

Senate Community Affairs Committee

ANSWERS TO ESTIMATES QUESTIONS ON NOTICE

HEALTH PORTFOLIO

Supplementary Budget Estimates 2013-14, 20 November 2013

Question: E13-083

OUTCOME: 1 – Population Health

Topic: Smokescreen Music Festival

Type of Question: Hansard Page 53, 20 November 2013

Senator: Seselja

Question:

What are the metrics available on the performance of the Smokescreen Music Festival?

Answer:

The Smokescreen Music Festival engaged young people with an activity that packaged smoking related health messages within the framework of a music festival and its digital channels.

The Smokescreen Music Festival provided a total of 730,000 ‘impressions’ (i.e. activations and opportunities to see campaign advertisements and materials), including:

- Music print media targeting readership of 373,410 distributed across 5,500 locations;
- Generation of over 100 media articles in music press and online;
- 7,440 Facebook page visits;
- 2,471 page visits to Smokescreen Music Festival webpage;
- 5,456 views of Smokescreen YouTube videos;
- 2,950 Smokescreen posters displayed in music-related venues; and
- 331,860 online banner advertisements.