVC), typically 15 or 30 seconds
- **Peak:** The 'prime' time for audience viewing, 18:00-22:30
- **Peak/ Off-Peak:** The ratio percentage of advertiser spots or TARPs in Peak v. Off-peak
- **Position in Break:** Where the ad was placed within the ad-break, first or last is believed to increase ad retention & recall
- **Top & Tail:** Buying both the first and last ad in the break



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