

## ADVERTISING SUBMISSION

### CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT ADVERTISING

<b>AGENCY</b>	<i>Cancer Institute NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Tobacco Control Partnerships: 2014</i>
<b>CREATIVE AGENCY</b>	<i>Universal McCann (UM) and Ensemble</i>
<b>CAMPAIGN SUMMARY</b>	<i><u>New Campaigns:</u> These campaigns use embedded marketing to encourage smokers to quit smoking using four partnerships with Channel 7, Channel 10, NITV and TVB Australia.</i>
<b>BUDGET (ex GST)</b>	Channel 7: \$795,821.38 Channel 10: \$685,800.84 NITV: \$195,118.87 TVB Australia: \$199,513.14
<b>TIMING</b>	<i>May- December 2014</i>

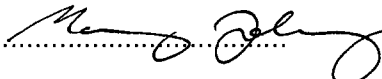
#### ADVERTISING COMPLIANCE CERTIFICATE

##### Section 8 of the *Government Advertising Act 2011* ("the Act")

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** *Tobacco Control Embedded Marketing Campaign "the Campaign"*

I certify that, in my opinion, the Campaign:

- complies with the Act, the *Government Advertising Regulation 2012* and the NSW Government advertising guidelines;
- contains accurate information;
- is necessary to achieve a public purpose and is supported by analysis and research; and
- is an efficient and cost-effective means of achieving the public purpose.

Signature: 

Date: *15-2-14*

Name: Dr Mary Foley

Agency: NSW Ministry of Health

Position: Director General