

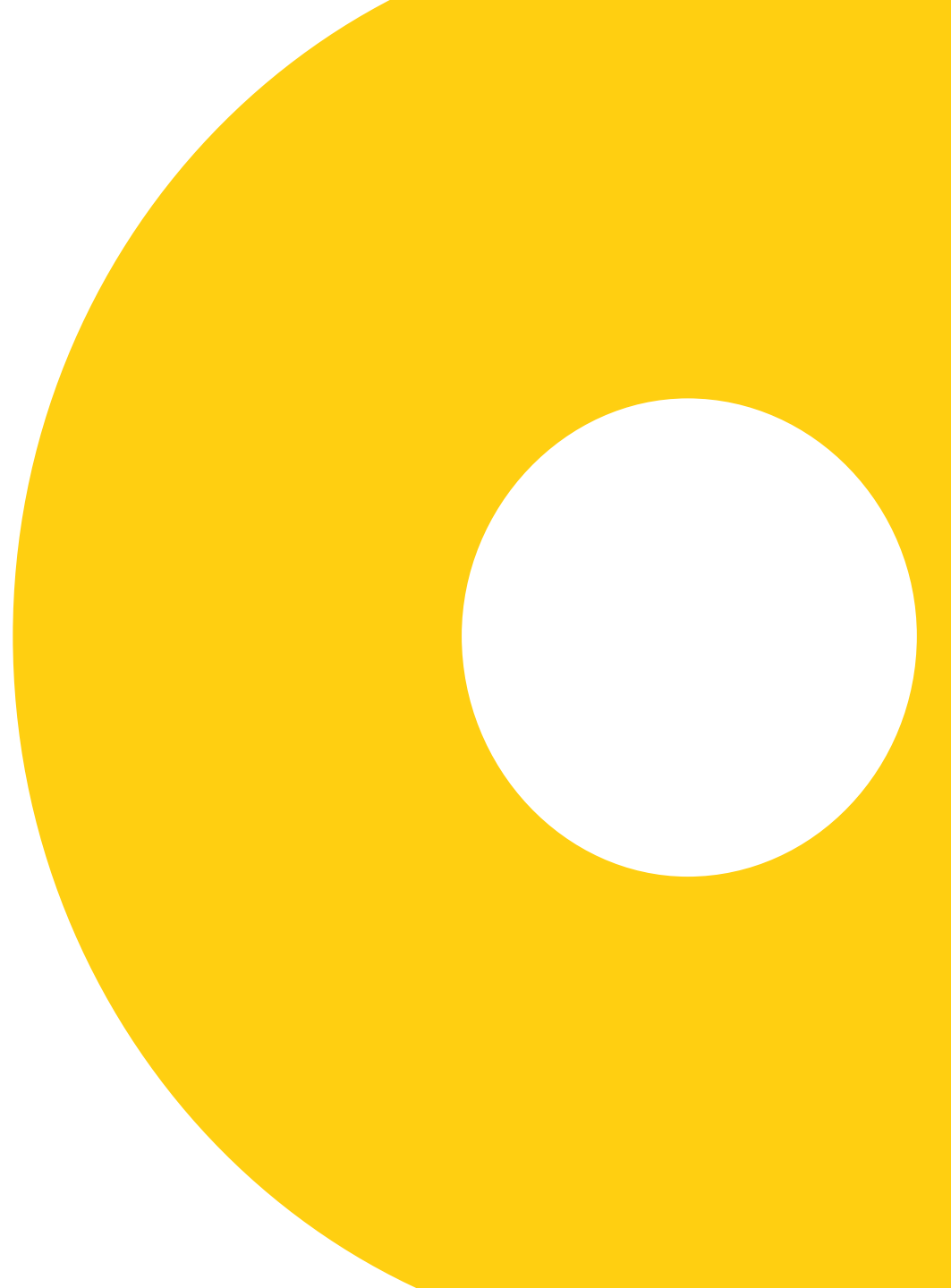
WELLINGTON CITY COUNCIL City Rider 2019 Report



Better decisions, faster.

OWD

OVERVIEW





City Rider

Post Campaign Report

There is a high collective risk for moped crashes in Wellington although few of these are fatal or serious. The purpose of the City Rider campaign was to raise awareness of safe riding practices by educating people of the risks, hazards and the environment in which they must interact with. The campaign ran from 3rd April to 15th May 2019.

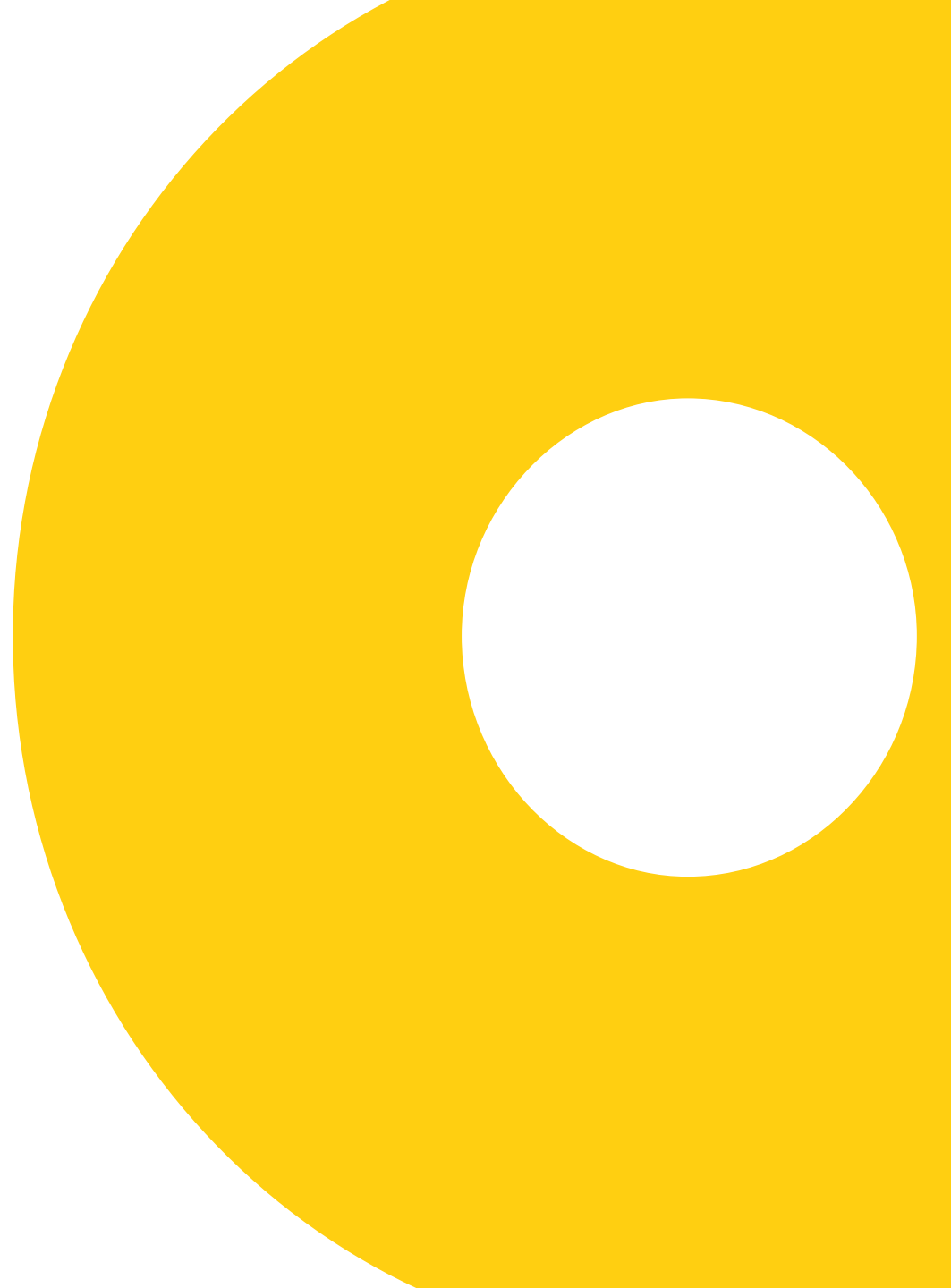
The City Rider campaign utilised a combination of Out of Home, Print, Digital and Social placements. The digital placements targeted premium sites such as Metservice, News sites and Spotify. For Social we ran stories across both the Facebook and Instagram platforms. We utilised a combination of Super Sized and Bollard Drop posters which were placed in the CBD and near Massey and Victoria Universities to achieve high impact. We ran Full Page ads in both the Massive and Salient student magazines in order to further our University audience reach.

We utilised three different forms of targeting while overlaying geo-targeting of the Wellington region to ensure we were reaching the desired audience. This targeting included interest in mopeds, university students and a broader all people 18-24 approach. This allowed us to reach a wide range of people while optimising towards the best performing.

City Rider Campaign Schedule

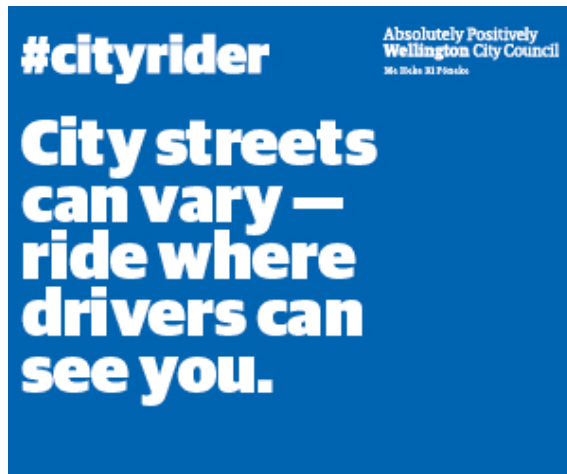
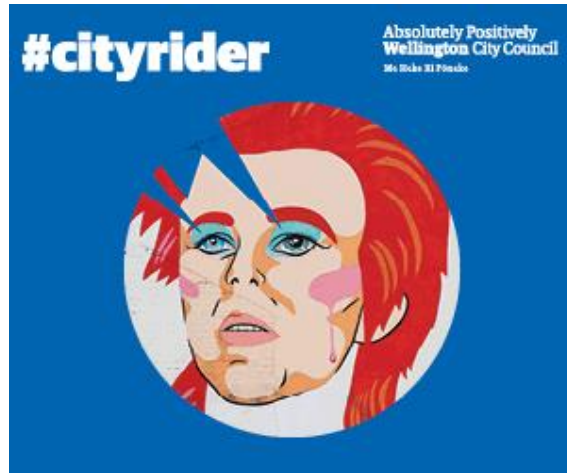
Media	Position / Targeting	Size Format	Buy Type	Performance	Material Deadline	WCC Cost	Mar-19					Ap19				May-19				Jun-19							
							03	10	17	24	31	07	14	21	28	05	12	19	26	02	09	16	23				
OUTDOOR																											
Phantom Posters	High impact Super, Max and Bollard Drop placements across the CBD and near the Universities	920x1320mm 1820x2620mm 594x2523mm	Package	72 Posters	12pm Friday 22nd March 2019	\$ 12,724.80																					
Phantom Production/Installation						\$ 2,665.60																					
TOTAL OUTDOOR						\$ 15,390.40	\$ -									\$ -						\$ -					
PRINT																											
Sallent Magazine	2 x Full Page Insertions	210 x297mm (+5mm bleed)	Package	Estimated Readership of 14,000	12pm Wednesday 27th March 2019	\$ 2,420.00					1st	8th															
Massive Magazine	1 x Full Page Insertions	200x265mm	Package	Estimated Readership of 34,000 across all campuses	12pm Friday 12th April 2019	\$ 643.50																29th					
TOTAL PRINT						\$ 3,063.50	\$ -									\$ -						\$ -					
DIGITAL																											
Facebook/Instagram	Geo-targeting Wellington with Interest in Moped/University etc.	Facebook/Instagram Image Post Instagram Story	CPM	400000	10am Friday 22nd March 2019	\$ 6,250.00																					
Programmatic Buys - DV360 & Spotify	Geo-targeting Wellington with Interest in Moped/University etc.	300 x 250 300x600 728x90	CPM	400000		\$ 6,250.00																					
VUWSA Facebook Post	VUWSA subscribers	1200x630	Package	18,600 followers	5pm Monday 25th March 2019	\$ 495.00																					
TOTAL DIGITAL						\$ 12,995.00	\$ -									\$ -						\$ -					
TOTAL MEDIA						\$ 31,448.90	\$ -									\$ -						\$ -					
TOTAL ADSERVING						\$ 260.00																					
TOTAL BUDGET						\$ 32,000.00																					
TOTAL COST TO CLIENT						\$ 31,708.90																					

DIGITAL

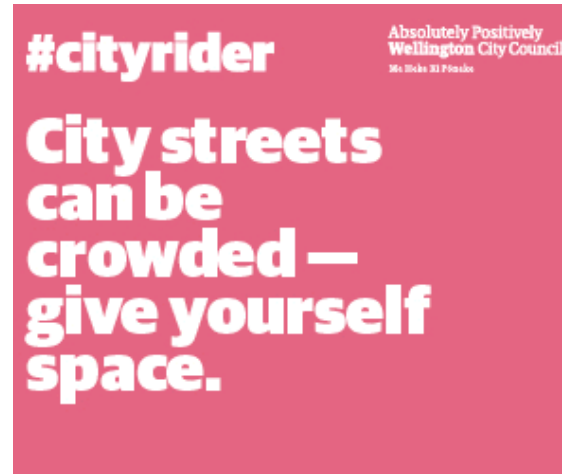
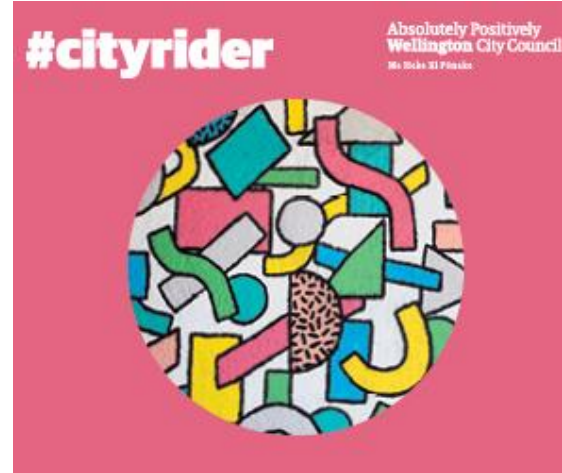


Digital Creative

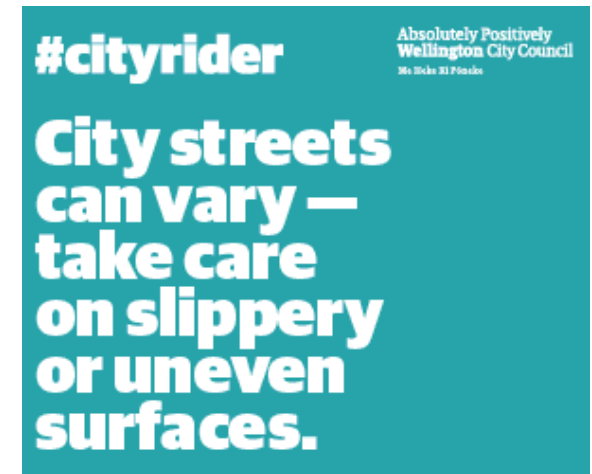
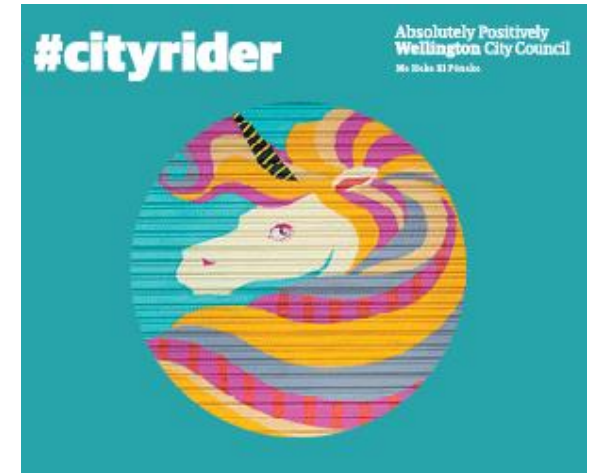
See You



Crowded

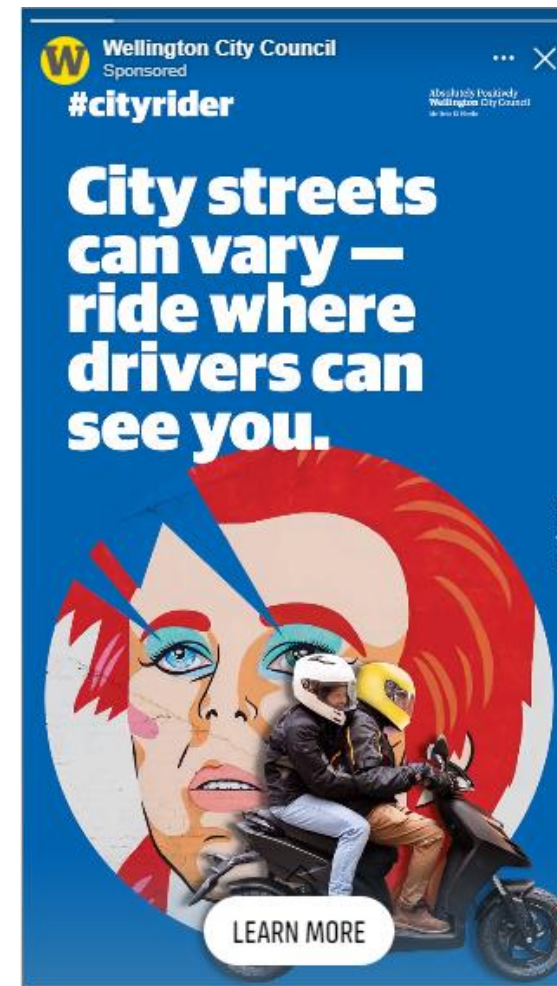


Slippery



Digital Creative

Facebook/Instagram Stories



Digital Creative

VUWSA Post

VUWSA VUWSA - Victoria University of Wellington Students' Association
April 8 · 🌐

Need to upskill?
<https://www.scootersurvival.co.nz/>

#cityrider Absolutely Positively Wellington City Council
We Ride As People

City streets can vary — ride where drivers can see you.

👍👎 34 6 Comments

👍 Like 💬 Comment ➦ Share

Performance Overview

Site	Impressions	Clicks	Reach	%CTR	\$CPM	\$CPC
DV360	779,655	515	523,756	0.07%	\$8.78	\$13.29
Facebook/Instagram	569,423	416	35,551	0.07%	\$8.78	\$12.02
Spotify	197,723	13	24,689	0.01%	\$3.22	\$49.02
Total	1,546,801	944	583,996	0.06%	\$8.07	\$13.22

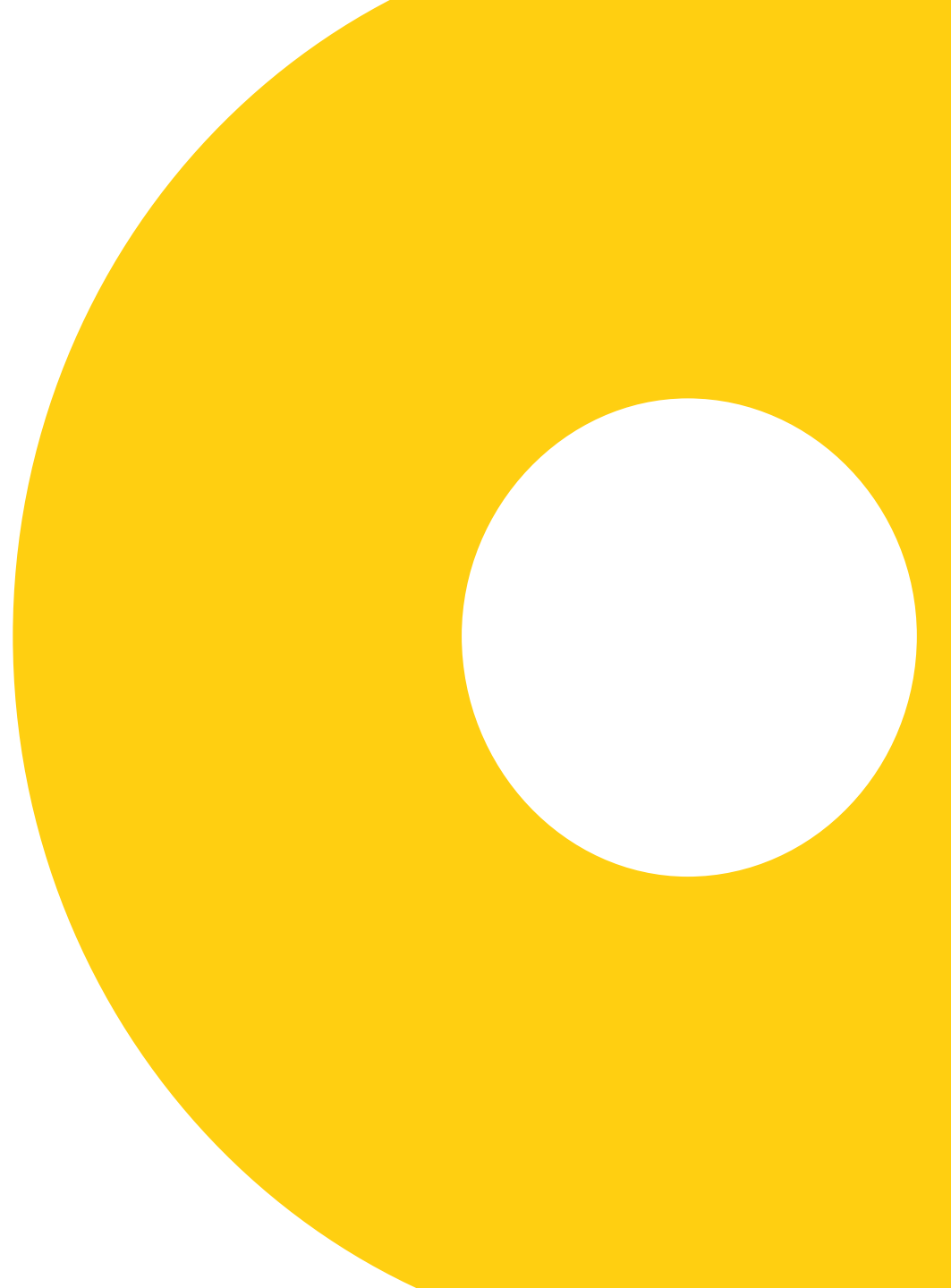
The City Rider campaign performed remarkably well serving over 1.5 million impressions. The primary objective of reach was fulfilled with over 580,000 individuals reached over the campaign period which is an excellent result. Furthermore, over 900 clicks were made by Wellingtonians 18-24 during this same period suggesting a significant number of people were engaged and wanted to seek further information.

Overall, Facebook and Instagram performed very well serving nearly 600,000 impressions and driving over 400 clicks to site. Of those that started watching the Story, there was a 93% completion rate. Our Crowded and Slippery Creatives proved particularly effective each with a 95% completion rate.

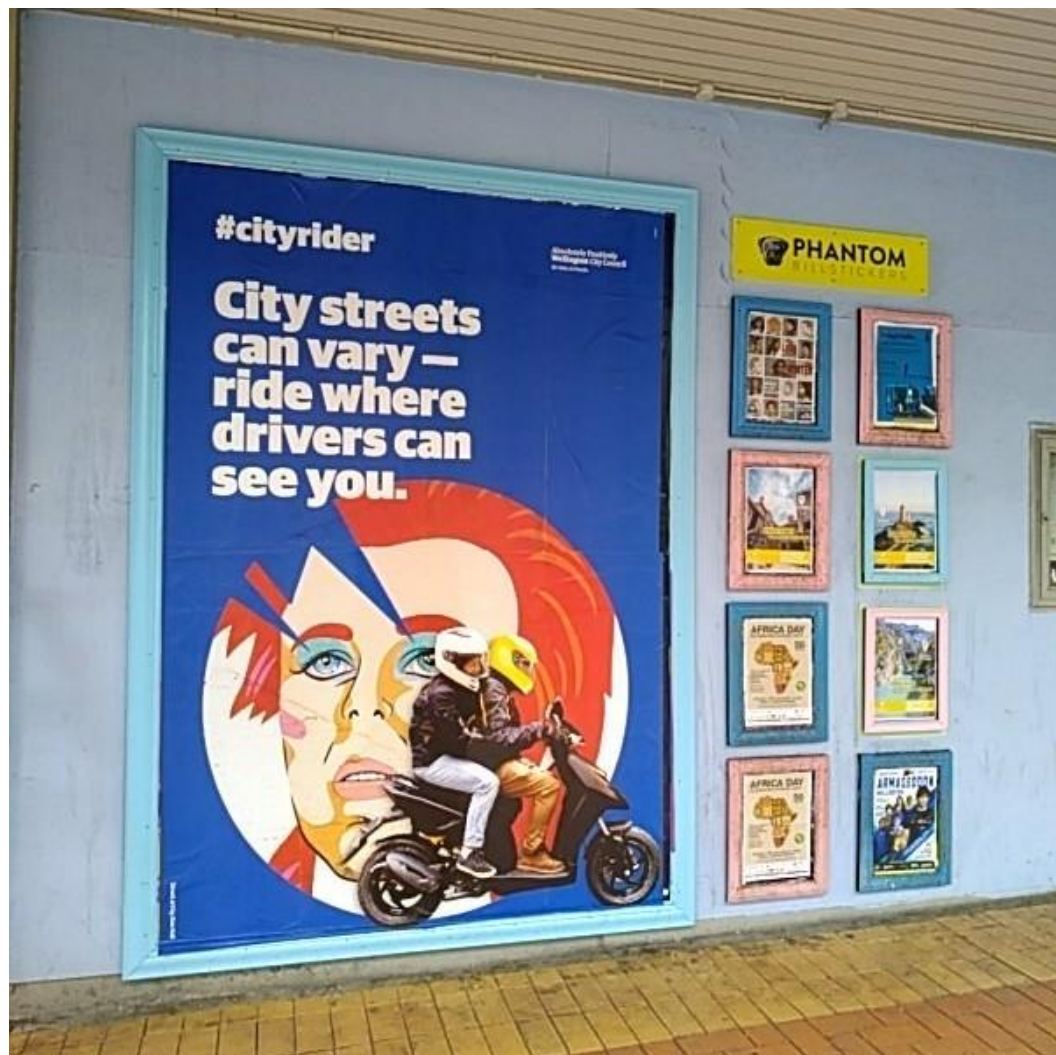
DV360 proved particularly effective with a collective reach across all targetings of 520,000 which is an excellent result. Our Spotify placements also proved very effective by reaching our audience at an economic cost, with the lowest CPM of \$3.22. We recommend for similar campaigns utilising these two platforms in order to reach our audience in premium environments.

Our broad 18-24 audience proved the most cost effective to reach, with the lowest CPM across all targetings. However, both the Moped and University audiences had a higher CTR indicating these audiences were very engaged in our messaging.

OUTDOOR



Phantom Street Posters



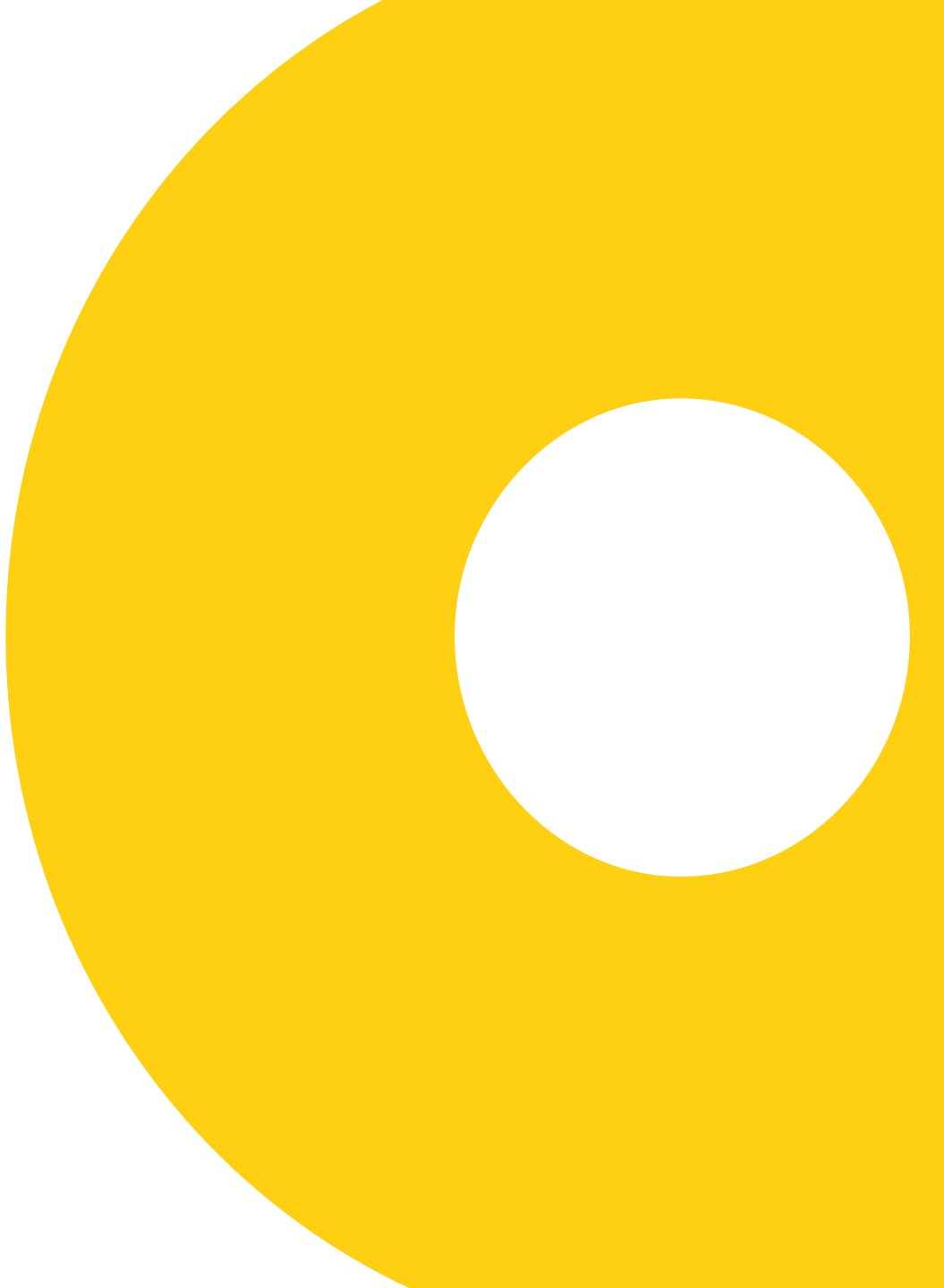
Phantom Street Posters



Phantom Street Posters



PRINT



Salient Magazine



Massive Magazine

