



<b>DPC Use Only</b>
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)	\$
	<b>Total Campaign Budget</b>	<b>\$</b>

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

<b>All applications must be pre-endorsed by the applicant's manager and relevant Tier 2</b>	
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)**