

CRSP advertising

application for funding



Name of organisation:

Telephone: Facsimile:

Postal address:

.....

Email address:

Advertising initiative:

What community development initiative is your advertising supporting?.....

.....

Proposed timeframe for the advertising:

Estimated total CRSP advertising budget required: \$ _____

Summary

How will the advertising support a community development initiative?

Attach supporting documents where possible.

How will Maori, Pacific people and/or other ethnic groups benefit from the advertising?

Attach supporting documents where possible.

Problem identification

What specific community road safety issues will the advertising address?

Attach supporting data and information where possible, eg local statistics or anecdotal information.

Target audience

Who are the people that the advertising will target? What information do you have about these people?

Be as specific as possible, eg 17–22 year old Maori male drivers.

Road safety outcomes

What road safety outcomes will the advertising contribute to, eg reduced crashes at intersections?

This should be measurable.

Advertising objectives

What do you hope the advertising will achieve, eg improve awareness of the community development initiative and seek to improve likelihood of its success? This will hopefully contribute to achieving the road safety outcome.

Key messages

What message/s do you want the audience to take from the advertising once they have seen it, eg if I'm driving too fast, I can easily lose control?

Creative idea

What creative idea will work best with the target audience?

Are you confident the creative idea will ensure the audience will receive the key message?

Estimated production budget: \$_____

Media

What media channels will be used?

The choice of media channels should suit the creative idea and be the best way to reach the target audience.

Estimated media budget: \$_____

Testing

What pre-testing has or will be taken to ensure that the advertising will work?

Note: It is not cost effective to test small initiatives. For modest initiatives you might use students to do a street survey. For larger initiatives a more formal testing process would be expected.

Estimated testing budget: \$_____

Evaluation

Outline the process you will use to evaluate the effectiveness of the advertising.

A requirement of the funding is a final report at the end of the financial year that outlines how the advertising money has been spent and how it has been split between various mediums.

What measures will you use?

Estimated production budget: \$_____

Approved

Advertising Manager.....

Date.....

Partnership Manager.....

Date.....