



RFQ ABS2019.287.0001

Attachment A: Concept testing research brief

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Purpose

The Australian Bureau of Statistics (ABS) invites a proposal from Kantar | Public Division to undertake concept testing to inform creative development for the Census campaign. Concept testing will help determine which (if any) creative concept from competing agencies best meets the communication objectives in the strategy at Attachment A and conveys messages clearly and effectively. Further testing of refinements of the successful concept will also be undertaken.

Background

The Census

The ABS is Australia's national statistical agency. It provides key statistics on a wide range of economic, environmental and social issues.

The Census is the largest statistical collection undertaken by the ABS, and one of the most important. The *Census and Statistics Act* requires that the Australian Statistician conducts a Census every five years. The next Census is scheduled to take place in August 2021.

Census data provides a snapshot of the nation. Data collected over time helps tell the story of how Australia is changing. It gives governments, businesses, communities and others information to plan the right services in the right place, particularly those that impact our lives - such as housing, social security, transport, education, industry, shops and health care.

The scope of the Census is all people in Australia on Census night, including Norfolk Island, the Cocos (Keeling) Islands and Christmas Island.

Participation is compulsory and while penalties may apply if a person refuses to complete the Census, the ABS's priority is to get informed and willing cooperation from everyone.

The ABS is focused on updating its processes and using an online Census digital service to help people participate, while providing alternatives for those who choose (or need) to use a paper form, complete a short form or complete via interview.

In 2016 the ABS achieved a 94.8 per cent response rate, which was lower but comparable to 2011 and 2006¹. We need to achieve a similar result in 2021 – at least 95 per cent.

Need for advertising campaign

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A phased advertising campaign is required to:

- help position the Census as forward-looking, while humanising and personalising benefits to individuals, families and communities
- challenge and disrupt outdated ideas of what the Census is and does
- educate those who may not have participated in a Census, such as young people and new arrivals to Australia

¹ Census Independent Assurance Panel to the Australian Statistician, *Report on the Quality of 2016 Census Data*, June 2017

- explain the shift to a response window (period of time) rather than a single reference night, which is the first time the Census has done this
- explain how and when people must complete the Census, coupled with support options, to encourage willing, self-response from the majority of the population, and reduce the need for more expensive methods of face-to-face follow up by field staff
- when appropriate during phasing, reinforce the compulsory nature of the Census.

Target audiences

Primary

- Everybody in Australia on Census night aged over 18 years (except foreign diplomats and their families).
- People living in discrete or isolated locations such as areas of northern Australia, the Australian Antarctic Territory, the Cocos (Keeling) Islands, Christmas Island and Norfolk Island.



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Research objectives

The ABS will be inviting proposals from agencies with relevant experience to develop and implement a creative strategy for the 2021 Census, including advertising.

Concept testing of agencies' creative solutions, and further testing of the successful concept refinements, is required to ensure creative can achieve campaign objectives and effectively reach and influence the range of target audiences across Australia.

As the Census includes everyone in Australia on Census night, research must be demographically, socio-economically and geographically representative of the national population. It should also include representation of audience segments who are and are not supportive of the Census.

Concept testing will be conducted to gauge which campaign creative execution is most effective, and will include:

- assessing message take out to determine which concept conveys key messages most clearly, persuasively and effectively
- assessing cut-through to understand which creative concept is the most appealing, salient, relevant, provoking and able to achieve the desired outcomes
- determining which (if any) creative concept from competing agencies best meets the communication objectives
- providing advice on the strengths and weaknesses of each of the proposed creative solutions
- recommending further refinements or improvements that should be considered after selecting the most effective creative, in order to maximise the effectiveness of the creative approach.

Research requirements

Research will be conducted nationally with the indicated target audiences [REDACTED]

SAFE [REDACTED]

[REDACTED]. A selection of urban, regional and remote testing locations should be weighted to accurately represent the national population.

At least three waves of concept testing research will be required:

- **Wave 1:** Test a number of creative concepts in a number of formats to determine the most effective creative approach to communicate with the campaign's target audiences and provide recommendations for further refinement.
- **Wave 2:** Test the preferred concept in all formats (which has been refined based on phase one feedback) and materials to determine the most appropriate language, tone, information and look/layout to achieve cut through and obtain feedback for further refinement.
- **Wave 3:** Test the final creative concept and materials prior to production.

Research methodology

Kantar | Public Division should recommend the most appropriate methodology and its rationale. It should compare and contrast the relative advantages, disadvantages and risks of different methodologies.

It must be clearly outlined how the proposed methodology will meet the research objectives noted above.

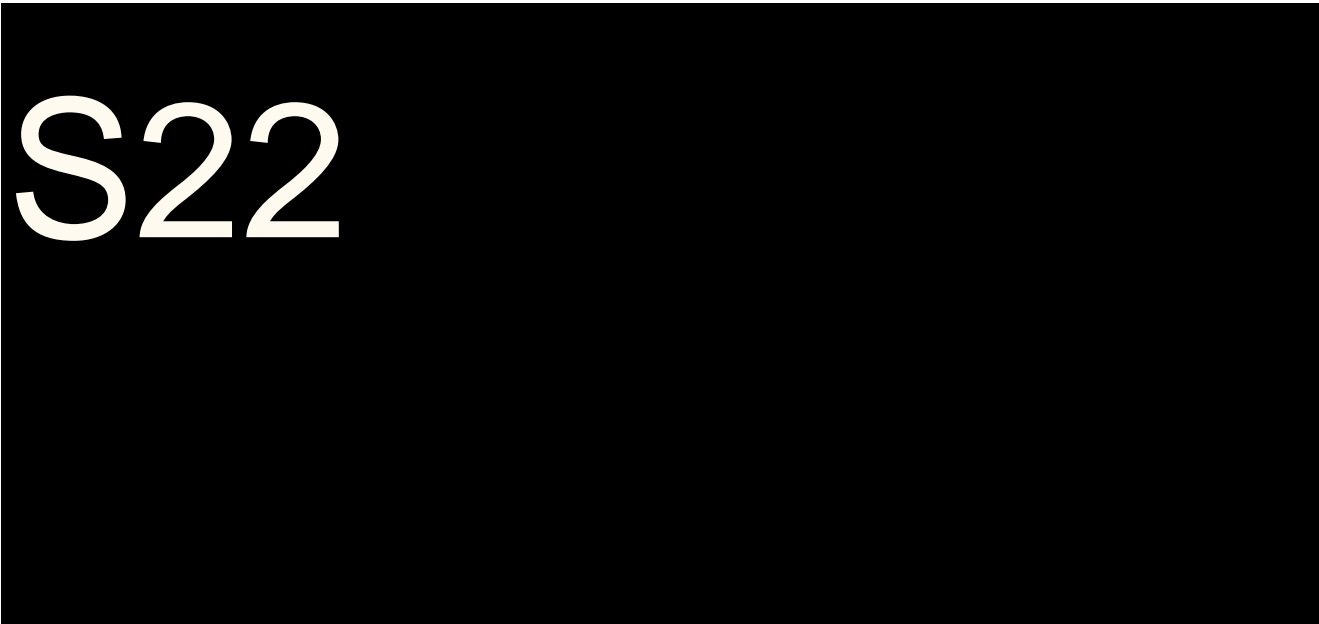
Kantar | Public Division should also recommend the most appropriate research methodology in this current climate, given the restrictions of indoor and outdoor gatherings due to the COVID-19 pandemic.

The methodology should outline how Kantar | Public Division will report separate recommendations for mainstream, Aboriginal and Torres Strait Islander and culturally and linguistically diverse audiences. It should also highlight any differences between the communication needs of urban and remote Aboriginal and Torres Strait Islander people. This is a particularly important audience for the 2021 Census, due to an undercount of 17.5% in the 2016 Census.

It must demonstrate how it will ensure the research is representative of people living in metropolitan, regional, rural and remote areas, across all states and territories.

The methodology should detail how Kantar plans to reach vulnerable audiences such as people experiencing homelessness, including couch surfers and people in temporary accommodation and people with disabilities who might not be able to access online facilities.

Kantar will be required to ensure research is not undertaken in a way that would present a positive or negative bias toward particular messages, communication methods or expectations of target audiences.



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Budget

The budget for the concept testing research component of the project is expected to be up to \$450,000 inc GST (\$409,090.91 ex GST). This amount includes travel and all costs associated with the research process. Kantar | Public Division should not be deterred from submitting a proposal for less than this amount.



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Spending Proposal

Spending Proposal for 2021 Census Concept testing to inform campaign creative development	
Admin Details	
Procurement Registration Number:	ABS2020.211
Contact Name and Phone Number:	S22
Alternate Contact Name and Phone Number:	S22
Contract Manager:	S22
Estimated commitment being approved (inc GST):	\$427,900.00
Are there any Capital Expenditure components:	No
Cost Centre: Natural Account: Project Code: (Project Code is required for all Assets. Please add additional lines if multiple cost centre / includes Capital and Operating) Refer to knowledge document – OneGov – Chart of accounts	S22
Period of proposed arrangement being approved: (Delegate approval will be sought prior to extension options being exercised)	S22
Is the proposed arrangement an ordinary service/function of Government or does it have legislative authority from another source? (If there is no legal authority for the spending proposal, this must be addressed before any approvals can be given)	Yes - ordinary service/function of Government
Consultancy: Reason: (select a reason from the list for the Consultancy)	Yes Independent market research
Does the Indigenous Procurement Policy Apply? (Policy applies to procurments \$80k <-\$200k contact Procurement for further information)	No
Are the goods and/or services sourced from an Indigenous Supplier?	No
Does this proposal contain an ICT component that requires endorsement from a TSD Official? (Non TSD delegates must obtain written endorsement from a TSD official prior to approach the market and/or purchasing ICT Solutions for the ABS – Hardware, Software, Services)	No
Name of approving Delegate: Position of approving Delegate: (An official may only exercise their delegation for spending that will be charged against their own Resource Centre)	Lane Masterton General Manager People, Capability & Communication Division

1. Purpose

The purpose of this spending proposal is to gain approval to proceed with the procurement of concept testing to inform campaign creative development for the 2021 Census from Kantar Public Division. The estimated value of the project is \$427,900.00 (including GST) for a proposed period of 13 months.

2. Background/Context

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Campaign creative development

Concept testing requirements

A minimum of six campaign creative concepts will be tested to help understand to what extent they engage target audience segments and reflect the objectives and messages of the campaign. This is an important stage of the creative development procurement process, and subsequent recommendations to Government.

ABS recommend three phases of concept testing and refinement:

- Wave 1 – Creative agency selection (June 2020)
- Wave 2 – Refinements ahead of the Census Test (August 2020)
- Wave 3 – Final refinements ahead of creative production (November/December 2020).

Concept testing outcomes

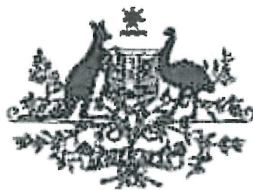
The first wave of concept testing will identify the two most effective creative concepts to shortlist for government consideration, based on their potential to meet campaign objectives.

Subsequent waves will refine the government-approved creative.

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Commonwealth Contract – Consultancy Services



Australian Government

Commonwealth Contract – Consultancy Services

Reference ID: ABS2020.211

Customer

Customer Name:	Australian Bureau of Statistics
Customer ABN:	26 331 428 522
Address:	ABS House 45 Benjamin Way Belconnen ACT 2617

Supplier

Full Name of the Legal Entity:	Taylor Nelson Sofres Australia Pty Ltd trading as Kantar Public
Supplier ABN:	38 000 601 221
Address:	24 Railway Road Subiaco WA 6008

Commonwealth Contract – Consultancy Services

Statement of Work

C.A.1 Key Events and Dates

This Contract commences on the Contract Start Date or the date this Contract is executed, whichever is the latter, and continues for the Contract Term unless:

- a) it is terminated earlier; or
- b) the Customer exercises the Contract Extension Option, in which case this Contract will continue until the end of the extended time (unless it is terminated earlier).

Event	Details
Contract Start Date:	S22
Contract Term:	S22
Contract Extension Option:	This Contract Term may be extended by agreement between the parties.

C.A.2 The Requirement

Working in collaboration with the Customer (ABS), the Supplier (Kantar Public) will undertake concept testing to inform creative development for the 2021 Census advertising campaign. Services to be delivered under this contract are detailed in the attached proposal Annexure 1 (Kantar proposal).

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