



## General Entry Form 2019

### Entry Form Instructions & Reminders

Use the General Entry Form for the following Categories:

#### List A

- A. Retail/Etail
- B. Food, Confectionery and Snacks
- C. Beverages
- D. Other Consumer Goods
- E. Health and Wellbeing
- F. Financial Services**
- G. Other Services
- H. Travel, Leisure and Media

#### List B

- K. Best Smaller State Campaign
- L. Short Term Effects
- M. Most Original Thinking
- N. New Product or Service
- O. Small Budget
- P. Insight and Strategic Thinking

#### Eligibility

Advertising campaigns that ran in Australia during the period **1 April 2017 and 31 March 2019** are eligible for entry. Campaigns may have been introduced earlier but must have run during this period and have data relative to the qualifying time. A campaign may be re-entered in subsequent Effies provided that the data presented complies with the new eligibility period. The entry does not have to contain new creative.

#### Formatting Requirements

**Page Limits:** You have up to **ten A4 pages** to tell your story. You may use as little or as much space as you wish for each question, so long as your total **written** case does not exceed **ten A4 pages**. **This does not include the instructions front page, media addendum or the authorisation back page.**

**Charts, Graphs and Images:** use of these is strongly encouraged throughout or at the end of the form. Graphs and charts are additional to the ten A4 pages. Creative images must not exceed three A4 pages, which can also be additional to the written case.

**Directions Appearing with each Question:** must **NOT** be deleted from the completed case; they serve as a guide for both entrants and judges. Complete entry form in - **Type face: black font; 10pt minimum**. All data must include a specific, verifiable source. Data without a source may result in entry disqualification. Answer every question or indicate "not applicable". Any unanswered question will result in entry disqualification.

**Entry Number:**

241

**Agency:**

CHE Proximity

**Advertiser:**

RACV

**Entry Title:**

RACV Pet Insurance "Cover for their overconfidence".

**Category:**

Financial Services

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## Executive Summary

An Executive Summary of no more than 100 words is required.

RACV, a 115-year-old motor insurer decided to sell pet insurance. Australia is a nation of pet owners, but only 6% have pet insurance. We needed to remind everyone that they need to cover their pets because pets are crazy. RACV Pet Insurance became cover for their overconfidence, the first pet insurance to be recommended at vets. We created veterinary-approved medical products in collaboration with world-leading designers and used these to promote our Overconfidence Cover. The results were remarkable. The campaign generated \$6.4M in earned media and a 75% increase in sales. Three times the rate of a high-growth category.

## Questions 2 to 4: Challenge, Objectives & Strategy (24 Points)

Entries need to build a compelling business case with their answers to these three questions. Objectives should be quantified. Entries will be marked down for not providing measurable goals unless reasons are well argued. Judges will consider the degree of difficulty and budget when allocating marks. Higher marks are deserved by cases with a greater degree of difficulty.

### 1. Total Campaign Expenditure:

What was your total expenditure including development, media, production, agency fees and any other costs including production and value of donated media and non-traditional paid media? Tick below the range of expenditure for the assessed period and average p.a.

Under \$500 thousand	
\$500 - 999 thousand	X
\$1 - 2 million	
\$2 - 5 million	
\$5 - 10 million	
\$10 - 20 million	
\$20 - 40 million	
\$40 million and over	

### 2. What was the strategic communications challenge?

What was going on in your category? Provide information on the category, marketplace, company, competitive environment, target audience and/or the product /service that created your challenge and your response to it.

This is a case of Victoria's most trusted motor insurer finding a way to breathe new life into its brand and category in one overconfident move.

#### A brand trapped by its dominance of motor insurance.

This isn't just about selling more pet insurance. This is about how a 115-year-old motor insurer builds for the future.

RACV is the market leader in motor insurance and road side assistance, famous for yellow vans rescuing stranded members in the middle of nowhere.

But the world is changing, and RACV needs to change with it.

- People aged 18 to 25 are less likely to have a driver's licence than they were in the past. In Victoria, licence ownership rates among under-25s fell from 77% in 2001 to just 66% in 2015<sup>1</sup>.
- Increased use of car sharing services, such as GoGet and Uber, will further reduce rates of car ownership.

In response to this shifting landscape, RACV has been broadening its product portfolio to include car share, single item insurance and smart home products. All new products designed to attract a younger, more diverse customer base.

<sup>1</sup> ABS 2016

In 2018, RACV decided to diversify and enter the pet insurance game. After limited success with the traditional launch strategy, RACV decided to try a new approach.

**Pet Insurance is an attractive category filled with the people who we want. They just didn't want us.**

Pet insurance is a category on the rise with 20% growth year on year<sup>2</sup>. But it's not just the category growth which was attractive.

Industry analysis showed that 77% of those with pet insurance were employed people, earning above the average income. In fact, people earning \$200K per year were four times more likely to have pet insurance compared to the average Australian.<sup>3</sup>

Lastly, pet owners are significantly likely to be younger (under 49 y/o), which for RACV is critical as the average age of an RACV member is 56, and a key long-term business strategy is to acquire younger Victorians<sup>4</sup>.

Yes, this was about selling pet insurance, but more importantly the opportunity would come from introducing new people to RACV and the life time value of these customers.

**Pets are a \$12 billion industry, but only 6% of pets are insured.**

Australia is a nation of pet owners. Nearly 2 in every 3 households have a pet, spending roughly \$12.2 billion each year. Pets are clearly big business, but where Australians spend approximately \$4.2 billion on pet food, they only spend \$490 million on pet insurance.

Put in another way, only 6% of Australian pets are insured.<sup>5</sup> People clearly love their pets, they just weren't buying pet insurance. Compare this to the UK, where 63% of dogs and 35% of cats are insured. Australian pet insurance was just waiting to be kick started.

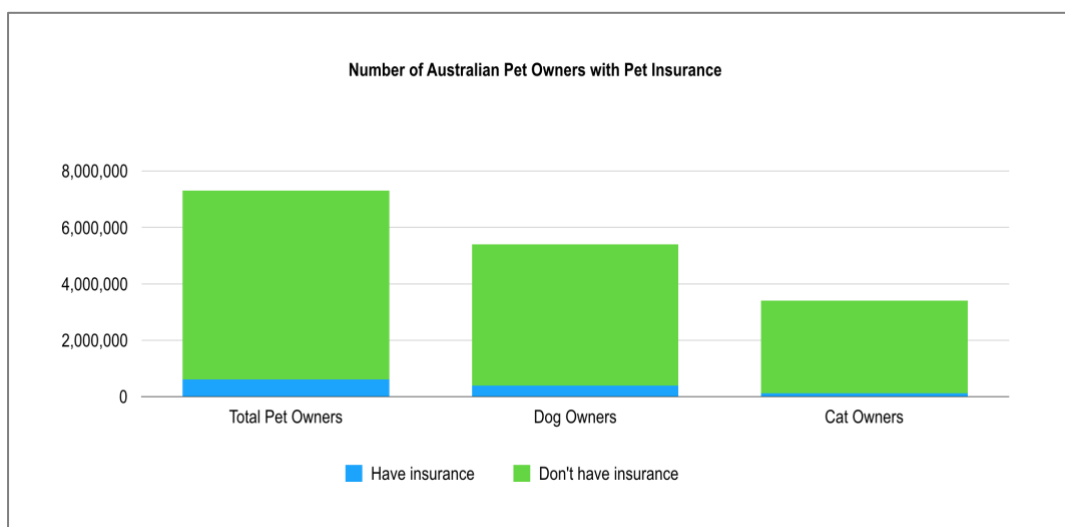


Chart 1: Number of Australians with Pet Insurance (Source: Roy Morgan 2018)

**A modest budget to take on the most trusted brand in pet health - RSPCA**

Pet Insurance is only 15 years old in Australia. A kitten by insurance standards. And the RSPCA is recognised as the foremost authority on animal welfare with an overwhelming 95% brand awareness in market.<sup>6</sup> They are in fact the most trusted brand in pet health in Australia with 36% of people identifying RSPCA as the brand they trust for pet health information.<sup>7</sup> Today, RSPCA holds an overwhelming 82% share of voice.<sup>8</sup> With a modest budget, taking on this goliath would not be easy.

**The Real Challenge**

<sup>2</sup> Australian Veterinary Association - Groups Advisory Committee Discussion 2018

<sup>3</sup> Roy Morgan 2018

<sup>4</sup> RACV Client Brief

<sup>5</sup> Roy Morgan 2018

<sup>6</sup> RSPCA Approved Farming Report 2011

<sup>7</sup> Galaxy Research 2016

<sup>8</sup> Client Brief 2018

### 3. What were your objectives? State specific goals.

Your entry is expected to include compelling data including behavioural objectives and results. Only in rare instances are the judges likely to award an entry that only demonstrates attitudinal changes. Provide a % or # for all goals. You must provide benchmark and context for your goals versus year prior and explain why they were significant and challenging in the context of your category. If the campaign did not have specific objectives, state this in the entry form and explain why.

#### Objective 1. Raise awareness that RACV provides Pet Insurance by delivering value above the media spend

- As RACV Pet Insurance was a new product in a young category, we needed to let Victorians know we're in the pet insurance game. We wouldn't be able to outspend RSPCA to meaningfully disrupt their 82% share of voice, with a total budget of \$600K.
- Media Disruption: The campaign sought to generate \$2m in earned media via 50 individual pieces of coverage (this was benchmarked against the best previously performing PR campaign at RACV<sup>9</sup>).

#### Objective 2. Establish RACV as a credible and trusted provider of pet insurance

- To win market share we need pet owners to open their minds to RACV as pet experts, especially as we go up against the likes of RSPCA in pet insurance. We tracked three key metrics benchmarked against industry norms<sup>10</sup>, including:
  - Believability (target 40%)
  - Feel positive to the brand (target 30%)
  - Took any action (target 18%)

#### Objective 3. Grow RACV Pet Insurance at the rate higher than the industry average (Target 25% sales growth pre/post campaign)

- Currently RACV Pet Insurance was growing at 11%. Pet Insurance as a category is growing at a staggering 20% year on year.
- In addition to category growth, this target was benchmarked against RACQ Pet Insurance sales figures and similar product launches.

### 4. What was your strategy – and how did you get there?

What was your strategy? Was it driven by a consumer insight or channel insight or marketplace / brand opportunity? Explain how it originated and how the strategy addressed the challenge.

At the heart of this challenge was a need to make RACV relevant in pet insurance. There were four truths that drove the strategy.

#### Truth #1: Vet shock

Australian pet owners are forking out a staggering \$1.3 billion on vet bills every year. Two in 3 Australians have taken their pet to a vet at least once in the last year, and 22% took their fur babies at least 3 times<sup>11</sup>. The average bill is over \$600. And the most confronting fact is most pet owners are unaware of how expensive the health of their pet can be, which helps explain the 94% of Australian pets that are un-insured<sup>12</sup>.

#### Truth #2: The illusion of choice and competition

At first glance, there are over 20 providers of pet insurance. But take a closer look and there are only really two underwriters in Victoria; PetPlan and Petsure. All of the policies and processing are performed by these two behemoths. So, when Choice, the Australian consumer advocacy group reviewed pet insurance in 2016, even they couldn't decide which policy to recommend<sup>13</sup>. If experts can't find the best option, what hope does a pet owner have?

#### Truth #3: The convention of cuteness

If the choice wasn't hard enough, a review of the messages in market highlighted something painfully obvious. Every insurer has the same strategy. Dogs and cats are cute. If you love them, insure them. Guilt was the category approach, and it clearly wasn't working.

<sup>9</sup> Client Brief 2018

<sup>10</sup> Starburst Research 2018

<sup>11</sup> Finder.com.au research of 1248 pet owners (2018)

<sup>12</sup> Finder.com.au research of 1248 pet owners (2018)

<sup>13</sup> Choice 2016 via The Sydney Morning Herald: "CHOICE reviews what pet insurance really covers and if it is worth it"

#### Truth #4: Animals over estimate their abilities because they are animals

Cuteness and guilt are not why we need pet insurance. We need pet insurance because pets are crazy.

It takes two seconds on the internet to remind us of this. Whether it's jumping high fences, 'fetching' fast cars, or eating literally anything, animals are always confusing their ambition with their ability.

#### The Strategy

Create a unique pet insurance experience around their crazy overconfidence that makes them both our most loved and most risky members.

There are three parts to this strategy:

#### Part 1: Position pet insurance for their overconfidence

Guilt and cuteness weren't driving people to buy more pet insurance. If we wanted people to realise they need pet insurance, we needed to highlight how unpredictable and crazy their pets can be.

#### Part 2. Share of conversation beats share of voice

People love talking about animals. People hate talking about insurance. In order to make our insurance something people were going to spend time with, we needed to tap into the talkability of pets in a way that wasn't just internet fodder or cute, but directly related to the product.

#### Part 3. Making pet insurance visible and valuable at the "moment of truth"

Even if we could drive awareness and credibility for RACV Pet Insurance, there was still a need to overcome the fog of confusion in the category. The state of the pet insurance market means we need to hi-jack the customer journey and make our insurance more visible and valuable than the competitions when pet health was most top of mind, the vet.

RACV, the members organisation famous for motor insurance and roadside rescues wasn't going to win in pet insurance by being the brand you trust with your car. If we were going to win, we would need to change the need state and the experience.

### Questions 5 & 6: Implementation (16 Points)

Entries should succinctly explain the big idea that drove the campaign.

Entries need to explain the communications strategy that took the idea to market. We need to understand the target audience and channels used, and why.

Entries need to provide sufficient creative examples to enable the judges to understand the campaign.

#### 5. What was your big idea? What was the idea that drove your effort?

The idea should not be your execution or tagline. **State in 25 WORDS OR LESS.**

***RACV Pet Insurance became cover for their overconfidence, the first pet insurance to be recommended at vets and that acknowledged that pets are batshit crazy.***

#### 6. How did you bring the idea to life?

Describe and provide rationale for your communications **strategy** that brings the idea to life. Explain how your idea addresses your challenge. Describe the target audience and channels selected, and why. Describe how the creative and media strategies work together.

In **not more than three A4 pages show sufficient creative examples** to enable the judges to understand the campaign. These pages can be additional to the ten A4 page written entry. (Graphs and charts are also additional to these pages).

Cover for their overconfidence needed to be more than just an advertising wrapper. Overconfidence needed to be baked into the product and experience. There are four key elements to this idea.

#### A. Redesign the member experience to speak to overconfidence



We treated pets like our riskiest members. We worked with RACV to see how we could bake overconfidence into the policy. Unfortunately, the product is underwritten by RACQ, so we couldn't change the policy per se. But we could bring overconfidence to life through the member experience. Everything from welcome letters, member emails, member events and membership merchandise were designed around the idea of overconfidence (Image 1&2)

**B. Create a range of 'overconfident' vet supplies that make pet insurance visible, valuable and PR'able**

We created a range of real-life, veterinary-approved medical products in collaboration with world leading, influential designers. (Image 3)

- A doggy wheelchair by Dennis McCarthy, the mastermind behind car designs in 'The Fast and Furious' films
- A lion mane head cone for cats designed by Tim Chapel, the costume designer from 'Priscilla, Queen of the Desert'
- Hardcore plaster cast designs designed by Gareth Davies, a tattoo artist at Bondi Ink
- Pimped up costumes for injured animals created by James Jirat Patradoon, a heavy metal illustrator

These collaborations became the foundation for the majority of our launch collateral. This included 6 funny and entertaining online films viewed on catch up TV, TrueView, display and social (Image 5&6).

We also turned this content into prime internet fodder and social posts (Image 7).

Most importantly, these vet supplies doubled as promotions for RACV Pet Insurance, each directing people with who have felt the latest hit of vet shock to activate insurance and avoid it next time.

**C. Use vets as our trojan horse**

We launched the new cover in select Victorian animal hospitals, stocking them with thousands of overconfident vet supplies, that promoted RACV Pet Insurance (Image 4). Instead of investing in exhaustive ATL communications, we decided to hi-jack the customer journey by turning vets into retail stores. Transforming vet shock into a point of sale opportunity.

**D. Tell all Victorians about RACV Pet Insurance by using real pet patients as ambassadors**

Every pet that came through the door of Lort Smith Animal Hospital during the launch activation was assessed, treated and kitted out with our overconfidence pet supplies. A few extremely overconfident pets were then photographed, filmed and became part of our state-wide 'overconfident' campaign including film, out of home, digital, social and press appearances (Image 3&4).

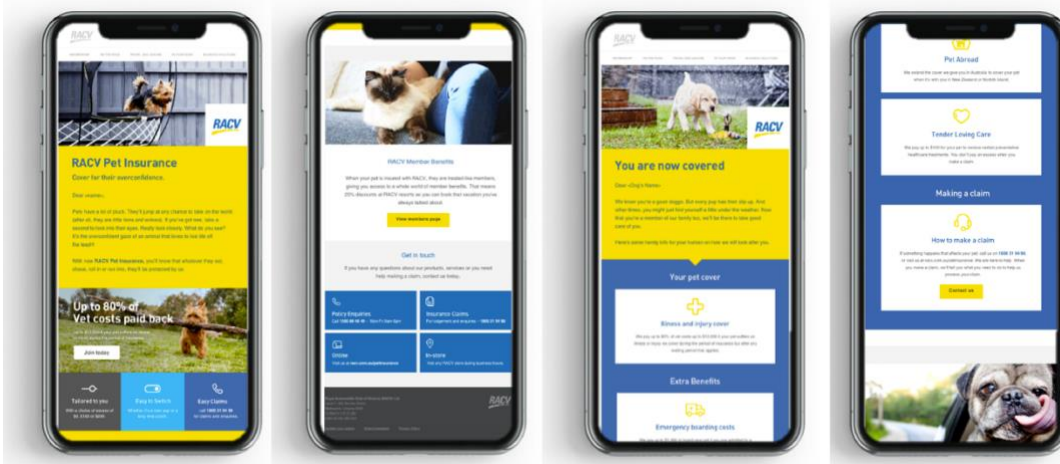
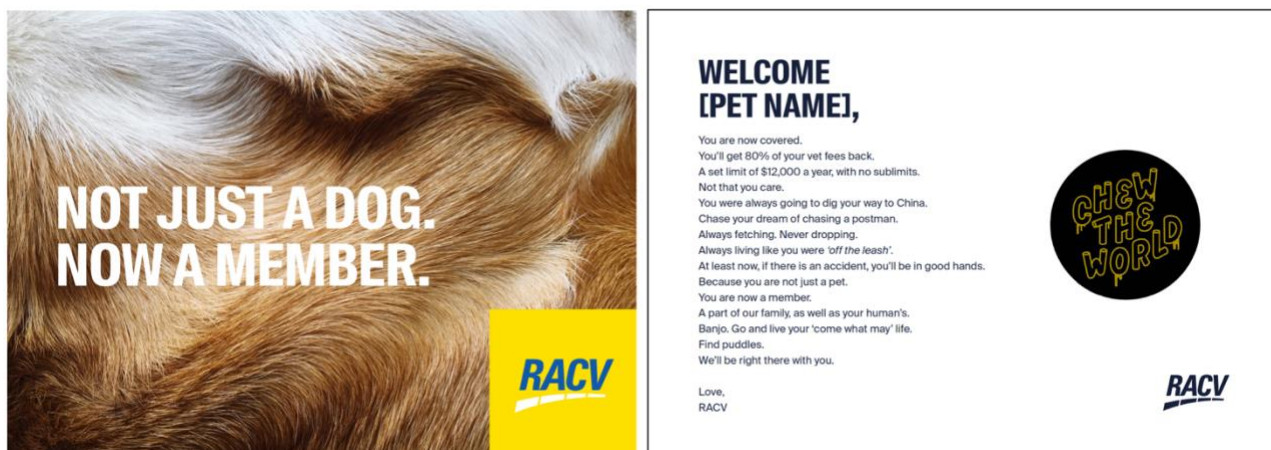




Image 1 above: Creating an overconfident member experience: Member Comms – Print & eDM/DM



Image 2 above: Creating an overconfident member experience: RACV Pet Insurance Membership Merchandise



Image 3 above: RACV Vet supplies designed by world famous designers and engineers

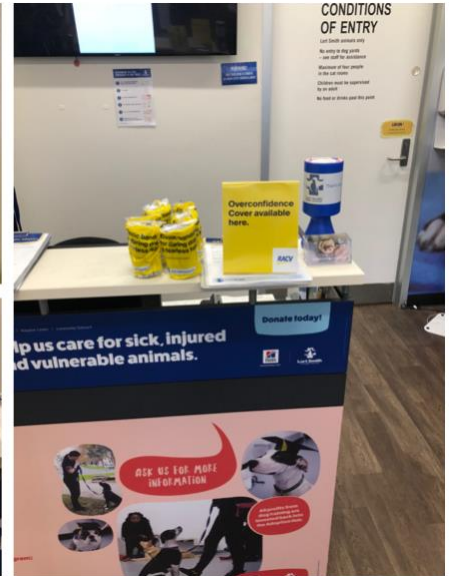
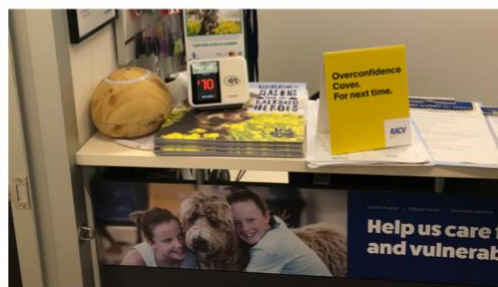


Image 4 above: In-Vet supplies (Cones, Bandages and Casts)



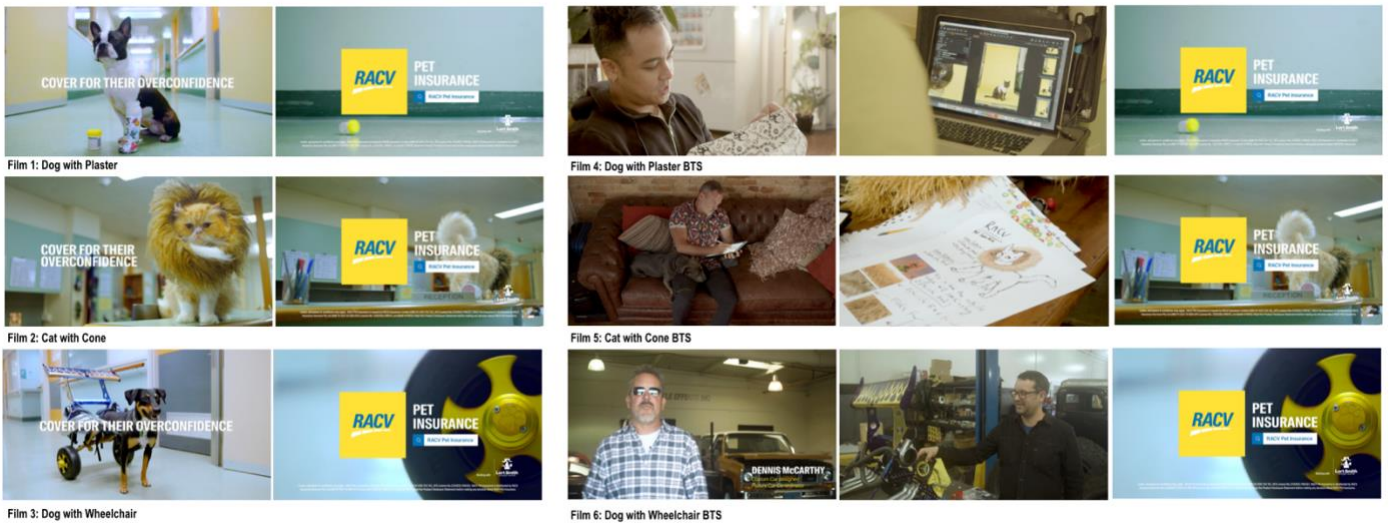


Image 5 above: Online films



Image 6 above: OOH and Posters starring our pet patient ambassadors

## Question 7 & 8: Outcome (40 Points)

Answers to questions 7 & 8 are the most important. This is what the Effies are all about - the results.

Entries should show how the campaign achieved or exceeded objectives and demonstrate how the campaign made a difference. The results should relate back to the objectives; the data should support the assertions; the timescale should be clear. Hard data (sales, share) is more important than intermediate (awareness, equity) or soft (likes, qual), although they can help support your case. Make sure the results follow activity.

Demonstrate the causal effect between campaign and results.

Judges need to be convinced that the marketing investment provided a positive financial return - if that was a requirement. Indexing of data is acceptable.

When assessing ROI, the judges will consider long term projections or lifetime value, but remember that judges are sceptical of projections they consider to be overly optimistic.

### 7. How do you know your campaign was successful?

Detail why you consider your effort a success. **Refer to your objectives** (results must relate directly to your objectives in (3) – restate them and provide results) and demonstrate how you met or exceeded those objectives using quantitative and behavioural metrics. Demonstrate the

correlation between activity and outcomes. Did your effort drive in-market results? Did it drive awareness and consumer behaviour change? Use charts and data whenever possible. Explain what x% means in your category. For confidential information proof of performance may be indexed if desired.

Make sure you address every objective, whether fully achieved or not. Indicate why the results you have are significant in the context of your category, competition and product / service.

The RACV Pet Insurance campaign exceeded any of our expectations capturing the imagination of pet owners and media outlets alike.

**Objective 1. Raise awareness that RACV provides Pet Insurance by delivering value above the media spend**

- TARGET: Generate \$2 million in earned media via 50 individual pieces of coverage

**RESULTS: THE CAMPAIGN GARNERED 182 INDIVIDUAL PIECES OF COVERAGE GENERATING \$6.4 MILLION IN EARNED MEDIA.**

- The earned PR coverage of RACV Pet Insurance led to 55 million media impressions or opportunities to see (Chart 2)<sup>14</sup>
- The campaign saw active participation from pet owners, as people posted their pets in RACV vet supplies (Chart 3).

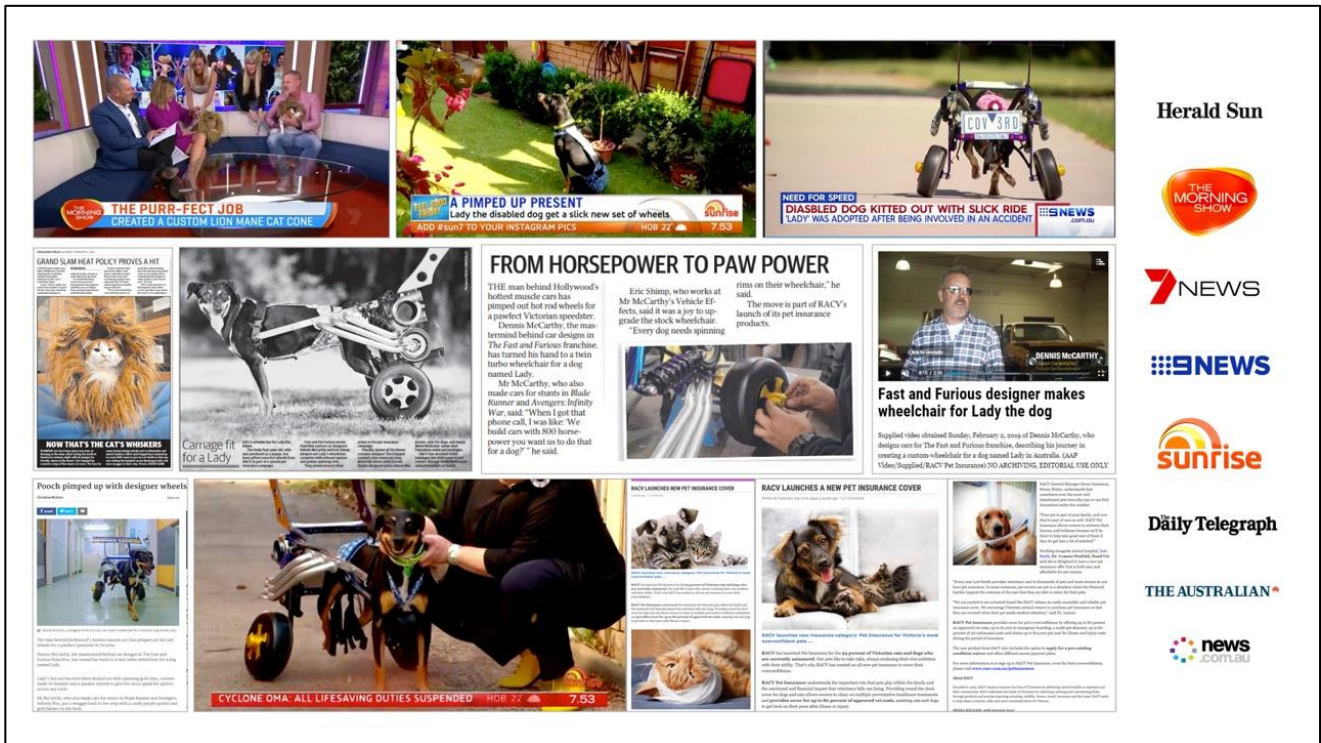


Chart 2: Local Earned Media Coverage

<sup>14</sup> Campaign PR Report 2019

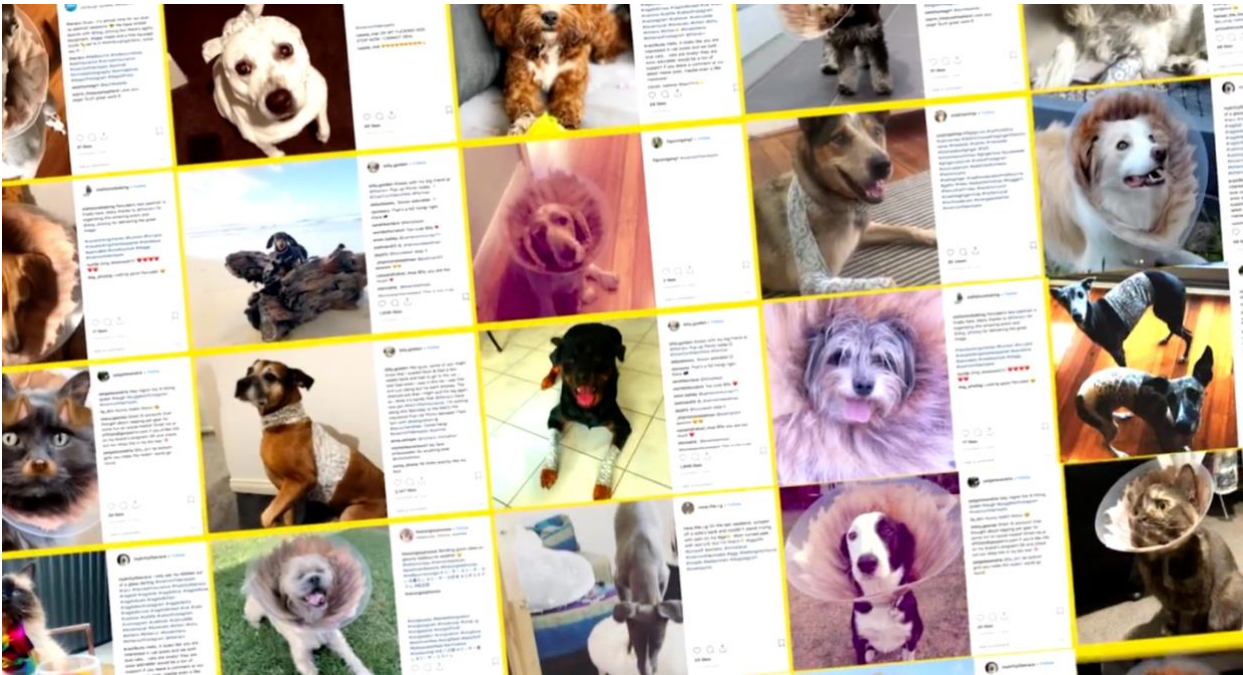


Image 7 above: USG – Pet owners posting their RACV vet supplies

**Objective 2. Establish RACV as a credible and trusted provider of pet insurance**

**RESULTS: IN JUST A FEW MONTHS, RACV PET INSURANCE CAMPAIGN METRICS SMASHED THE INDUSTRY BENCHMARKS<sup>15</sup>.**

Of those that saw the campaign (Chart 3):

- 60% Believability (versus target 40%)
- 57% Feel positive to the brand (versus target 30%)
- 36% Took any action (versus target 18%)

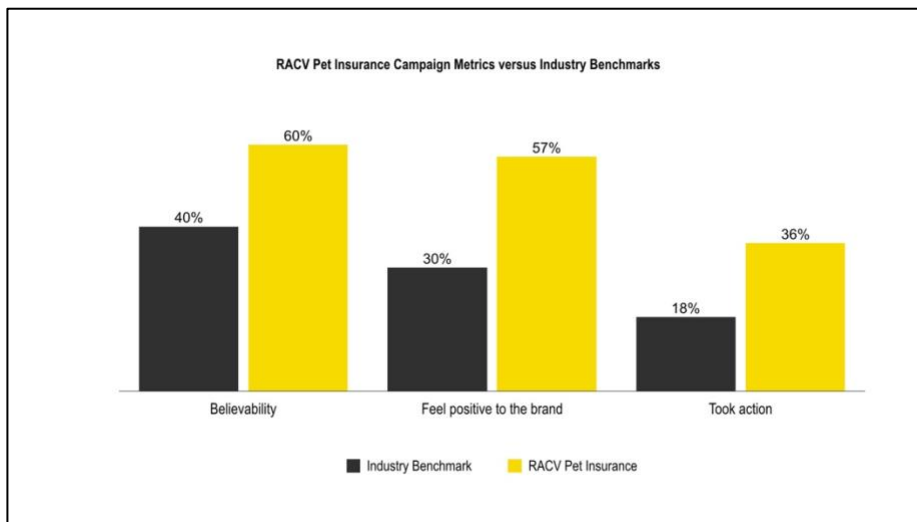


Chart 3: RACV Pet Insurance campaign metrics versus Industry Benchmarks

**Objective 3. Grow RACV Pet Insurance at the rate higher than the category (Target 25% increase in sales)**

**RESULTS: WE ACHIEVED A REMARKABLE 75% INCREASE IN SALES, PRE VERSUS POST CAMPAIGN.**

- Although the initial launch was small, it set a respectable growth rate of 11% month on month. The Overconfidence campaign significantly accelerated sales growth by 3 times our target and 3.5 times the industry rate (Chart 4)<sup>16</sup>.

<sup>15</sup> Starburst Research 2019

<sup>16</sup> Client Campaign Reporting 2018

- Of those that purchased policies, 60% were new to RACV and 36% of those were under the age of 35 years old. In terms of who RACV at an enterprise level wants to acquire, these are squarely in the bull's eye<sup>17</sup>.

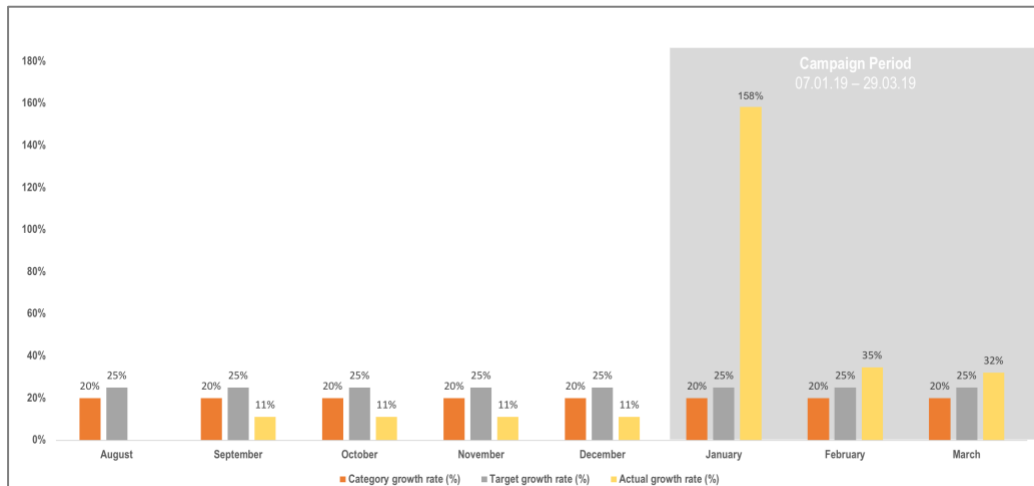


Chart 4: RACV Pet Insurance campaign metrics versus Industry Benchmarks

### 8. Did it achieve a positive ROI?

You need to convince the judges that the marketing investment provided a positive financial return – if that was a requirement. Except in ROI category, the entry will still be eligible if data is not provided, but entries that provide convincing evidence will gain additional marks. (Note that this data can be indexed and/or excluded from the published case on request.)

ROI measures by what percentage the incremental gross profit (not gross sales) generated exceeded the campaign costs/investment. 'Incremental' means comparing what happened, with what would be expected to happen had the campaign not taken place and/or that status quo maintained.

So, if the incremental gross profit is \$1,000 and campaign costs are \$1,000, they cancel each other out and the ROI is 0%. If additional gross profit was \$1,500 the ROI is 50%. **(refer to the supplementary notes on ROI calculation)**

We recognise that there will be occasions when profit cannot be demonstrated. For example:-

- When the client will not divulge profit margins. In this situation we will accept the use of category normative margins;
- When the return is expected over some years. In this instance judges will consider projected ROI or lifetime value, but remember that judges will be sceptical of projections they consider to be overly optimistic.
- When profit was not a primary objective. In this instance entries must convince the judges why the campaign should be assessed on non-financial objectives and demonstrate that these objectives were achieved. For example, did the campaign help company X land a bigger deal, or did it increase the share price of the company, or did it generate an X% uplift in brand equity (which traditionally costs X)? Soft intermediate measures such as 'likes' or media exposure will not be accepted as primary objectives. As always, judges will be sceptical of calculations they consider tenuous and overly optimistic.

Social Return or Investment (SROI) is an increasingly common measurement in the social, government and NFP sectors. It aims to place a monetary value on the social impact (the benefit) of an activity and compares this with the cost incurred in creating that benefit. No set formula has yet been established to estimate the SROI of a campaign, but judges will award additional marks to entrants who make an honest attempt to evaluate the return. (Note – most studies to date are for the entire programme, not just the marketing elements). Refer the Supplementary Note for SROI which includes articles from Social ventures.

As RACV Pet Insurance is a new product, profit in year one was not the expectation. But more importantly RACV calculates ROI on the average lifetime value of a member. For pet insurance this is 5 years. This benchmark has been established on RACQ data, the underwriter of the policies. This is critical for the RACV model as it's a members organisation that derives its commercial value via tenure not year-one profit figures.

**Gross Sales Increase (5 Year lifetime):** \$6,384,000  
**Gross Profit Margin:** 22% (Industry Category Norm)  
**Gross Profit Increase:** \$1,404,480  
**Campaign Cost:** \$600,000  
**ROMI:** 134%

<sup>17</sup> Client Campaign Reporting 2018

## Question 9: Consideration of Other Factors (10 Points)

Advertising rarely works alone and the entrant must have assessed the contribution other factors could have made to the results.

Judges will also consider the power of a product or service offer. It is the marketing that should be rewarded, not the product.

### 9. Convince us that the result was not due to other factors.

You must explain in your entry the effect of any other potentially relevant factors such as product changes, pricing, distribution, competitive activity, press coverage, economic conditions, weather etc. You should acknowledge and estimate the role played by other factors and advise if the communications program led to other benefits accruing (such as retailers improving space allocated or even improved support from a sales force that has 'increased belief' in the brand).

During the campaign there were standard pet insurance campaigns in market, with the major competitors maintaining their always on activity. However, there were also broader influencers in market.

- A Pet Health Scare
  - Pet health was in the national spotlight with the announcement of a parliamentary inquiry into pet food after a series of reports by ABC 7.30 revealed plastic, shards of metal and mould had been found in some foods, and one popular brand was implicated in more than 100 dogs falling sick.
- Seasonality
  - People tend to get pets in summer. There is a strong seasonal trend which correlates with more vet visitations. The campaign was during this period and could have contributed to a spike in growth.

## Question 10: Overall Story (10 Points)

What lessons can be learned from this case about advertising effectiveness or measurement? Judges are asked to reward great ideas, great results, originality, innovative measurement techniques: and to penalise poorly written cases. High scores here will be the cases we want to showcase to the world.

### 10. Do you think there are any lessons to be learned from this case about advertising effectiveness or measurement?

Judges will give additional marks to exceptional ideas, exceptional results and to cases that teach us something about how advertising works. A big idea is worth more than a lesser idea. A case that adds to our knowledge about advertising effectiveness or measurement deserves additional marks. These marks are open to the discretion of the judges. This is the "I wish I'd been responsible for that" factor. We ask judges to reward great ideas, great results, originality, innovative measurement techniques, and penalise poorly written cases. High scores here will be the cases we want marketing students to be inspired by; the cases we can learn something from; the cases we want to showcase to the world.

### Not all emotion is created equal.

It's not enough to invest in emotion. You need to invest in the right kind of emotion.

We have been applying human emotion to brands and communications since the first snake oil salesman parked his horse out the front of the general store. But emotion, like everything else can become commoditised. Love, anxiety, guilt. Brands trade on them too often, and the competition is too cluttered. There's only so much insecurity you can feel, whether that's about how you look, how you drive, how rich you are and how good you are in bed.

Humans are more complex than that. So let's embrace that humanness. Even if that means applying that 'humanness' to our pets.

By humanness we mean the character flaws that too often defines our character. Our ability to make mistakes and forgive. Our ego and shame. And yes, our overconfidence.

The lesson; find new, more interesting emotions to invest in as a brand and product.

**Brand is an experience not an object**

Experience is a buzz word at the moment, so it's difficult to write about experience as a lesson. But when you are a brand everybody knows for one thing, you need to put aside old thinking and see the experience of the thing. In our case, see the experience of pet insurance and challenge ourselves to affect that experience in a new, immersive way. To do it in a way that resonates with the audience. That's the only way to quickly replace any preconceptions of your brand with the reality of what you want to be famous for.

For us that was redesigning the member experience around the pet and their overconfidence. Treat pets as our riskiest members. Infiltrate the most important and relevant spaces by designing vet supplies. That's how we sought to turn a car insurer into a credible pet insurer in a very short time.

**Stay true to the spirit of the brand and continue to innovate.**

Chasing fame doesn't mean you're selling out. If you stay true to the founding spirit of the brand, it gives you permission to innovate in a meaningful way. For RACV, that was helping Victorians when it mattered most. Historically, that was drivers on the roadside. Today, it was four-legged Victorians in vets. Change doesn't have to be at the expense of your brand. Fame doesn't have to be frivolous. If it's true, it's on brand.

**Media Addendum**

The Media Addendum has been designed to provide more context to questions 5 & 6 Implementation

Compared to other competitors in this category, this budget is:	<b>Less</b>
	About the same
	More
	Not Applicable (Elaboration required)

Compared to prior year spend on the brand Overall, the brand's overall budget this year is:	Less
	About the same
	<b>More</b>
	Not Applicable (Elaboration required)

**Budget Elaboration**

Provide judges the context to understand your media budget. What was the balance between paid, owned, earned and shared media? If you paid media expenditure was low but production/activation and other costs were high, or there is a unique situation surrounding your budget, you should elaborate if you feel it would help.

This was a case of investing in production, collaboration and PR, whilst maintaining a modest paid media budget. Of the total \$900K budget, \$270K was for production, \$30K was for PR and \$600K was for paid media, predominantly OOH and Digital channels.

**Owned Media**

Elaborate on owned media (digital or physical company owned real estate), that acted as communications channels for case content. Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc

**Online owned assets:** RACV leveraged its corporate website, Facebook and Instagram platforms to house and share the online films, pet stories and vet supplies promotions.

**Owned Assets via partnerships:** In addition to our traditional owned assets, our partnership with Lort Smith Animal Hospital allowed us to leverage their space for promotional activity and our vet supplies.

### Sponsorships

Note whether or not your effort included any sponsorships. If so, provide details regarding your sponsorships.

NA

### Communications Touchpoints

Please list all touchpoints included in the campaign

Online Film, Digital, Direct to member (CRM), Out of Home, Corporate Website, Facebook, Instagram, Royal Auto Magazine, PR.



## AGENCY AND ADVERTISER AUTHORISATION

Signature for entry by Company Officers

We certify on behalf of:

\_\_\_\_\_ (Agency CEO) and \_\_\_\_\_ (Client Company CMO or equivalent)

that the information submitted for the attached campaign is a true and accurate portrayal of the objectives and results of that campaign.

We have read the Rules & Conditions in the How to Enter Guide and acknowledge that the case study of this campaign may be published by The Communications Council or with the authorisation of The Communications Council, but that we will have the opportunity to remove such information from that case study that we regard as market sensitive or confidential. The published entry remains the property of The Communications Council.