

Marketing, advertising and other paid communication activities

Standard

QH-IMP-421-1:2015

1. Statement

This standard identifies the minimum requirements that evidence the implementation of the Department of Health's *Marketing, advertising and other paid communication activities policy*. It also identifies the responsibilities (and audit criteria) of individual positions in relation to these requirements.

2. Scope

This standard applies to all employees, contractors and consultants within the Department of Health divisions and commercialised business units. Compliance with this standard is mandatory.

Hospital and Health Services are out of scope of this standard.

Marketing, advertising and other paid communication activities cover any projects involving a paid media placement.

3. Requirements

3.1 Project initiation and approvals

- 3.1.1 Marketing, advertising and other paid communication activities must not be initiated without approval from the Integrated Communications Branch.
- 3.1.2 Marketing, advertising and other paid communication activity topics must be identified during the annual consultation process between Integrated Communications Branch and Departmental Leadership Team (DLT).
- 3.1.3 Projects identified outside of the annual process, for example those linked to emerging issues, must be approved by DLT in consultation with Integrated Communications Branch.
- 3.1.4 Integrated Communications Branch must seek approval for the initiation of projects from the Government Advertising and Communication Committee (GACC) within the Department of the Premier and Cabinet (DPC) as required.
- 3.1.5 As per GACC guidelines, marketing, advertising and paid communication activity is broken down into two categories—major campaign and minor campaign/communication activities.
- 3.1.6 Major campaign activities include the following:
 - communication or advertising activity with a media placement spend that is more than \$100,000 exclusive of GST (noting that activity cannot be broken into segments to go under the threshold)
 - television and/or cinema advertising, including community service announcements
 - communication on major projects, programs and government initiatives

- major community engagement activities with a total budget of more than \$50,000
- statewide direct mail and/or inserts
- full page advertising in major metropolitan newspapers
- major recruitment activity (more than \$50,000 exclusive of GST media placement spend).

3.1.7 Minor campaign activities include the following:

- major or sensitive community engagement activities with a total budget of less than \$50,000
- controversial or sensitive communication or advertising activity not included in a major campaign
- minor updates to existing campaigns.

3.1.8 Approvals for those campaigns that do not fit the above criteria and involve a media expenditure up to \$49,999 (exclusive of GST) must also be managed by Integrated Communications Branch. This includes seeking the required approvals from the Director-General or delegate. In some cases, approval may be required from the Office of the Minister for Health.

3.1.9 Integrated Communications Branch maintains a formal liaison role with DPC, GACC and the Office of the Minister for Health in relation to all marketing, advertising and other paid communication activities.

3.2 Informing marketing and advertising development

3.2.1 Policy areas must provide Integrated Communications Branch with any epidemiological or surveillance data to support the need for a project as well as any existing market or known academic research.

3.2.2 Policy areas must identify proposed target audiences based on epidemiological or surveillance data, to be further explored in market research.

3.2.3 Policy areas must provide Integrated Communications Branch with information around existing or planned policies, programs or legislation to support the identified behavioural goal.

3.2.4 Policy areas must provide evidence of the link to *My health, Queensland's future: Advancing health 2026* and the Department of Health's strategic priorities.

3.2.5 Integrated Communications Branch will use available data and research in combination with formative market research to establish campaign objectives and develop campaign rationales for GACC.

3.3 Marketing, advertising and communication development

3.3.1 Planning and development of projects must be led by the Integrated Communications Branch in consultation with the policy area.

3.3.2 Projects should include strategic, creative and media approaches which reflect the campaign objectives and target audience/s.

3.3.3 Key stakeholders should be consulted prior to the delivery of campaign messages.

3.3.4 Campaign planning must comply with both Department of Health and DPC guidelines and processes.

3.4 Engagement of a creative agency or external communication service provider

3.4.1 The services of a creative agency may be required to develop the creative elements of a project.

Services provided by the creative agency may include:

- development and implementation of creative advertising concepts (TV, radio, press etc)
- production of campaign collateral (i.e. posters, brochures, postcards etc)
- social media content and campaigns
- production of digital assets (i.e. apps, campaign websites).

3.4.2 The engagement of any creative services or communication service provider will be managed by Integrated Communications Branch.

3.4.3 Liaison with creative agencies or external communication service providers will be managed by Integrated Communications Branch.

3.5 Creative development

3.5.1 Integrated Communications Branch will develop, or facilitate the development of all marketing, advertising or paid communication strategies for Department of Health.

3.5.2 Creative development must not occur until a plan or strategy has been approved by the Director of Marketing and Communications or delegate.

3.5.3 Creative concepts developed for paid activity should be concept tested with target audience groups to ensure relevance and cut through. Concept testing will be managed by Integrated Communications Branch.

3.6 Content

3.6.1 The success of marketing, advertising or paid communication activity is reliant on content that meets the needs of the target audience.

3.6.2 Policy areas must provide Integrated Communications Branch with content or approved sources of content to support creative development.

3.6.3 Integrated Communications Branch will source additional content that is in-line with the marketing and communications approach and broader departmental objectives when required.

3.7 Consultation

3.7.1 Policy areas will be consulted to ensure information is factually accurate and strategically aligned. However, decisions regarding creative delivery, tone, look and feel will be determined by the Integrated Communications Branch.

3.8 Branding

3.8.1 All campaign activity must comply with the *Queensland Government brand guidelines and corporate identity guidelines*, unless exemptions are granted by DPC.

3.9 Evaluation

3.9.1 Evaluation frameworks must be developed prior to the commencement of any marketing, advertising or paid communication activity.

3.9.2 Evaluation frameworks must identify:

- Clear, specific, and relevant objectives for each project
- Relevant performance measures to monitor project success
- Inputs including staffing and budgets
- Outputs, outtakes and outcomes contributing to organisational impact

3.9.3 Evaluation reports must be completed at the end of each project, and identify:

- Original project objectives, target audiences, timing, campaign strategy and evaluation method.
- Evaluation against the project objectives – what were the outcomes of the project as measured against the stated objective
- Learnings for future activity and recommendations – how would these learnings be applied for future projects.

3.9.4 An evaluation report must be submitted to GACC for review within the guideline timeframe.

3.10 Advertising, media planning and placement

3.10.1 Department of Health advertising must comply with all master media agency arrangements outlined by DPC.

3.10.2 Department of Health paid media planning and bookings will only be booked by the Integrated Communications Branch.

3.10.3 Paid media channels must be based on consumption data and econometric modelling where appropriate. This will be provided by the master media agency and be approved by Integrated Communications Branch.

3.11 Marketing and advertising budgets

3.11.1 Budgets for marketing, advertising and paid communication activities must be held by Integrated Communication Branch and allocated at the start of each financial year as part of the DLT-approved process. Emerging issues must go to DLT and Integrated Communications Branch for approval prior commencement.

4. Related legislation and documents

- Queensland Government Code of Conduct
- Queensland Government Advertising Code of Conduct

- Your Guide to Queensland Government Advertising: Department of Premier and Cabinet
- Queensland Government Advertising Code of Conduct: Department of Premier and Cabinet
- Queensland Government Captioning Policy 2009
- Queensland Health Procurement policy
- Department of Health *marketing, advertising and other paid communication activities* policy
- Department of Health Consumer insight and market research policy
- *Information Privacy Act 2009*

5. Definitions

| Term | Definition |
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| Marketing, advertising and other paid communication activities | <p>According to Queensland Government Advertising Code of Conduct: Print advertising (e.g. Newspapers, magazines and inserts), electronic advertising (e.g. Television, radio and internet), outdoor media (e.g. Billboards, bus/taxi advertisements) and all other types of media services covered under the Queensland Government Master Media Advertising Placement Services Standing Offer Arrangement.</p> <p>Additionally, brochures, newsletters, direct mail outs and other like forms of communications must conform to the above conditions set down for advertising. These formats are covered by QH-POL-289.</p> |
| Market Research | Market research is the process of gathering and analysing information to help identify and define marketing opportunities and problems. |
| Evaluation | In the context of marketing, evaluation is the process of assessing the success of an activity against measurable objectives. |
| Campaign | In the context of marketing, a campaign is a communications approach that employs a creative strategy through a combination of media and communications channels aimed at addressing a marketing opportunity or problem. Campaigns can include paid communication and public relations activities. |

Version control

| Version | Date | Comments |
|---------|------------------|---|
| 1 | 11 May 2015 | Policy Rationalisation Project – new document |
| 2 | 5 September 2017 | Document updated to reflect current practice. |