

Senate Standing Committee on Environment and Communications
Answers to Senate Estimates Questions on Notice
Budget Estimates May 2017
Communications Portfolio
NBN Co Limited

Question No: 239

NBN Co Limited

Hansard Ref: Written, 02/06/2017

Topic: Gen NBN Qualitative research

Senator Griff, Stirling asked:

Has NBN undertaken the Gen NBN Qualitative research study yet? If so, please provide the key findings.

Answer:

The campaign pre-testing identified that the proposed advertising delivered against its core objectives and reinforced it had a strong message of inclusiveness and access for all generations as well as the sense of societal benefits. The final 60-second ad was tested against the Kantar Millward Brown total Australian database norm which resulted in it performing in the top 10 per cent of ads tested.