# Appendix 4—Advertising and market research

In the 2014‑15 financial year, the Department paid a total of $4,823,311.88 GST inclusive to:

Table X Advertising agencies

| Organisation name | Purpose | Amount of payment |
| --- | --- | --- |
| BMF | Creative services for Retune | 376,099.41 |
| Dentsu Mitchell Media Australia | Awareness campaign (MyBroadband) | 17,296.13 |
| **Total advertising agencies** |  | **393,395.53** |

Table X Market research organisations

| Organisation name | Purpose | Amount of payment |
| --- | --- | --- |
| Orima | Market research | 476,135.00 |
| Essence Communications Australia | Market research | 33,000.00 |
| Taylor Nelson Sofres Australia | Market research | 37,422.00 |
| Newspoll | Market research | 14,049.20 |
| **Total market research organisations** |  | **560,606.20** |

Table X Media advertising organisations

| Organisation name | Purpose | Amount of payment |
| --- | --- | --- |
| Dentsu Mitchell Media Australia | Media buy for Retune | 3,797,682.71 |
| Mediabrands Australia Pty Ltd | Media buy for Retune | 71,627.44 |
| **Total media advertising** |  | **3,869,310.15** |

During 2014‑15, the Department conducted the following advertising campaigns: Retune. Further information on this advertising campaign is available at [www.communications.gov.au](http://www.communications.gov.au) and in the reports on Australian Government advertising prepared by the Department of Finance. These reports are available at [www.finance.gov.au/advertising/index.html](http://www.finance.gov.au/advertising/index.html).