

## ADVERTISING SUBMISSION

### CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT ADVERTISING

<b>AGENCY</b>	<i>Cancer Institute NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Terrie</i>
<b>CREATIVE AGENCY</b>	<i>LOUD</i>
<b>CAMPAIGN SUMMARY</b>	New testimonial campaign targeting smokers 35-54, emphasising the negative effects of smoking and reduced quality of life. The campaign was developed in the United States by The Centre for Disease Control and Prevention.  <i>Media channels include: TV, Online, Print and Outdoor</i>
<b>BUDGET (ex GST)</b>	<i>\$1,180,719.26</i>
<b>TIMING</b>	<i>2<sup>nd</sup> February – 15<sup>th</sup> March 2014</i>

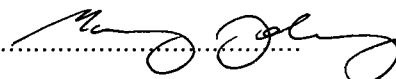
#### ADVERTISING COMPLIANCE CERTIFICATE

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

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** Terrie "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: *26.11.13*

Name: Dr Mary Foley

Agency: NSW Ministry of Health

Position: Director General