

## ADVERTISING SUBMISSION

CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT

ADVERTISING

<b>AGENCY</b>	<i>Cancer Institute NSW</i>
<b>CAMPAIGN TITLE</b>	<i>Embedded Marketing Campaign: Emphysema</i>
<b>CREATIVE AGENCY</b>	<i>Red</i>
<b>CAMPAIGN SUMMARY – please specify if NEW or REPEAT campaign</b>	<i><u>New Campaign:</u> This campaign uses embedded marketing to position emphysema as the reason to quit smoking now and encourages smokers to team up to quit.</i>
<b>BUDGET</b>	<i>\$1,199,919</i>
<b>TIMING</b>	<i>April- June 2013</i>

### ADVERTISING COMPLIANCE CERTIFICATE

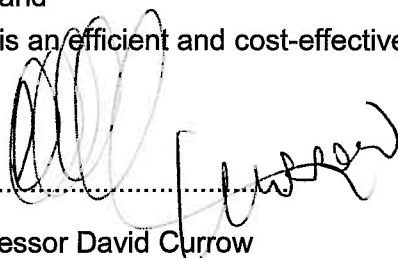
Section 8 of the *Government Advertising Act 2011* ("the Act")

**NAME OF GOVERNMENT ADVERTISING CAMPAIGN:** *Embedded Marketing Campaign: Emphysema "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: .....

*08/04/13*

Name: Professor David Currow

Agency: Cancer Institute NSW

Position: Chief Cancer Officer and CEO