Market Research and Evaluation for Campaign, Communication and Marketing Activities Implementation Standard

1. Purpose
This Implementation Standard identifies the minimum requirements regarding the implementation of the Market research and evaluation - campaign, communication and marketing activities policy and identifies accountabilities and responsibilities in relation to these requirements.

2. Scope
This standard applies to all Queensland Health employees (permanent, temporary and casual) and all organisations and individuals acting as its agents (including Visiting Medical Officers and other partners, contractors, consultants and volunteers).

This Standard does not apply to market research for clinical services delivery or planning.

3. Definition of Terms
Definition of all key terms used in this Standard are listed in the Glossary of Policy Terms (Attachment to the Market research and evaluation - campaign, communication and marketing activities policy).

4. Supporting Documents
Authorising Policy
- Market Research and Evaluation - Campaign, Communication and Marketing Activities Policy (Queensland Health)

Supporting Documents
- Your Guide to Queensland Government Advertising
- Community Education Unit (CEU) Guide to Market Research and Evaluation (Queensland Health)
- Market Research and Evaluation for Campaign, Communication and Marketing Activities Business Rules
5. Requirements

5.1 Determining the need for market research

5.1.1 Market research shall be conducted before undertaking social marketing, education and mass media campaigns.

5.1.2 Market research shall be specific to an issue, risk or opportunity and shall not be used as a tool to gather information on a variety of disparate issues.

5.2 Engaging a market research agency

5.2.1 All market research relating to statewide services marketing, social marketing, education and mass media campaigns shall be commissioned and managed by the Strategic Marketing Unit, Integrated Communications Branch.

5.2.2 The Integrated Communications Branch and the relevant Queensland Health communications officer shall undertake or commission all general communications and marketing research.

5.2.3 Market research shall not be arranged or commissioned through the creative agency related to a project to ensure the objectivity of the campaign is maintained.

5.2.4 Prior to commissioning market research for campaign, communication or marketing activities, a project brief will be approved by the Manager Community Education, Integrated Communications Branch or the chief executive officer, or delegate, of the district or division undertaking market research.

5.2.5 Different research agencies may be engaged to carry out exploration research or concept testing. However, a single research agency shall be commissioned to undertake the baseline, post-campaign and tracking (if required) research of a project to ensure consistency.
5.3 Managing market research activities

5.3.1 All liaison with the commissioned market research agency shall be managed through the Strategic Marketing Unit, Integrated Communications Branch.

5.3.2 Research plans shall be developed for all campaign, communication and marketing activities. Research plans shall:

- include specific, measurable, achievable, relevant and timely objectives (these objectives shall form the basis for evaluating the success of the campaign)
- include details of the budget allocation for the research phase
- identify how audience-specific research will be conducted (e.g. for Aboriginal and Torres Strait Islander people, youth groups or multicultural groups)
- contain provisions for protecting the rights, privacy and dignity of the research participants

5.3.3 Research and evaluation for social marketing and mass-media campaign requiring Department of the Premier and Cabinet approval shall:

- comply with Queensland Government policies and guidelines for government advertising, as detailed in *Your Guide to Queensland Government Advertising*
- include quantitative research to measure performance against objectives
- be comprehensive and appropriately resourced in relation to the overall project budget
- involve exploratory, baseline, developmental, concept testing, benchmark, tracking and post campaign evaluation, as appropriate
- contribute to a demonstrable return-on-investment
- be undertaken independently from a creative agency to ensure robust measurement of outcomes.

5.3.4 All contracts entered into with external agencies for market research shall require a formal report to Queensland Health upon completion of the research. These shall be held and registered by Integrated Communications Branch.

6. Review

This implementation standard will be reviewed annually. However a review can be triggered at any time by changes in the policy environment including changes to Queensland Government policies and guidelines governing marketing and communication initiatives.

7. History

<table>
<thead>
<tr>
<th>Date of new / revised policy</th>
<th>Amended to.........</th>
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<tbody>
<tr>
<td>November 2010</td>
<td>New standard</td>
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### 8. Responsibilities

<table>
<thead>
<tr>
<th>Position</th>
<th>Responsibility(ies)</th>
<th>Accountabilities/Audit Criteria</th>
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<tbody>
<tr>
<td>Manager Community Education, Strategic Marketing,</td>
<td>Approve the commissioning of market research for campaign, communication or</td>
<td>Campaign brief is appropriately approved.</td>
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<td>Integrated Communication Branch</td>
<td>marketing activities</td>
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<tr>
<td>Director, Strategic Marketing, Integrated Communications</td>
<td>Manage, implement and evaluate all market research and evaluation programs.</td>
<td>Reporting as required.</td>
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<tr>
<td>Branch</td>
<td>Liaise with Department of the Premier and Cabinet, Director-General and Ministerial</td>
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<td>departments as required.</td>
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<td>Manage procurement processes to engage third party suppliers.</td>
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Michael Reid Director-General Queensland Health

Approval Date: 09/11/2010

Implementation Date: 09/11/2010