# APPENDIX 1

Government of **Western Australia**

Department of **the Premier and Cabinet**

**DPC Use Only**

Date Received:\_\_\_\_\_\_\_\_\_\_\_\_

CMU No:

# Application to Undertake Government Campaign Advertising

This application is required for campaign advertising.

|  |  |  |
| --- | --- | --- |
| Agency name |  | |
| Agency contact | Name:  Work phone and/or mobile:  Email: | |
| Campaign title |  | |
| Duration | Proposed Start Date:  Proposed End Date: | |
| Objective(s) | Highlight alignment with a Government priority | |
| Target audience (including location) | Provide detail on the intended audience | |
| Benefit(s) and/or key message(s) | Outline benefit or important message for public | |
| Proposed media selection (indicate any regional component) | Provide rationale for media selection and how it will best reach the target audience, including assessment for the cost-effectiveness of the media strategy and media selection that demonstrates value for money | |
| Evaluation of campaign effectiveness | State the proposed evaluation methodology and who will undertake it | |
| Sponsorship and/or industry contributions | Provide details of any cost offsets | |
| Proposed Campaign budget breakdown (ex GST) | Media placement expenditure | $ |
| Creative costs | $ |
| Production costs | $ |
| Other costs (e.g. market research, events; itemise and attach) | $ |
| **Total Campaign Budget** | **$** |

|  |  |
| --- | --- |
| Contracted creative production agency |  |
| Nominated media planner |  |
| Nominated CUA media booking agency |  |

|  |  |
| --- | --- |
| **All applications must be pre-endorsed by the applicant’s manager and relevant Tier 2** | |
| Manager’s Name |  |
| Manager’s Signature |  |
| Date |  |
| Tier 2’s Name |  |
| Tier 2’s Signature |  |
| Date |  |

**Email completed applications to** [**adapproval@dpc.wa.gov.au**](mailto:adapproval@dpc.wa.gov.au)