

HOUSE OF REPRESENTATIVES STANDING COMMITTEE ON ECONOMICS
REVIEW OF THE FOUR MAJOR BANKS AND OTHER FINANCIAL INSTITUTIONS
SUPERANNUATION SECTOR

Aon Hewitt

AON11QW

Details of costs for advertising campaigns for the past five years, including:

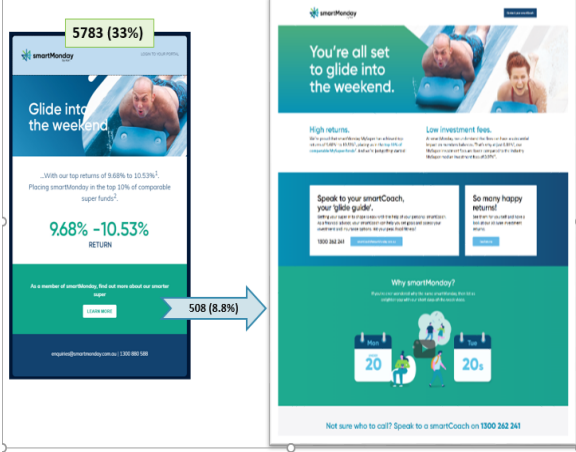
- a. The companies invited to tender for all or parts of any advertising campaign.
- b. The companies awarded campaigns.
- c. The total cost of each campaign.
- d. The cost of the campaign's development.
- e. Broadcasting (television, radio and internet) and publishing costs.
- f. Assessment reports of the efficacy of campaigns in either retaining or gaining new members

Answer

smartMonday as the external brand of the Aon Master Trust is not advertised publicly beyond Instagram and similar social media. A budget exists for external agencies to assist in targeted member campaigns using email, Facebook and LinkedIn such as the appointment of Focus Communications to help highlight our investment results this year to members for a cost of \$ 30,000 paid by Aon. This was the first use of an external creative agency by Aon for the smartMonday offerings. The majority of the creative work for smartMonday is produced by Aon's internal marketing team.

The open rates and click through statistics are below:

17.6K emailed



Landing Page	Sent	Opened	Clicked through
Generic_Mercer	7329	27.7%	6.90%
Generic_OV	3595	34.4%	6.40%
KPMG	2275	33.6%	11.60%
Allianz	1750	45.0%	7.00%
Endv	756	27.3%	22.30%
Veolia	521	57.0%	11.10%
IMB	346	36.1%	37.60%
Yum	311	21.2%	0.00%
Win	247	28.3%	5.70%
Elec	202	31.7%	10.90%
AMGEN	152	55.3%	4.80%
CA_Tech	81	60.5%	8.20%
Valvoline	12	33.3%	0.00%
Average			10.2%

LinkedIn – 14.6k impressions, generating 73 clicks

Facebook – 52.9k impressions, 2,865 unique reach, generating 111 clicks

