



MINISTERIAL ADVICE

Priority

Date Due: 1 December 2013

For Action: Assistant Minister

Through: Secretary^{22/11} (Chief Executive Certification for Government Advertising Campaigns and Statement of Compliance at Attachments A and B)

For Info: Minister for Defence

Copies to: CDF, DEPSEC DP, CAF, HPC, FASMECC.

Approval of the Air Force *Fighter Pilot* advertising campaign

Purpose:

The purpose is to seek your approval, following endorsement by the Special Minister of State, of the Air Force *Fighter Pilot* campaign materials including television commercial, radio advertisement and digital assets.

Key Points:

1. The recently released *Short-term Interim Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* states that a Department's Chief Executive is to certify to the relevant Minister that the campaign complies with the *Guidelines* and relevant government policies. Completed Chief Executive Certification and Statement of Compliance are attached. The Minister is to seek endorsement from the Special Minister of State before approving its launch.
2. Pilots are a priority for Air Force and a key recruiting priority for Defence Force Recruiting (DFR). To support the attraction of adequate numbers of 'quality' people for pilot targets, DFR has developed a comprehensive, integrated campaign known as '*Take Your Skills Up a Notch*'. The campaign includes a television commercial, micro-site, radio advertisement and digital promotional assets.
3. Under the previous framework for whole of Government approval of advertising material, the television commercial underwent initial concept testing, clearance by the Independent Communications Committee, and research testing of the finished material. Full clearance and approval of the commercial was unable to be completed due to the Federal Election.
4. The Secretary, Department of Defence, Chief of Air Force and Deputy Defence General Counsel have approved the campaign. To assist you in seeking endorsement and subsequently approving the campaign materials, the following are provided:
 - a) Chief Executive Certification for Government Advertising Campaigns – Air Force "*Take Your Skills Up a Notch*" (Attachment A);
 - b) Pro Forma Statement of Compliance Against the Information and Advertising Campaign Principles (Attachment B)
 - c) Clearance by Defence Legal (Attachment C);

- d) Introduction and Executive Summary of *Top-line* research results (Attachment D), noting that the full research report is available should it be required; and
 - e) Copies of the television commercial scripts (2), radio transcripts and digital assets (Attachment E).
5. Further copies of the TV advertisements have been separately provided to your office on DVD. I would suggest copies be provided to the Special Minister of State as necessary.
6. DFR intends to launch the *Fighter Pilot* campaign early in 2014.

Recommendation:


That you:

Sign the letter to the Special Minister of State seeking endorsement of the Air Force "*Take Your Skills Up a Notch*" Fighter Pilot campaign.

Signed / Not Signed

Approve the Air Force "*Take Your Skills Up a Notch*" Fighter Pilot campaign.

Approved / Not approved

<p>Approved By</p> <p>S. W. HICKS BRIG DGDFR 21 November 2013</p>	
<p>Contact Officer:</p> <p>Ms Pat Duffy, General Manager Marketing, DFR</p>	<p>Phone:</p> <p>02 6122 4006 0437 607 910</p>
<p>Stuart Robert / /</p>	
<p>David Johnston / /</p>	

Resources:

- 7. The Fighter Pilot campaign was cleared through the ICC on 16 December 2011. The total production cost included TV and radio commercials, and digital microsite. The costs were incurred in FY 11/12 and FY12/13.

Consultation

8. Extensive consultation with *Universal McCann*, Air Force Headquarters, and the Communications Advice Branch within the Department of Finance and Deregulation occurred to arrive at the final materials. This was underpinned by comprehensive market research validating the materials as fit for purpose. Defence Legal was consulted to ensure compliance with relevant legislation.

Attachments:

- A. Chief Executive Certification for Government Advertising Campaigns – Air Force “*Take Your Skills Up a Notch*”
- B. Pro Forma Statement of Compliance Against the Information and Advertising Campaign Principles
- C. Clearance by Defence Legal approved 6 August 2013
- D. Introduction and Executive Summary of *Top-line* research results
- E. Copies of campaign materials – television commercial scripts (2), radio transcript and digital assets
- F. Fighter Pilot television commercials (15 sec / 30 sec) (provided separately)
- G. Draft letter to the Special Minister of State seeking approval of the *Fighter Pilot* campaign

Chief Executive Certification for Government Advertising Campaigns

Instructions for completion:

This Chief Executive Certification template relates to advertising campaigns above the value of \$250,000 conducted by agencies subject to the *Financial Management and Accountability Act 1997*.

The Certification is to be completed by the agency Chief Executive Officer only once all campaign materials (including any related media plan/s) have been finalised. The Certification is a representation that the final form of a proposed campaign, in the opinion of the Chief Executive, fully complies with Principles 1 to 5 of the Guidelines on *Information and Advertising Campaigns by Australian Government Departments and Agencies (Guidelines)*. The Certification Statement assumes that Chief Executives will largely rely upon advice from within their agency on compliance, but may be expanded to detail any other sources of advice that the Chief Executive relied upon in taking the decision to certify compliance with the Guidelines.

The completed and signed Chief Executive certification document (not including these instructions) is to be submitted to the responsible Minister, who must then seek the approval of the Special Minister of State ahead of the campaign commencing. The completed certification must be placed on the web site of the agency/department responsible for the campaign as soon as practicable after it begins appearing in the media.

Questions on completion of this template should be addressed to the Communications Advice Branch, Department of Finance on (02) 6215 2411.

Chief Executive Certification for Government Advertising Campaigns

Certification Statement – Air Force Fighter Pilot Advertising Campaign

I certify that the Air Force Fighter Pilot advertising campaign complies with the *Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* (Guidelines).

My certification has been informed by advice and evidence of compliance with the Guidelines provided by officers within Defence with responsibility for the design, development and implementation of the Air Force Fighter Pilot campaign.



Dennis Richardson

**Secretary
Department of Defence**

27 November 2013

Note: CEO to check boxes below as appropriate.

Principle 1: Campaigns should be relevant to government responsibilities.

The campaign directly relates to policies or programs underpinned by:

- legislative authority; or
- appropriation of the Parliament; or
- a Cabinet Decision which is intended to be implemented during the current Parliament.

Suitable uses for government campaigns include:

- To inform the public of new, existing or proposed government policies, or policy revisions;
- To provide information on government programs or services or revisions to programs or services to which the public are entitled;
- To disseminate scientific, medical or health and safety information;
- To inform consideration of issues; and
- To provide information on the performance of government to facilitate accountability to the public.

Principle 2: Campaign materials should be presented in an objective, fair and accessible manner and be designed to meet the objectives of the campaign.

- Campaign materials enable the recipients of the information to distinguish between facts, comment, opinion and analysis.
- Where information is presented as fact, the information is accurate and verifiable. Where factual comparisons are made, the material does not attempt to mislead the recipient about the situation with which the comparison is made, and the basis for the comparison is explicit.
- Pre-existing policies, products, services and activities are not presented as new.
- Special attention has been paid to communicating with any disadvantaged individuals identified as being within the target audience. Particular attention has been paid to the communications needs of young people, the rural community, and those for whom English is not a convenient language in which to receive information.
- Imagery used in campaign materials reflects the diverse range of Australians. The interests, lifestyles and contributions of women, Indigenous and culturally and linguistically diverse communities are realistically portrayed and their participation and contribution to Australian society is recognised.
- Campaign materials have been tested with target audiences to indicate they are engaging and perform well against the objectives of the campaign.

Principle 3: Campaign materials should be objective and not directed at promoting party political interests.

- Campaign materials are presented in objective language and are free of political argument.
- Campaign materials do not try to foster a positive impression of a particular political party or promote party political interests.
- Campaign materials:
 - do not mention the party in Government by name;
 - do not directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
 - do not include party-political slogans or images;
 - have not been designed to influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; and
 - do not refer or link to the websites of politicians or political parties.

Principle 4: Campaigns should be justified and undertaken in an efficient, effective and relevant manner.

- The campaign was instigated on the basis of a demonstrated need, target recipients are clearly identified and the campaign has been informed by appropriate research and/or evidence.
- Campaign information clearly and directly affects the interests of recipients.
- The medium and volume of the advertising activities is cost effective and justifiable within the budget allocated to the campaign.
- Distribution of unsolicited materials will be carefully controlled.
- The campaign will be evaluated to determine effectiveness.

Principle 5: Campaigns must comply with legal requirements and procurement policies and procedures.

The manner of presentation and the delivery of the campaign complies with all relevant laws including:

- laws with respect to broadcasting and media;
- privacy laws;
- intellectual property laws;
- electoral laws;
- trade practices and consumer protection laws; and
- workplace relations laws.

Procurement policies and procedures for the tendering and commissioning of services and the employment of consultants were followed and there is a clear audit trail regarding decision making.

Pro Forma Statement of Compliance Against the Information and Advertising Campaign Principles

This form should be cleared at Deputy Secretary (or equivalent) level. The Statement of Compliance should be a standalone document without the need to refer to attachments. The document must include page numbers on every page.

Department:	Defence (Defence Force Recruiting)
Campaign name:	Air Force "Fighter Pilot" Campaign Materials

Campaign stage: (X relevant stage)

	Communication and media strategy		Creative concept – pre production
X	Final creative materials (ready-to-air/prior to despatch)		Other: (detail)

Principle 1: Campaigns should be relevant to government responsibilities

The subject matter of the campaign is directly related to the Government’s responsibilities.

It is underpinned by:

- Legislative authority; or
- Appropriation of the Parliament; or
- A Cabinet Decision which is intended to be implemented during the current Parliament

The purpose of the campaign is to:

- inform the public of new, existing or proposed government policies, or policy revisions;
- provide information on government programs or services or revisions to programs or services to which the public are entitled;
- inform consideration of issues;
- disseminate scientific, medical or health and safety information; or
- provide information on the performance of government to facilitate accountability to the public.

Please provide a statement against the relevant points to demonstrate and justify compliance with Principle 1.

1. Defence Force Recruiting (DFR) Air Force advertising is directly related to the Australian Government’s key responsibility to defend the nation. DFR is responsible for *ab initio* recruitment of people for the Air Force and uses advertising as a proven means by which to attract them.
2. DFR Air Force advertising aims to remove barriers to consideration by correctly positioning Air Force in the market.
3. The “Fighter Pilot” campaign seeks to increase the number of quality candidates for fighter pilot roles – a major service priority. In addition the campaign is intended to build and maintain propensity among the target audience to consider joining the Air Force and to positively

'influence the influencers', generate enquiries ultimately leading to applications for fighter pilot roles, and encourage people to visit www.defencejobs.gov.au to learn more.

4. DFR Air Force advertising campaigns are information campaigns in that they educate the public about the jobs available in the Air Force and what those jobs entail, and they also portray what is unique about the Air Force. They are recruiting campaigns designed to drive a response – an enquiry – that will ultimately lead to an application to join the Air Force.

Principle 2: Campaign materials should be presented in an objective, fair and accessible manner and be designed to meet the objectives of the campaign

- Campaign materials should enable the recipients of the information to distinguish between facts, comment, opinion and analysis.
- Where information is presented as a fact, it should be accurate and verifiable. When making a factual comparison, the material should not attempt to mislead the recipient about the situation with which the comparison is made and it should state explicitly the basis for the comparison.
- Pre-existing policies, products, services and activities should not be presented as new.
- Special attention should be paid to communicating with any disadvantaged individuals or groups identified as being within the target audience. Particular attention should be paid to the communication needs of young people, the rural community and those for who English is not a convenient language in which to receive information.
- Imagery used in campaign materials should reflect the diverse range of Australians. There should be recognition of the full participation of women, Indigenous and culturally and linguistically diverse communities by realistically portraying their interests, lifestyles and contributions to Australian society.
- Campaign materials should be tested with target audiences to indicate they are engaging and perform well against the objectives of the campaign.

Please provide a statement against the points above to demonstrate and justify compliance with Principle 2.

1. The campaign materials presented for "*Fighter Pilot*" are unscripted testimonial style materials. No opinion, comment or analysis is offered. All DFR Air Force advertising material is cleared by DGDFR, Air Force Headquarters and Defence Legal.
2. "*Fighter Pilot*" underwent rigorous internal assessment before going through the Government Approvals Process. As part of this assessment process a number of research groups were conducted with currently serving fighter pilots including trainees, experienced pilots and fighter combat instructors. Senior leaders within Air Combat Group were also consulted and provided collaborative input into the development of concepts to ensure they accurately represent both the role and the profile of the fighter pilot.
3. The Air Force Recruiting Liaison Officer (RLO-AF) is specifically responsible for ensuring the facts in all materials are correct and that testimonials (and other materials) provide a true representation of the experiences of the featured personnel and or job/role.
4. Chief of Air Force has approved the materials being presented. A copy of the approval is attached.

5. DFR Air Force advertising underpins the Government's ongoing Air Power capability requirement. It is oriented around the Air Force brand and/or specific jobs and not around policies or programs. In this instance the materials are job specific, promoting fighter pilot roles. The advertising is ongoing as the requirement to fill targets is ongoing.
6. A recruit to the Air Force must meet defined (and published) physical standards and have acceptable written and oral English language skills, as well as being an Australian citizen or resident eligible for citizenship. All DFR Air Force campaigns aim to be inclusive of everyone in the community who is able to meet the Air Force's entry standards.
7. DFR Air Force Marketing does not employ paid actors for the purposes of advertising campaigns, choosing to feature serving members of the Air Force and reflect the diverse mix of individuals in the Air Force.
8. Great care is taken to include women, Indigenous and culturally and linguistically diverse members, to the extent that they are available in relevant Air Force jobs, in mainstream advertising and marketing campaigns. The overall aim is to portray the Air Force as the diverse organisation it is, with opportunities equally available to all people who meet the entry requirements.
9. The materials presented for approval have been produced with this inclusive policy in mind and, where possible, women, Indigenous and culturally and linguistically diverse Air Force members have been featured.
10. DFR Air Force Marketing's advertising is based on research. Research is used to generate insights to facilitate the creative development process – messaging, positioning, etc. – and campaign materials are tested with target audiences at concept stage and again at final or close to final stage once research recommendations have been incorporated.
11. The materials being presented for approval have been tested at research during concept development and again with offline materials. The research report from online testing is attached.
12. The concepts were found to be motivating and inspiring and excited respondents by showing the key skills required to become a fighter pilot in everyday terms. Nearly all respondents could relate to one or more of the activities shown and in this respect the concept successfully presented the role as accessible and achievable to a wider group of people, often including the respondents. The campaign was also found to challenge the perception that fighter pilots are a remote and elite group with rare and extremely specialised skills and experiences. Rather it presented fighter pilots as ordinary people doing an extraordinary job. The demonstration of the transition to ordinary person to fighter pilot proved key to achieving a shift in perception and thereby opening up the pool of potential 'considerers'.

Principle 3: Campaign materials should be objective and not directed at promoting party political interests

- Campaign materials must be objective and free of political argument.
- Campaign materials must not try to foster a positive impression of a particular political party or promote party political interests.

Campaign materials do not:

- mention the party in government by name;
- directly attack or scorn the views, policies or actions of others such as the policies and opinions of opposition parties or groups;
- include party-political slogans or images;
- influence public support for a political party, a candidate for election, a Minister or a Member of Parliament; or
- refer or link to the websites of politicians or political parties

Please provide a statement against the points above to demonstrate and justify compliance with Principle 3.

1. DFR Air Force advertising is apolitical and free from political interests without any party political themes, messages or content. The website referenced in the DFR Air Force advertising is www.defencejobs.gov.au which houses a wide array of factual content on Air Force jobs, pay and conditions, training, fitness standards, the recruiting process, etc.

Principle 4: Campaigns should be justified and undertaken in an efficient, effective and relevant manner

- Campaigns should only be instigated where a need is demonstrated, target recipients are clearly identified and the campaign is informed by appropriate research or evidence.
- Campaign information should clearly and directly affect the interest of recipients.
- The medium and volume of the advertising activities should be cost effective and justifiable within the budget allocated to the campaign.
- Distribution of unsolicited material should be carefully controlled.
- Campaigns should be evaluated to determine effectiveness.

Please provide a statement against the points above to demonstrate and justify compliance with Principle 4.

1. Joining the Air Force requires a commitment far beyond that of other jobs and careers. Air Force advertising therefore has the vital role of sustaining propensity to consider the Air Force as a career and educating the market about the jobs available. Ongoing tracking to determine the level of propensity amongst the target audience to consider an Air Force job along with findings from quarterly brand health advertising tracking and historical enquiry performance indicates the need for ongoing advertising activity to keep Air Force careers top of mind amongst potential candidates.
2. Air Force advertising is the only mechanism available to generate the large volume of enquiries and applications required to move sufficient candidates into the recruiting pipeline to fill targets. Fighter pilot requires skilled candidates for whom there is fierce competition in the commercial aviation sector.
3. Due to an increase in targets, a decrease in pass (training success) rates and a widespread reduction in awareness/interest in fighter pilot roles, DFR marketing needs to conduct a targeted fighter pilot campaign to increase quality inquiries for this critical role.
4. Research established that the campaign must make the role of fighter pilot seem attainable;

particularly it must articulate the transition process from civilian to fighter pilot and it must present the unique and exciting lifestyle of a fighter pilot – a role like no other. The campaign will therefore seek to achieve a number of goals:

- Increase awareness of the role;
- Humanise fighter pilots – show that fighter pilots are people first and foremost;
- Present the typical qualities a fighter pilot possesses in such a way that members of the target audience identify with them and recognise them as qualities they themselves possess;
- Demonstrate the transition, the step by step training you receive to become a fighter pilot, thereby making the role seem more attainable;
- Demonstrate the role of the fighter pilot, in particular the lifestyle and career attributes that make it not only unique but highly attractive; and
- In line with the existing brand campaign the fighter pilot campaign must articulate the role of the fighter in delivering air capability to the nation i.e. explain what Air Force does and why it exists.

5. The campaign is a multi channel campaign, with television, radio, cinema and online advertising driving traffic to a campaign website where the user signs on to experience firsthand what it is like go through the training and live the life of a fighter pilot. Starting with basic training and culminating in participation in a major international exercise, rich immersive content is served to users in the first person, allowing them to place themselves in the role of trainee and ultimately qualified fighter combat instructor.
6. Distinguishing a point of difference, or Unique Selling Proposition, for the fighter pilot role is vital to ensure Air Force is competitive in the general recruiting environment, where remuneration is a key factor. *“Fighter Pilot”* effectively communicates the benefits of a career with Air Force beyond the salary. It showcases exciting and rewarding work in a challenging environment as part of a highly skilled team. Equally *“Fighter Pilot”* showcases a diverse and exciting role that can only be found in the Air Force.
7. Testing of the campaign materials at offline stage confirmed the validity of the approach. Research (report attached) recommended a number of minor changes to the specific executions. Accordingly DFR implemented the recommended changes.
8. The advertising materials presented have been developed in response to research, targets, target achievement data, pipeline analysis and Air Force input. The materials support the strategic intent of Air Force and the national and Air Force marketing strategies. They are intended to increase enquiries for fighter pilot in order to fill priority targets so that the Air Force can ultimately deliver Air Power to government.
9. The *“Fighter Pilot”* material will run alongside existing Air Force brand material to ensure extended reach of all Air Force communication messages, enabling material to act as ‘force multipliers’.
10. DFR does not distribute unsolicited material as a matter of practice. Prospects may be invited to ‘opt in’ to receive additional information, and ‘opt out’ options are made very clear when communicating marketing messages to candidates in the recruiting pipeline (who, by definition, have given permission for ongoing communication).
11. DFR evaluates the effectiveness of its advertising activity through a variety of means: internal metrics including enquiries and applications, traffic to the Defencejobs website, and continuous

brand tracking. The effectiveness of "*Fighter Pilot*" will be evaluated as part of the overall Air Force campaign on an ongoing basis using the measures outlined above.

I have reviewed and approve this Statement of Compliance for submission.



Henrik Ehlers
Air Commodore

Acting Head People Capability
Department of Defence

25 November 2013



DEFENCE FORCE RECRUITING

Department of Defence, Canberra ACT 2600 Australia

Defence Force Recruiting Campaign Materials Defence Legal Approval

Service: Air Force

Campaign Name: Fighter Pilot

Campaign Overview:

Joining the Air Force requires a commitment far beyond that of other jobs and careers. Air Force advertising therefore has the vital role of sustaining propensity to consider the Air Force as a career and educating the market about the jobs available. Ongoing tracking to determine the level of propensity amongst the target audience to consider an Air Force job along with findings from quarterly brand health advertising tracking and historical enquiry performance indicates the need for ongoing advertising activity to keep Air Force careers top of mind amongst potential candidates.

Air Force advertising is the only mechanism available to generate the large volume of enquiries and applications required to move sufficient candidates into the recruiting pipeline to fill targets. Fighter pilot requires skilled candidates for whom there is fierce competition in the commercial aviation sector.

Due to an increase in targets, a decrease in pass (training success) rates and a widespread reduction in awareness/interest in fighter pilot roles, DFR marketing needs to conduct a targeted fighter pilot campaign to increase quality inquiries for this critical role.

Research established that the campaign must make the role of fighter pilot seem attainable; particularly it must articulate the transition process from civilian to fighter pilot and it must present the unique and exciting lifestyle of a fighter pilot – a role like no other. The campaign will therefore seek to achieve a number of goals:

- Increase awareness of the role;
- Humanise fighter pilots – show that fighter pilots are people first and foremost;
- Present the typical qualities a fighter pilot possesses in such a way that members of the target audience identify with them and recognise them as qualities they themselves possess;
- Demonstrate the transition, the step by step training you receive to become a fighter pilot, thereby making the role seem more attainable;
- Demonstrate the role of the fighter pilot, in particular the lifestyle and career attributes that make it not only unique but highly attractive; and
- In line with the existing brand campaign the fighter pilot campaign must articulate the role of the fighter in delivering air capability to the nation i.e.



DEFENCE FORCE RECRUITING

Department of Defence, Canberra ACT 2600, Australia.

explain what Air Force does and why it exists.

The campaign is a multi channel campaign, with television, radio, cinema and online advertising driving traffic to a campaign website where the user signs on to experience firsthand what it is like go through the training and live the life of a fighter pilot. Starting with basic training and culminating in participation in a major international exercise, rich immersive content is served to the user in the first person, allowing them to place themselves in the role of trainee and ultimately qualified fighter combat instructor (Top Gun).

Distinguishing a point of difference, or Unique Selling Proposition, for the fighter pilot role is vital to ensure Air Force is competitive in the general recruiting environment, where remuneration is a key factor. "Fighter Pilot" effectively communicates the benefits of a career with Air Force beyond the salary. It showcases exciting and rewarding work in a challenging environment as part of a highly skilled team. Equally "Fighter Pilot" showcases a diverse and exciting role that can only be found in the Air Force.

Key Messages:

- You may be more ready than you think to be a fighter pilot;
- Becoming a fighter pilot is a step-by-step process, achievable by many if they have the motivation;
- Fighter pilots are a critical component of the Air Force, responsible for the defence of Australia; and
- Fighter pilots are ordinary people doing an extraordinary job.

Assets Submitted for Approval:

30 second television commercial

Stakeholder Approval Status

Approved by Service	Yes	Date: 29/7/13
Cleared by Independent Communications Committee:	Concepts - Yes	Date:
	Final artwork - to be presented to ICC	Date: 8/08/13

Talent release forms: All Air Force personnel featured in the television commercial have signed the relevant DFR talent




DEFENCE FORCE RECRUITING

Department of Defence, Canberra ACT 2610 Australia

	release form
Proposed Launch Date:	
Sept 2013	

Date Legal Clearance Required:
8/08/13

Defence Legal Approval (To be completed by Defence Legal)	
Approved / Not Approved (please circle as appropriate)	
Date:	6, 8, 13
Signature of Approver	
Name and Job Title of Approver	Alice Stanley Deputy Defence General Counsel
Defence Legal Comments:	
<p>The Office of the Defence General Counsel (ODGC) has reviewed the assets submitted for approval to ensure compliance with the Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies dated March 2010. It is not clear from this document whether the consent of all individuals featured in the campaign, whose identities are readily ascertainable, has been obtained for their personal information (including images) to be used. DFR will need to satisfy itself that this consent has been obtained from all individuals. Additionally, ODGC assumes that all relevant permissions (if any) have been obtained for the use of the soundtrack. ODGC also notes that the commercial features images of Defence fighter planes. We are not in a position to advise on the appropriateness or otherwise of these images, but we assume that DFR is satisfied that there are no sensitivities or other impediments associated with the inclusion of these images in the commercial. Other than these issues, ODGC considers that the assets submitted do not appear to be in contravention of relevant laws and no legal issues appear to be raised.</p>	

Submitted by:
Kate Mathias
Air Force Marketing Manager
Defence Force Recruiting
Email: kmathias@df.com.au
Phone: (02) 6122 4064



***Findings of a Qualitative Research Study
Reviewing Target Audience
Impressions of Fighter Pilot TVC.***

Prepared for Kate Mathias, Tim Bowden and Nigel Gill of DFR
by Horizon Research.

June 2012

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1.0 Introduction

Air Force fighter pilot targets are a priority for Defence Force Recruiting (DFR) in the 2011-12 financial year.

The marketing objective is to attract a stronger quality of candidate that is able to qualify for the fighter pilot of flight training. To meet this objective, DFR initiated a programme to develop new advertising and on-line resources. The process included Horizon conducting focus groups with serving fighter pilots and exploring several advertising concepts with the pilots and the target audience.

In 2011 Horizon conducted several stages of research with Air Force fighter pilots and members of the target audience. This process concluded with the recommendation that the advertising concept titled *'You maybe more ready than you think'* had the potential to meet the stated objectives and there were no communication issues which inhibited its progress to final approval and production.

The commercial was filmed in early 2012 and this stage of research was conducted to review the 'off-line' edit and to explore impressions of different 'end line' options and voice-over treatments.

Fieldwork was conducted in June 2012.

2.0 Executive Summary

The research was used to review the final, produced version of the fighter pilot commercial which was researched at storyboard stage in December 2011.

1. The study was conducted by means of nine (9) focus groups covering the broad target audience for all Air Force positions, i.e. school students from years 11 and 12 as well as those who had recently completed their schooling (18 – 21 year olds) and those who had completed university and/or been in the work force (22 – 25 year olds). One focus group was conducted with 'Influencers', i.e. parents, partners and friends of those who are considering an Air Force. The focus groups were conducted in major metropolitan markets (Brisbane, Sydney and Melbourne) as well as a relevant regional centre (Wagga Wagga) in New South Wales.

The qualitative data from this study indicates:

2. There was a mixed response to the commercial as the sample had been recruited to the broad requirements for any career in Air Force to review the 'general' Air Force brand ad noted above. As such, it included a large number of respondents who did not have a relevant profile for the role and were therefore less engaged by the commercial and did not fully appreciate the devices or messages. Whilst self-selecting themselves out of consideration for such a career, they nevertheless retained an out take of the TVC being a different and surprising commercial for Air Force, especially as it focused on 'who you are' rather than 'what people become'. They also retained a message of fighter pilots being confident quick thinkers performing an adventurous role.
3. The smaller group of respondents who appeared to possess more of the attributes and skills required to be fighter pilots were engaged by the commercial and understood the personal attributes and abilities represented by each of the scenes and the graphics used in the TVC.

As such, they grasped the message, i.e. *'people good at these everyday activities could have what it takes to be a fighter pilot'* and the role is accessible to a broader group and people who may not have previously considered themselves suitable

4. In terms of the executional elements the findings recommend using the 'longer' version of *'take your skills up a notch'* voice-over as the extra words helped explain the idea.

Some revisions should be considered to the end voice over especially as the reference to computer games (*...an immersive 3^d person challenge...*) gave an inappropriate and negative association with fun; trivializing the role and Air Force.

Respondents also suggested adding supers of the various job titles as this would help them search the roles to learn more about the various positions.

5. Therefore, given the objective of targeting those with the relevant skills and abilities, and subject to the revisions noted above, Horizon believes (as supported by the qualitative data gathered in this study) the commercial has the potential to meet the stated objective and there are no communication issues which should inhibit its progress to final approval and placement in the media.

TV SCRIPT

Client:	DFR – Air Force
Key Number:	
Creative Team:	Alex Wadelton & Paul Meates
Account Service:	Alice Mason
Product:	Fighter Pilot
Title:	Take Your Skills Up a Notch
Length:	15secs

This commercial is shot in a Point Of View (POV) style, allowing us to see the world through the eyes of a young person who may have what it takes to become a Fighter Pilot. Using on-screen graphics inuch like the Heads Up Display in a Fighter Jet, we see the skill, dexterity and quick thinking it takes to make each of these complex tasks look effortless.

Audio: SFX of Soccer Game

We open on a POV of a female soccer player at training, dodging through the cones with the ball. She's clearly a committed person and the info on the screen shows the determination you need to be the best

We cut to a POV of the same female soccer player maneuvering past her opponents, just like last time. Over the footage, we see a coach's diagram exactly the same as before. She doesn't make the same mistake twice and the ball sails in for a goal.

Audio: Music kicks in

We cut to the POV of a guy playing a computer game. When he toggles the joysticks with his thumbs words 'Swivel' & 'Glide' appear.

Voice over:

If you're the kind of person who can think fast and likes a physical challenge - then it's time to take your skills up a notch.

We cut to POV of someone riding a dirt bike. As they tear through the countryside behind another dirt bike, we see the diagram on the screen identify obstacles as potential threats, the angle of the bike relative to the horizon and the current distance from the bike in front

Cut to a super:

Take your skills up a notch.

Cut to POV of a Fighter Pilot in a Hornet engaged in a dogfight exercise. The calculations taking place on the Heads Up display are far more than in any of the other examples.

We cut outside the cockpit to show the jets pulling some incredible maneuvers such as barrel rolls and 360 turns.

We cut to our end frame supers, voice over and logos.

Search Fighter Pilot

Air Force Accomplished

TV SCRIPT

Client: DFR - Air Force
Key Number:
Creative Team: Alex Waderton & Paul Meates
Account Service: Alice Mason
Product: Fighter Pilot
Title: Take Your Skills Up a Notch
Length: 30secs

This commercial is shot in a Point Of View (POV) style, allowing us to see the world through the eyes of a young person who may have what it takes to become a Fighter Pilot. Using on-screen graphics much like the Heads Up Display in a Fighter Jet, we see the skill, dexterity and quick thinking it takes to make each of these complex tasks look effortless.

Audio: SFX of Soccer Game

We open on a POV of a female soccer player at training, dodging through the cones with the ball. She's clearly a committed person and the info on the screen shows the determination you need to be the best.

We cut to a POV of the same female soccer player maneuvering past her opponents, just like last time. Over the footage, we see a coach's diagram exactly the same as before. She doesn't make the same mistake twice and the ball sails in for a goal.

Audio: Music kicks in

We cut to the POV a surfer. Using on-screen graphics we see the distance until impact, speed of the wave and perfect take-off point being calculated before our eyes. The surfer catches the wave and we can see diagrams change to show how has quickly plotted out a route to get the most out of the wave.

We cut to the POV of a guy playing a computer game. When he toggles the joysticks with his thumbs words 'Swivel' & 'Guide' appear.

We cut to POV of someone playing speed chess in a park against a female opponent. As we pan quickly from the board to the clock and back we see the strategic workings of the player displayed on the screen. We can see three moves ahead as well as the contingency plans if something doesn't go to plan.

Voice over:

If you're the kind of person who can think fast and likes a physical challenge - then it's time to take your skills up a notch.

We cut to POV of someone riding a dirt bike. As they tear through the countryside behind another dirt bike, we see the diagram on the screen identify obstacles as potential threats, the angle of the bike relative to the horizon and the current distance from the bike in front.

Cut to a super:

Take your skills up a notch.

Client	Air Force	Job Number	MDFF0591	Version	1
Product	FIGHTER PILOT	Date	Thursday, October 31, 2013		
Details	30 SECOND RADIO				

OPTION 1 - ABOUT BEING A FIGHTER PILOT

This idea would feature various sound effects, merging into the sounds of Fighter Jets.

SFX:

A moto-cross bike buzzes away, speeding up faster and faster and faster before it sounds like it takes off with the SFX of an Air Force Fighter Jet.

SFX:

Waves pound away, then we hear the sounds of air swooshing past a surf-board before they eventually morph into the sounds of jet engines from an Air Force Fighter Jet.

SFX:

We hear the footsteps of a runner going faster and faster, breathing harder and harder before merging into the sound of an Air Force jet taking to the air.

MUSIC from the TVC kicks in.

MVO:

The skills you use everyday could be just what you need to make it as a Fighter Pilot.

Test yourself out in the online, first-person experience- Fighter Pilot: Behind the Visor.

You'll get behind the controls as you see how to pilot Fighter Jets, survive emergencies and undertake intense missions.

Take your skills up a notch, search "Fighter Pilot".

Air Force. Accomplished.

BEHIND THE VISOR

MREC



BEHIND THE VISOR
SKYSCRAPER





**The Hon Stuart Robert MP
Assistant Minister for Defence**

Ref: MC13-003585

Senator the Hon. Michael Ronaldson
Special Minister of State
PO Box 6022
House of Representatives
Parliament House
CANBERRA ACT 2600

Dear Senator Ronaldson,

The recently released *Short-term Interim Guidelines on Information and Advertising Campaigns by Australian Government Departments and Agencies* states that a Department's Chief Executive is to certify to the relevant Minister that the campaign complies with the *Guidelines* and relevant government policies. I have received Certification and a Statement of Compliance relating to the enclosed Air Force Fighter Pilot advertising campaign.

I am required to seek your endorsement before considering its approval.

Pilots are a priority for Air Force and a key recruiting priority for Defence Force Recruiting (DFR). To support the attraction of adequate numbers of 'quality' people for pilot targets, DFR has developed a comprehensive, integrated campaign known as *'Take Your Skills Up a Notch'*. The campaign includes a television commercial, micro-site, radio advertisement and digital promotional assets.

The television commercial has undergone initial concept testing, clearance by the Independent Communications Committee, and research testing of the finished material. Full clearance and approval of the commercial was unable to be completed due to the Federal Election.

The Secretary of Defence, Chief of Air Force and Deputy Defence General Counsel has approved the campaign. To assist you in approving the campaign materials, the following are enclosed:

- a) Chief Executive Certification for Government Advertising Campaigns (Attachment A);
- b) Pro Forma Statement of Compliance Against the Information and Advertising Campaign Principles (Attachment B);
- c) Clearance by Defence Legal (Attachment C);
- d) Introduction and Executive Summary of *Top-line* research results (Attachment D), noting that the full research report is available should you require it; and
- e) Copies of the television commercial scripts (2), radio transcript and digital assets (Attachment E).

Copies of the TV advertisements on DVD have been separately provided to your office.

DFR hopes to launch the *Fighter Pilot* campaign early in 2014.

Noting the extensive consultation process already completed, and the attached Chief Executive's Certification and Statement of Compliance, I seek your endorsement of the DFR *'Take Your Skills Up a Notch'* Fighter Pilot advertising campaign.

Yours sincerely

Stuart Robert

Encl.

1. Chief Executive Certification for Government Advertising Campaigns – Air Force *"Take Your Skills Up a Notch"*
2. Pro Forma Statement of Compliance Against the Information and Advertising Campaign Principles
3. Clearance by Defence Legal approved 6 August 2013
4. Introduction and Executive Summary of *Top-line* research results
5. Copies of campaign materials – television commercial scripts (2), radio transcript and digital assets
6. Fighter Pilot television commercials (15 sec / 30 sec) – provided separately