

ADVERTISING SUBMISSION

CABINET STANDING COMMITTEE ON COMMUNICATION AND GOVERNMENT ADVERTISING

AGENCY	<i>Cancer Institute NSW</i>
CAMPAIGN TITLE	<i>Mutations</i>
CREATIVE AGENCY	<i>Soap Creative</i>
CAMPAIGN SUMMARY	New campaign targeting smokers in NSW aged 18-34, encouraging them to quit by educating them about how cell mutations caused by smoking lead to the development of cancer. <i>Media channels include: Online, Outdoor and Radio (Aboriginal only)</i>
BUDGET (ex GST)	<i>\$1,446,657</i>
TIMING	<i>27th April – 7th June 2014</i>

ADVERTISING COMPLIANCE CERTIFICATE

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

NAME OF GOVERNMENT ADVERTISING CAMPAIGN: Mutations "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: *22.1.14*

Name: Dr Mary Foley

Agency: NSW Ministry of Health

Position: Director General