

ebiquity

Advertising Monitoring



INSURANCE COUNCIL OF AUSTRALIA

Personal Injury Lawyer Activity Report
2011 – 2013 Spend & Volume Activity

5th March 2014

Contents

Welcome to Ebiquity's Personal Injury Lawyer activity report

This report has been commissioned to help The Insurance Council and its members understand if advertising activity from Personal Injury Lawyers has increased, and help understand how they are spending their media dollars. This second draft adds the 2011 and 2012 data to the existing 2013 analysis, with ad volume analysis. For further information contact our Insight department at aaron.rigby@ebiquity.com

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Project Brief

Summary

A one-off report tracking all creative activity (except press) from the Personal Injury Lawyer category in NSW and QLD. The report will summarise how much activity has been occurring between January 2011 and September 2013 and help The Insurance Council and its members understand if the activity is increasing, and how the law firms are spending their media dollars.

Details

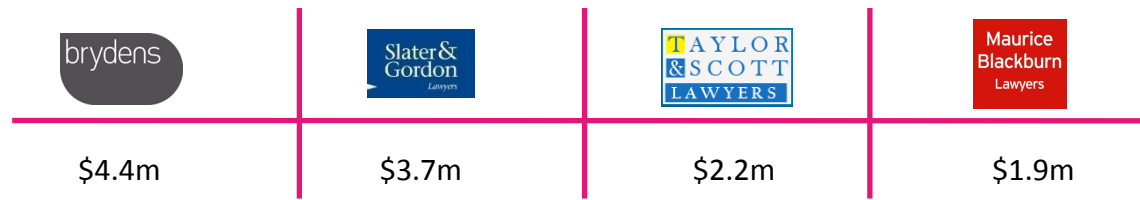
- ▶ Report to cover all activity in the 'Personal Injury lawyer' category. This activity will be defined as any advertising promoting 'Workplace/Car accident personal injury' expertise.
- ▶ Campaign date range between 1st January 2011 – 30th September 2013
- ▶ Data restricted to QLD & NSW activity and will be monitored from Ebiquity's current monitoring scope (see coverage page)
- ▶ Report **WILL NOT INCLUDE** press spend. Our press monitoring is done proactively category by category. As we don't currently have any clients monitoring this category we do not track the media spend for it. We can however start monitoring the Press for this category moving forward, but we cannot provide spend details for Press activity during the past 12 months. We do however pick up the first occurrence of each ad and will include that in the creative appendix.
- ▶ Report to include all creative material linked back to our servers for easy viewing/sharing.
- ▶ Report to analyse media spend data including total spend, media focus (TV/Radio), channel preference month to month trending and creative strategy approach (what types of messages are they investing in)
- ▶ Analysis of the creative strategy will focus on 2013 data to focus on the brands current message
- ▶ Data will also be accessible through the online Portfolio website giving the Insurance Council and its members full access to the data for further analysis

Media Spend Executive Summary

2011-2013

\$22m was spent by Personal Injury Lawyers firms on TV, Radio & Online Banner* advertising between Jan 2011 & Sept 2013 in Sydney & Brisbane

Of that spend Bryden's law firm had the highest spend accounting for **20%** (\$4.4m)



Q312-Q213 saw the largest spike in advertising spend during the monitored period

Slater & Gordon and Turner Freeman ran ads that accounted for the majority of the spend spikes

Taylor & Scott's campaign entitled 'Stand up for your rights' had the highest spend of any campaign accounting for 10% of total spend

This campaign was followed by Slater & Gordon's 'No Win No Fee' campaign accounting for **6%**

Taylor Scotts one Radio ad ad had the highest executional spend accounting for 10% of total spend

This ad was followed by Turner Freeman's 'One minutes life's good' radio ad at **5%** of total spend

Radio dominated TV in share of voice accounting for 56% of activity

With Sydney's 2WS FM radio station having the highest spend across all TV and Radio stations followed by 2GB and Channel 9 Sydney

*Data monitored includes all free-to-air TV advertising (Excl. Secondary channels and Foxtel) and national Radio activity. Sydney & Brisbane only. January 2013- September 2013. See Appendix for more information.

Media Spend Executive Summary

2013

\$7.8m was spent by Personal Injury Lawyers firms on TV & Radio* advertising between Jan 2013 & Sept 2013 in Syd & Bris

Of that spend Bryden's law firm had the highest spend accounting for **27%** (\$2.07m)



January, March, May & July experienced spikes with August seeing the lowest spend

Bryden's, Slater & Gordon and Turner Freeman ran ads that accounted for the majority of the spend spikes experienced during the monitored period

Bryden's campaign entitled 'Coping with life changes' had the highest spend of any campaign accounting for **16% of total spend**

This campaign was followed by Turner Freemans 'One Minute Life's Good' campaign worth **13%** of total spend with Slater & Gordon's 'No Win No Fee' campaign accounting for **7%**

Turner Freeman's 'One Minute Life's Good' Radio ad had the highest executional spend accounting for **14% of total spend**

This had was followed by Bryden's 'I don't know where to begin' radio ad at **6%** of total spend

Radio dominated TV in share of voice accounting for **66% of activity**

With Sydney's 2WS FM radio station having the highest spend across all TV and Radio stations followed by 2GB and 2DayFM. The station with the highest TV spend was Brisbane's Channel 9

Media Spend Analysis

2011-2013 Summary

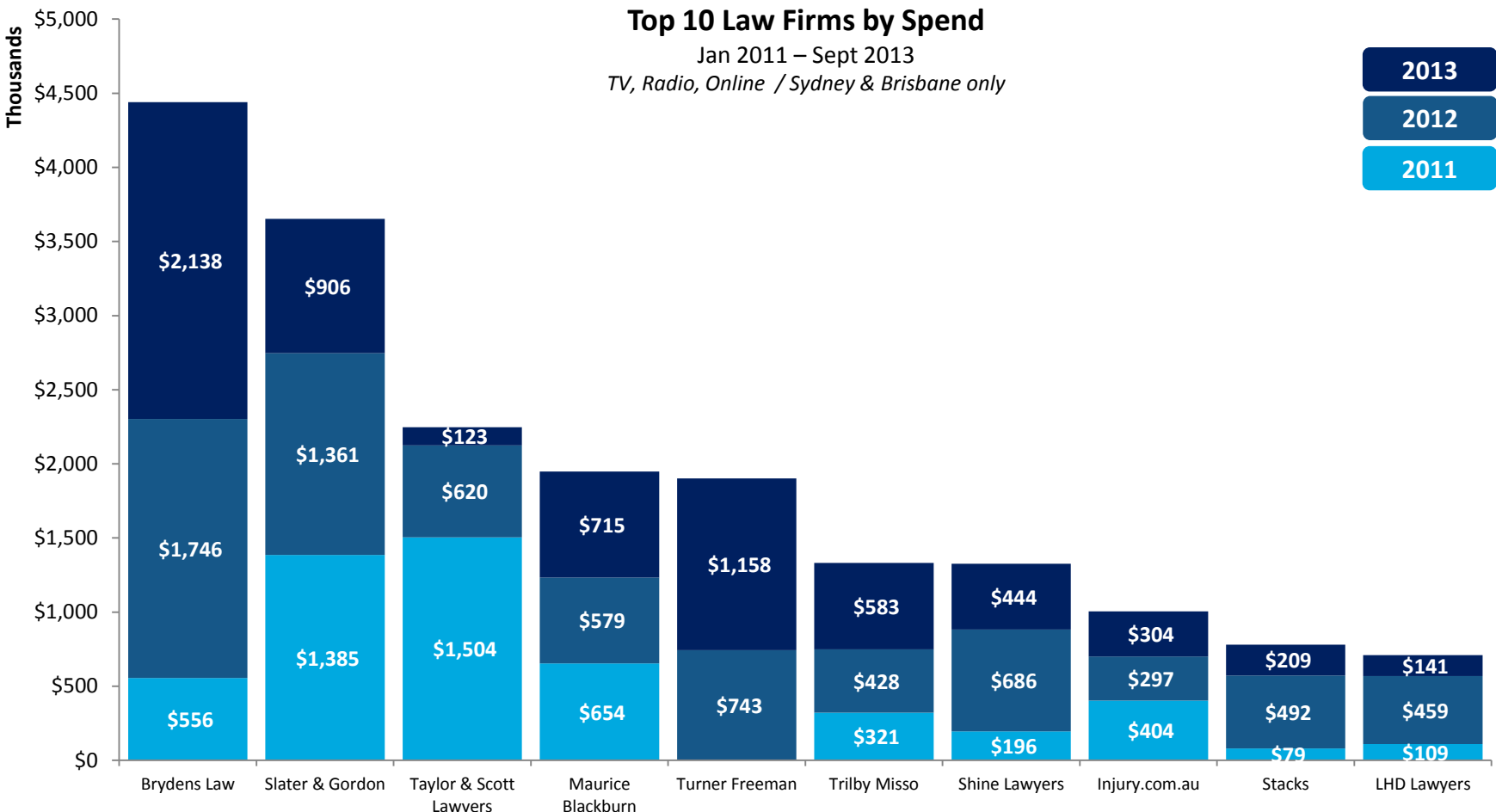
Advertising Monitoring

Bryden's had the highest share of voice across the three years accounting for 20% of Law Firm activity across the monitored period in Sydney & Brisbane



*Data monitored includes all free-to-air TV advertising (Excl. Secondary channels and Foxtel) National Radio & Online Banners activity. Sydney & Brisbane only. January 2013- September 2013. See Appendix for more information.

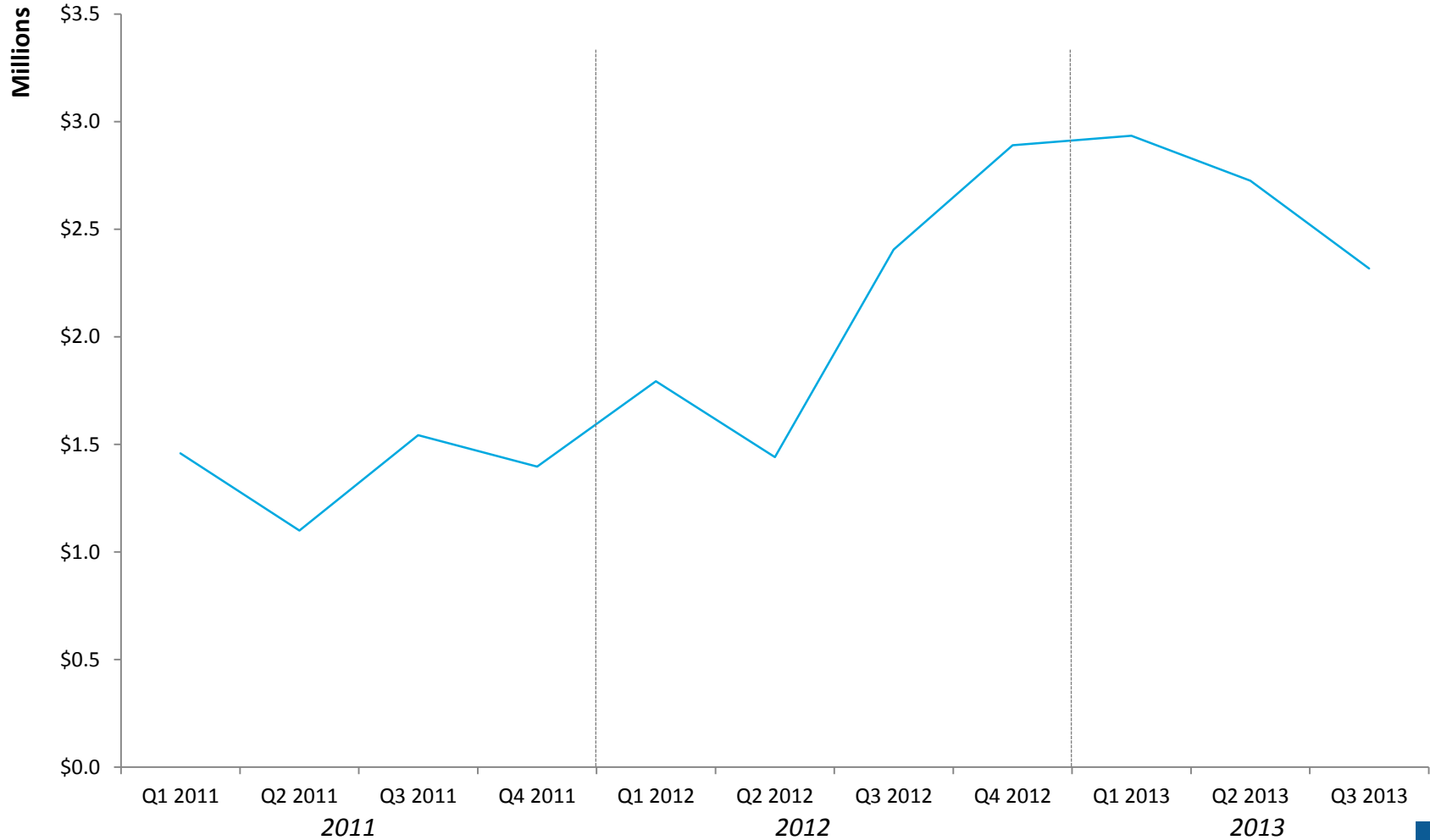
Bryden's had the highest media spend share of voice during the monitored period followed by Slater & Gordon with a local QLD law firm Taylor & Scott Lawyers coming in third with only one radio ad



*Data monitored includes all free-to-air TV advertising (Excl. Secondary channels and Foxtel) National Radio & Online Banners activity. Sydney & Brisbane only. January 2013- September 2013. See Appendix for more information.



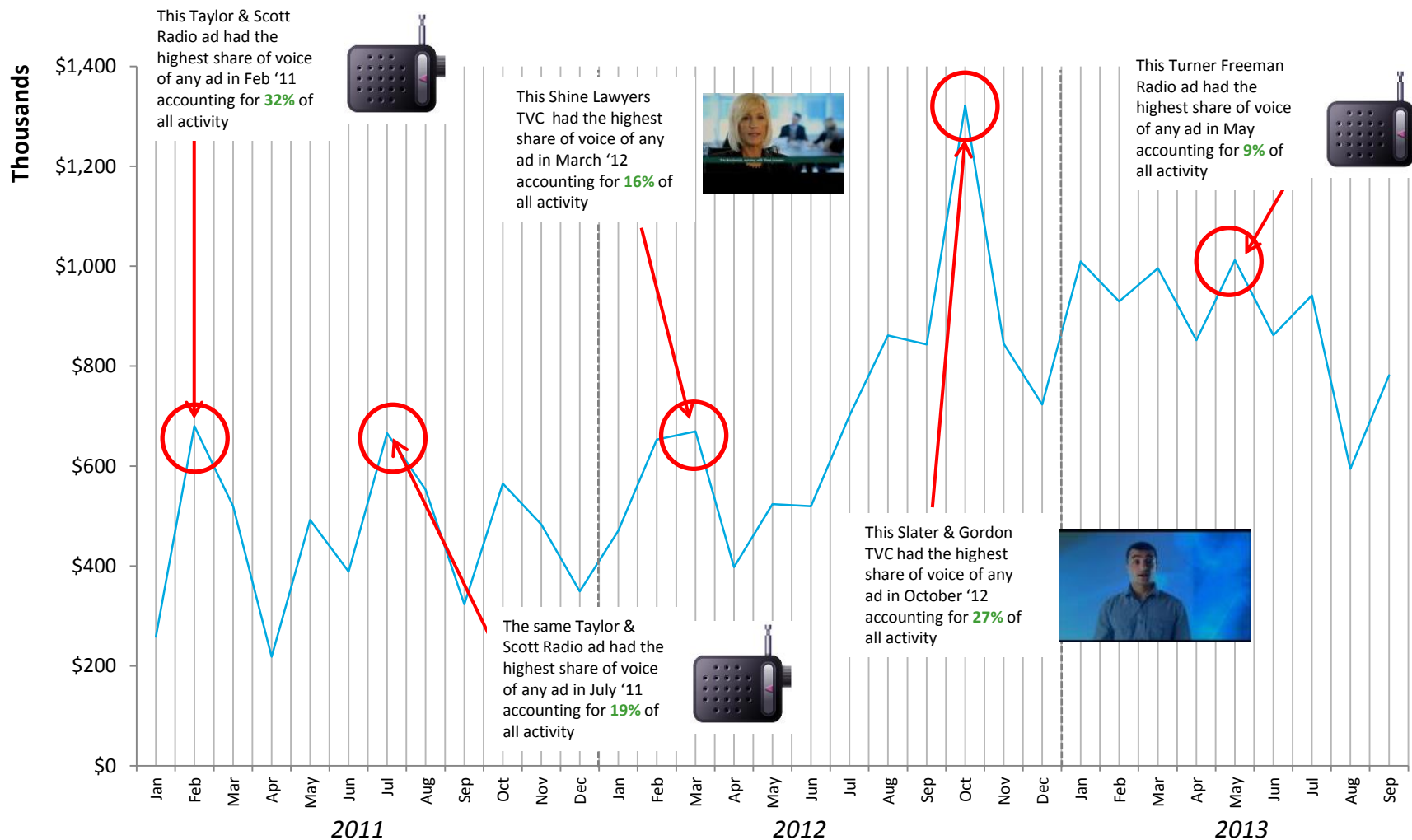
There was a clear activity increase during the monitored period across the category



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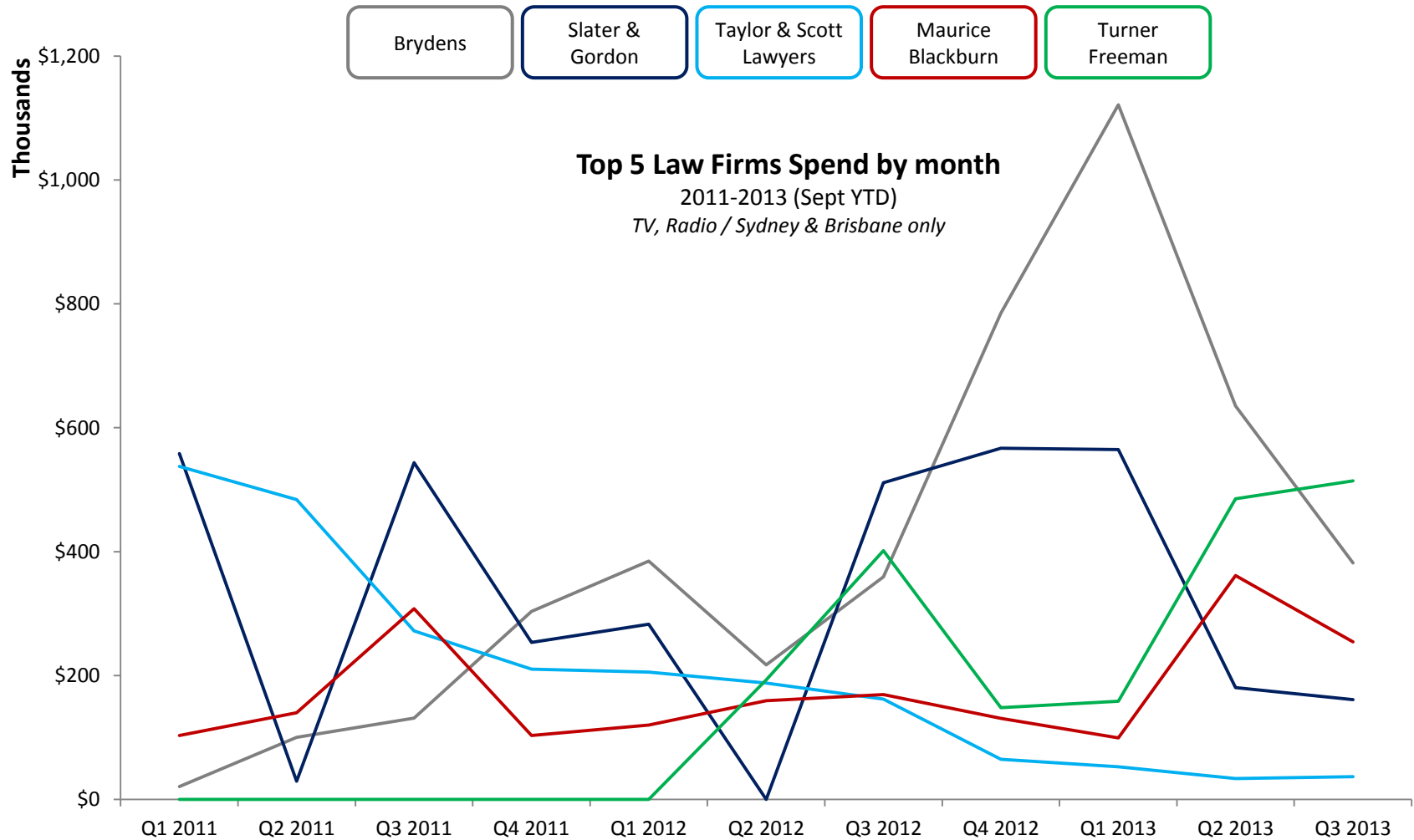


Taylor & Scott, Shine, Slater & Gordon and Turner Freeman all led the media spend activity spikes over the monitored period



*Data monitored includes all free-to-air TV advertising (Excl. Secondary channels and Foxtel) National Radio & Online Banners activity. Sydney & Brisbane only. January 2013- September 2013. See Appendix for more information.

Mixed consistency across the monitored period with no clear indication of any brand by brand seasonality



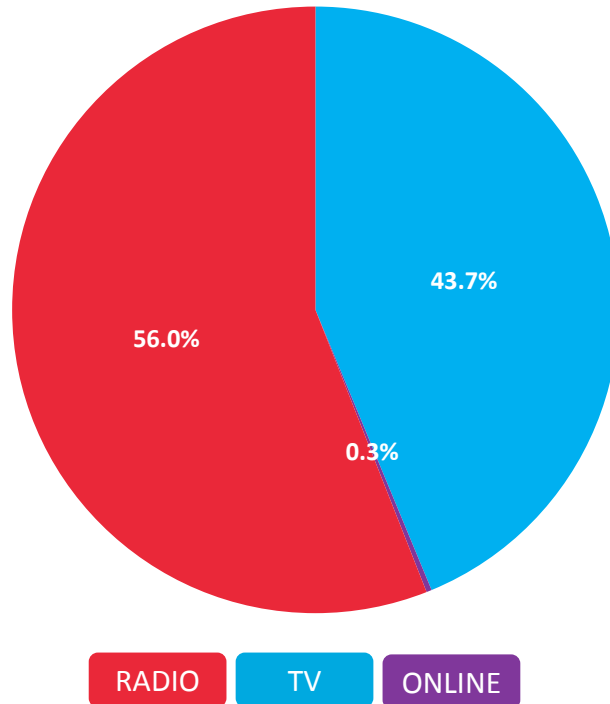
*Data monitored includes all free-to-air TV advertising (Excl. Secondary channels and Foxtel) National Radio & Online Banners activity. Sydney & Brisbane only. January 2013- September 2013. See Appendix for more information.



Radio led media share of voice accounting for 56% of spend activity

Spend by Media*

Jan 2011 – Sept 2013



*The total figures for 'Spend by Media' refer to all monitored brands

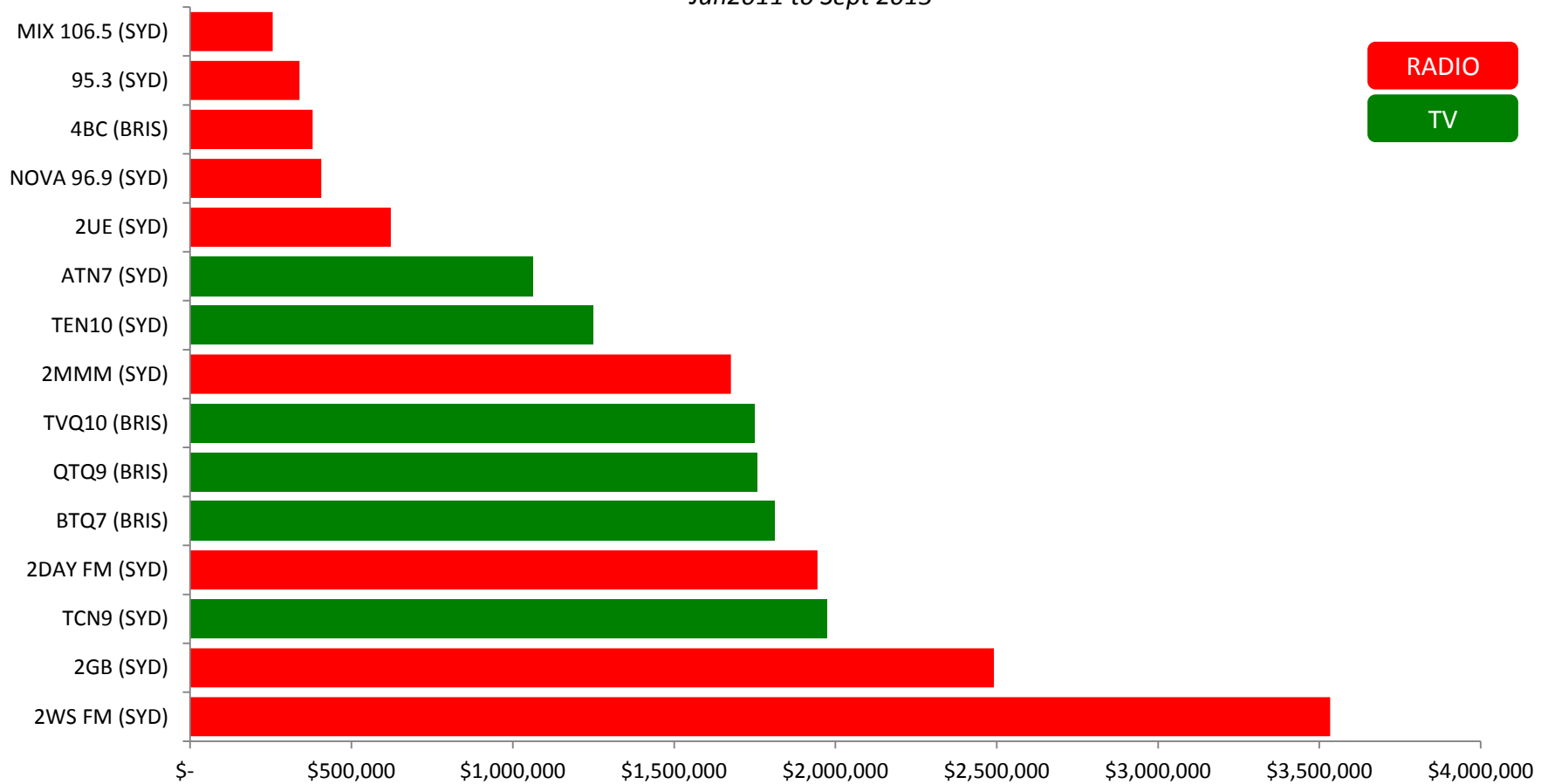
**Total figure refers to top 15 spend only

'000's	Top 15 Brands	Online	Radio	TV	TOTAL
1	Brydens Law	\$0	\$3,823	\$617	\$4,440
2	Slater & Gordon	\$14	\$614	\$3,023	\$3,652
3	Taylor & Scott Lawyers	\$0	\$2,247	\$0	\$2,247
4	Maurice Blackburn	\$41		\$1,907	\$1,948
5	Turner Freeman	\$0	\$1,901	\$0	\$1,901
6	Trilby Misso	\$6	\$11	\$1,315	\$1,332
7	Shine Lawyers	\$0	\$10	\$1,315	\$1,326
8	Injury.com.au	\$0	\$0	\$1,005	\$1,005
9	Stacks	\$0	\$780	\$0	\$780
10	LHD Lawyers	\$1	\$709	\$0	\$710
11	Kerin Lawyers	\$0	\$482	\$81	\$564
12	Gerard Malouf & Partners	\$0	\$403	\$7	\$410
13	PK Simpson	\$0	\$337	\$22	\$360
14	Carroll & O'Dea Lawyers	\$0	\$289	\$0	\$289
15	Beilby Poulden Costello	\$0	\$179	\$0	\$179
TOTAL**		\$62	\$11,785	\$9,292	\$21,143

Sydney Radio station 2WS FM had the highest overall share of voice across the monitored period, with Channel 9 Brisbane having the highest TV channel spend

Top 15 Stations/Publications by media spend

Jan 2011 to Sept 2013



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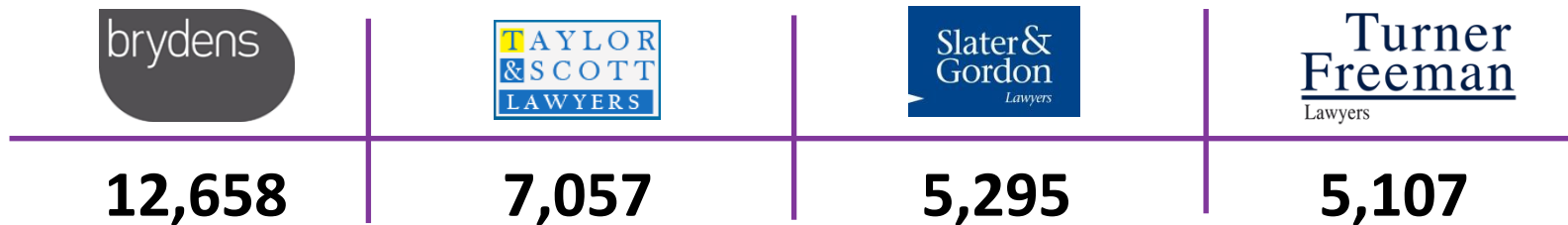


Media Volume Analysis

2011-2013 Summary

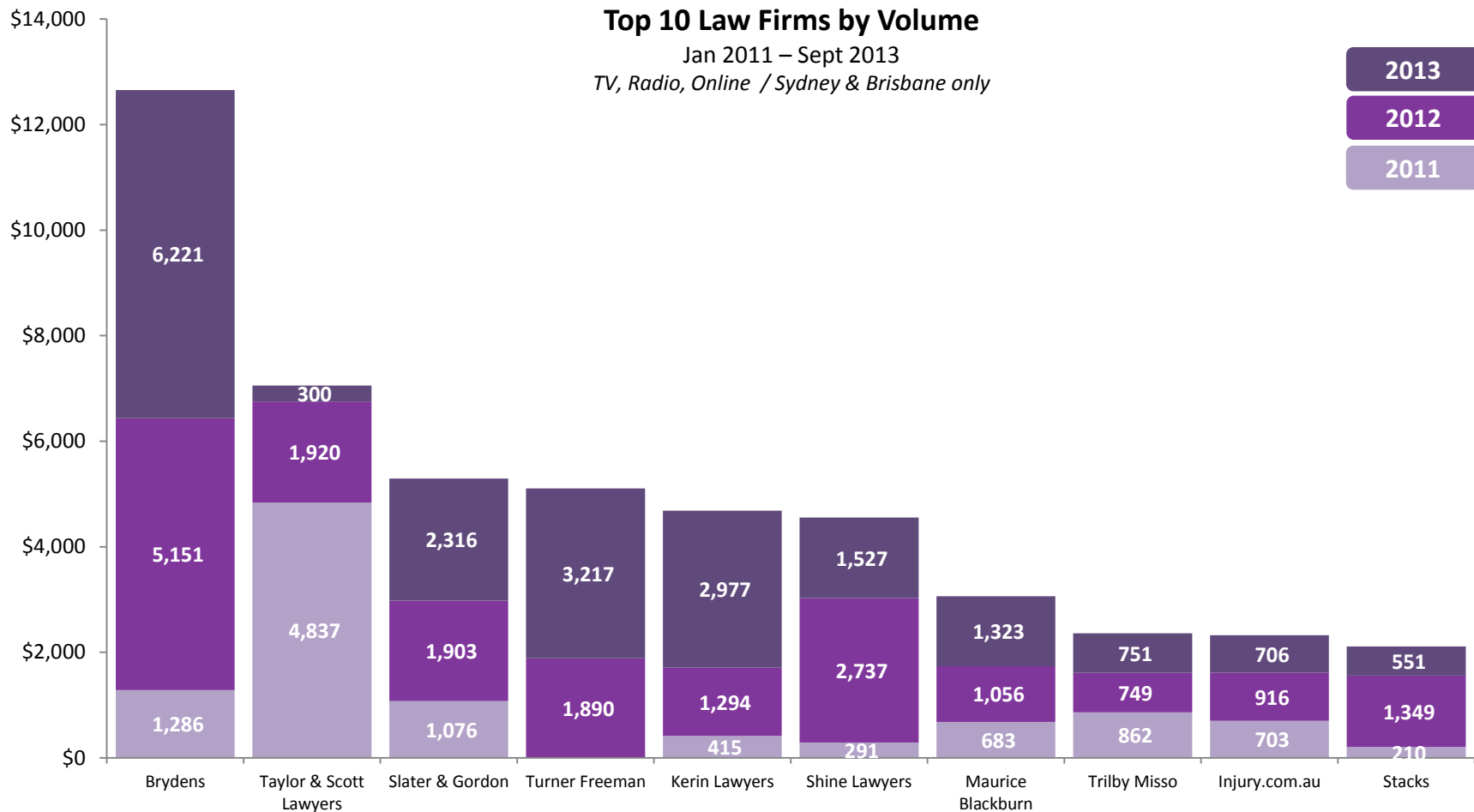
Advertising Monitoring

Bryden's had the highest share of voice across the three years accounting for 21% of Law Firm activity across monitored period in Sydney & Brisbane



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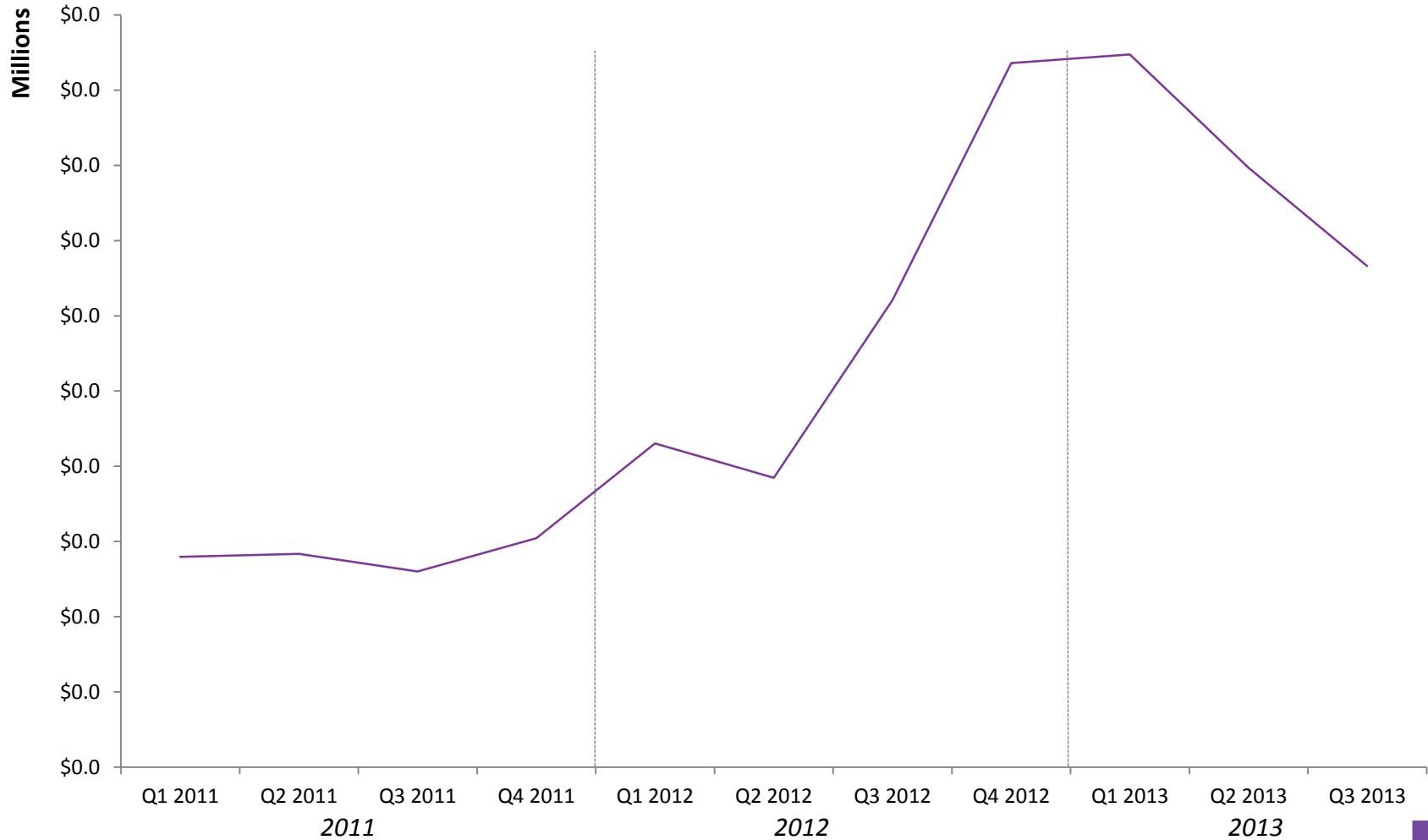
Bryden's had the highest volume spend share of voice during the monitored period followed by Taylor & Scott lawyers who ran the one ad over three years with massive volume



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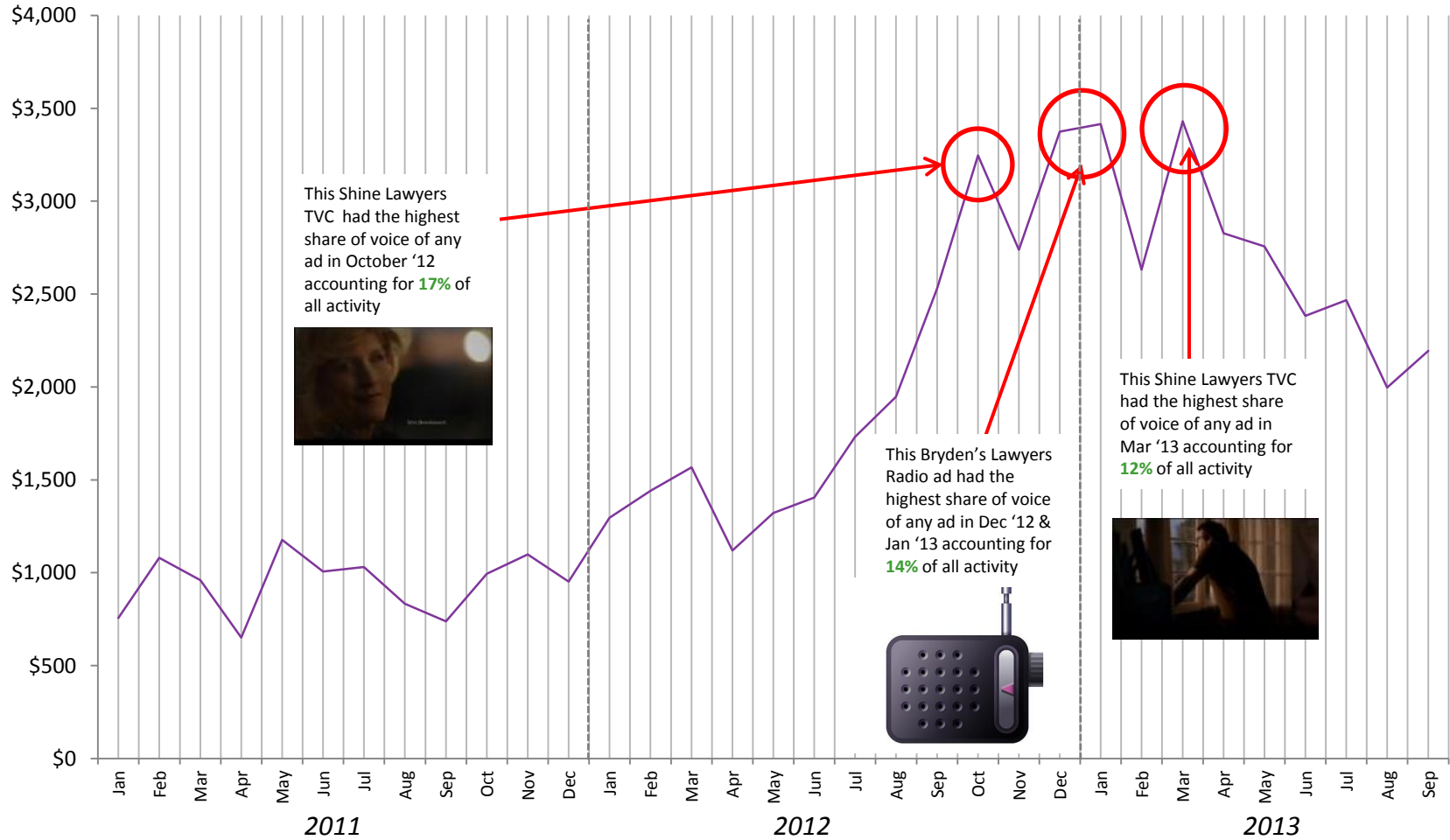


Major spike in volume of advertising between Q4 2012 and Q1 2013



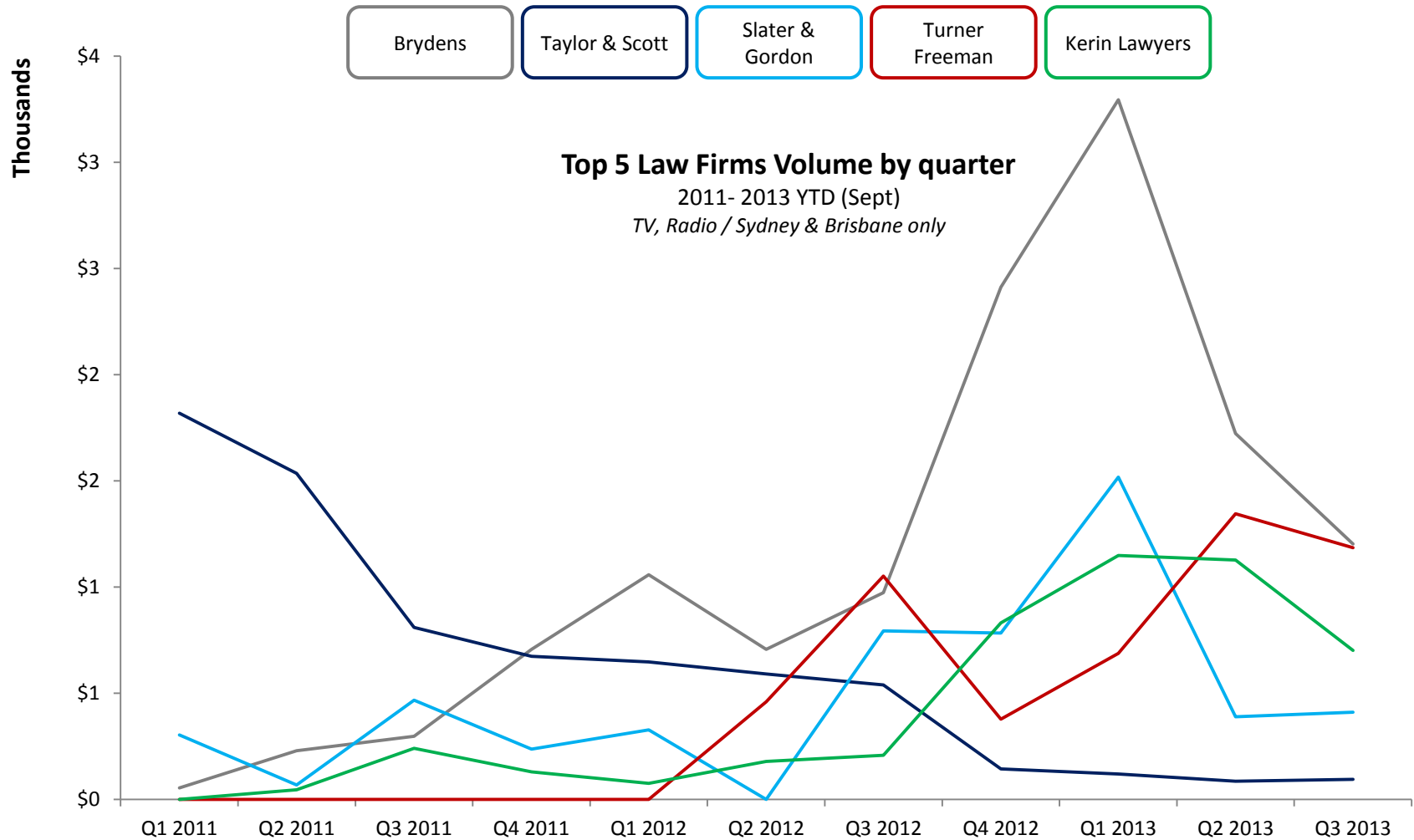
*Data monitored includes all free-to-air TV advertising (Excl. Secondary channels and Foxtel) National Radio & Online Banners activity. Sydney & Brisbane only. January 2013- September 2013. See Appendix for more information.

Shine and Bryden's dominated the major activity spikes when looking at pure advertising volume



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Mixed consistency across the monitored period with no clear indication of any brand by brand seasonality



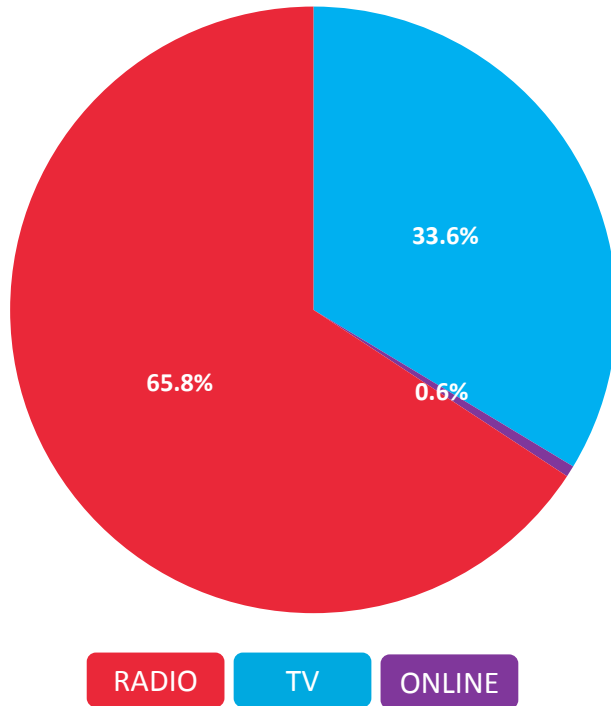
*Data monitored includes all free-to-air TV advertising (Excl. Secondary channels and Foxtel) National Radio & Online Banners activity. Sydney & Brisbane only. January 2013- September 2013. See Appendix for more information.



Radio led in media share of voice by volume accounting for 66% of advertising activity

Volume by Media*

Jan 2011 – Sept 2013



	Top 15 Brands	Online	Radio	TV	TOTAL
1	Brydens Law	0	11,326	1,332	12,658
2	Taylor & Scott Lawyers	0	7,057	0	7,057
3	Slater & Gordon	78	1,612	3,605	5,295
4	Turner Freeman	0	5,107	0	5,107
5	Kerin Lawyers	0	4,194	492	4,686
6	Shine Lawyers	0	51	4,504	4,555
7	Maurice Blackburn	216	0	2,846	3,062
8	Trilby Misso	36	42	2,284	2,362
9	Injury.com.au	0	0	2,325	2,325
10	Stacks	0	2,110	0	2,110
11	PK Simpson	0	1,583	361	1,944
12	LHD Lawyers	29	1,684	36	1,749
13	Gerard Malouf & Partners (GMP)	0	1,529	111	1,640
14	Smith's Lawyers	0	0	819	819
15	Carroll & O'Dea Lawyers	0	655	0	655
TOTAL**		359	36,950	18,715	56,024

*The total figures for 'Volume by Media' refer to all monitored brands

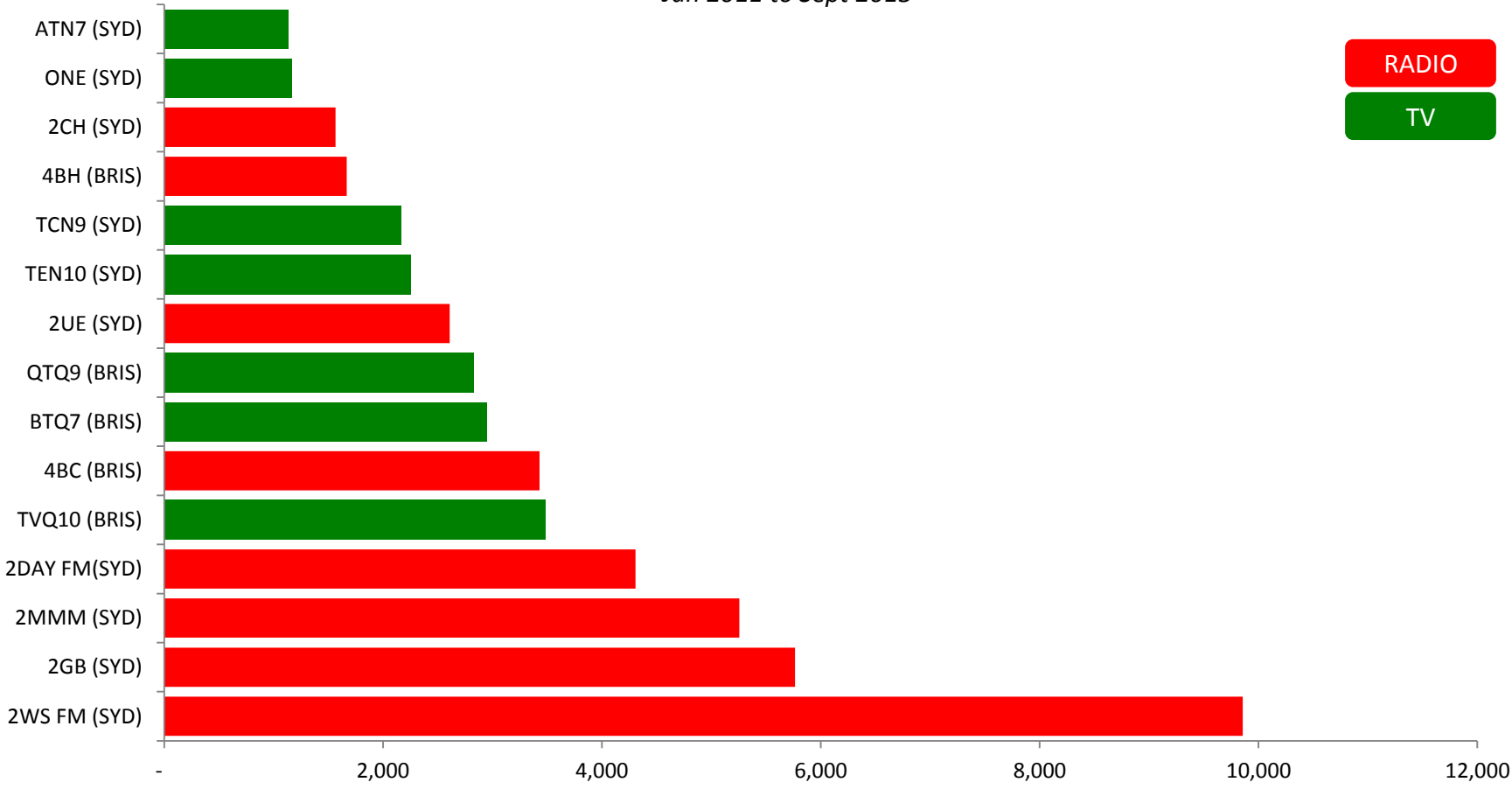
**Total figure refers to top 15 by Volume only

*Data monitored includes all free-to-air TV advertising (Excl. Secondary channels and Foxtel) National Radio & Online Banners activity. Sydney & Brisbane only. January 2013- September 2013. See Appendix for more information.

Sydney Radio station 2WS FM had the highest overall share of voice across the monitored period, with Channel 10 Brisbane having the highest TV channel volume

Top 15 Stations/Publications by Ad Volume

Jan 2011 to Sept 2013



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Media Spend Analysis

2013 Summary

Bryden's had the highest share of voice accounting for 27% of Law Firm activity across monitored period in Sydney & Brisbane

\$7.8m

spent by Personal Injury Lawyers in 2013 to date across the Ebiquity monitored media and markets

brydens

\$2,070k

Turner
Freeman
Lawyers

\$1,158k

Slater &
Gordon
Lawyers

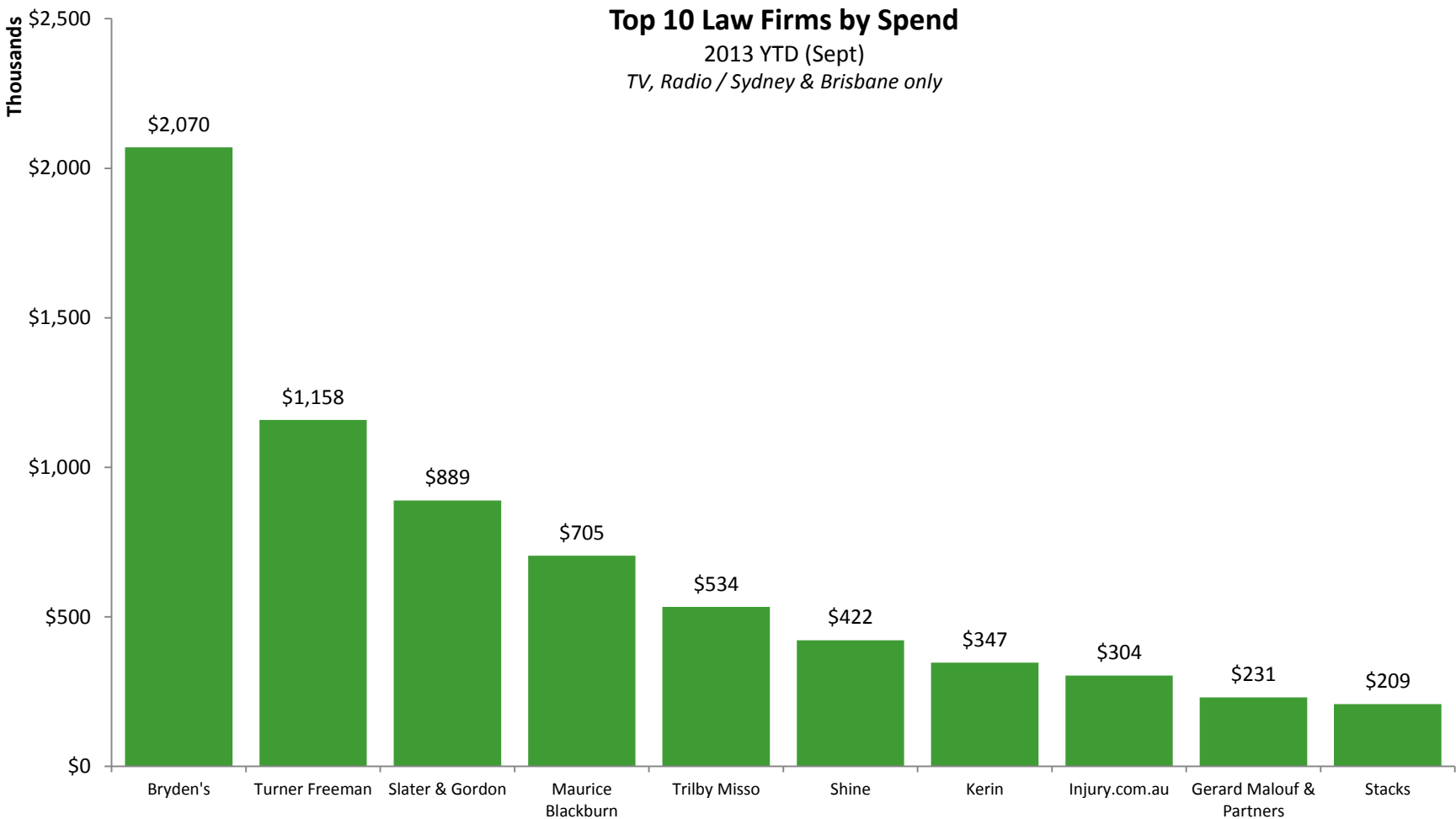
\$889k

Maurice
Blackburn
Lawyers

\$705k

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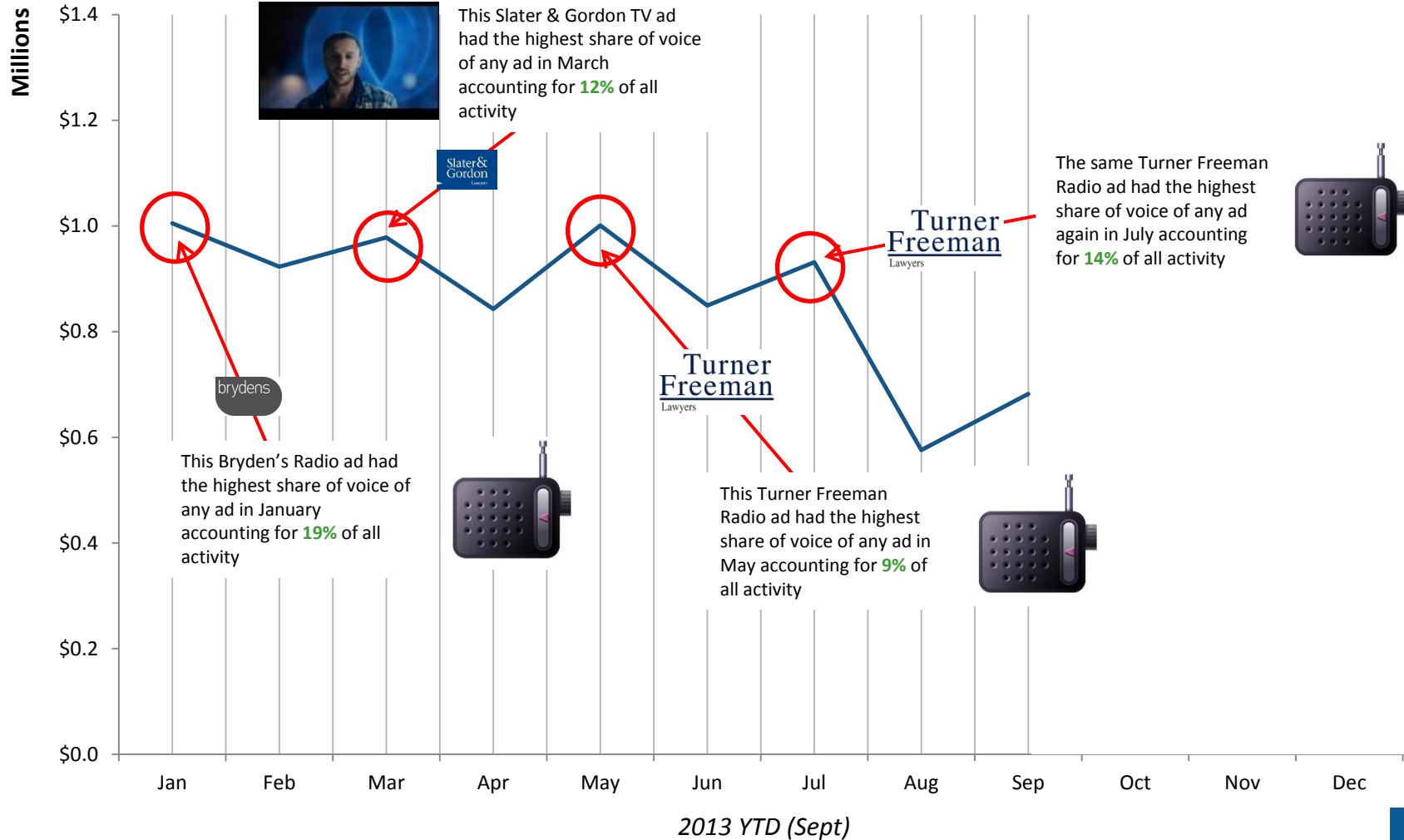
Bryden's had the highest media spend share of voice during the monitored period (Jan '13 – Sept '13) by a significant margin, almost doubling Turner Freeman in second place



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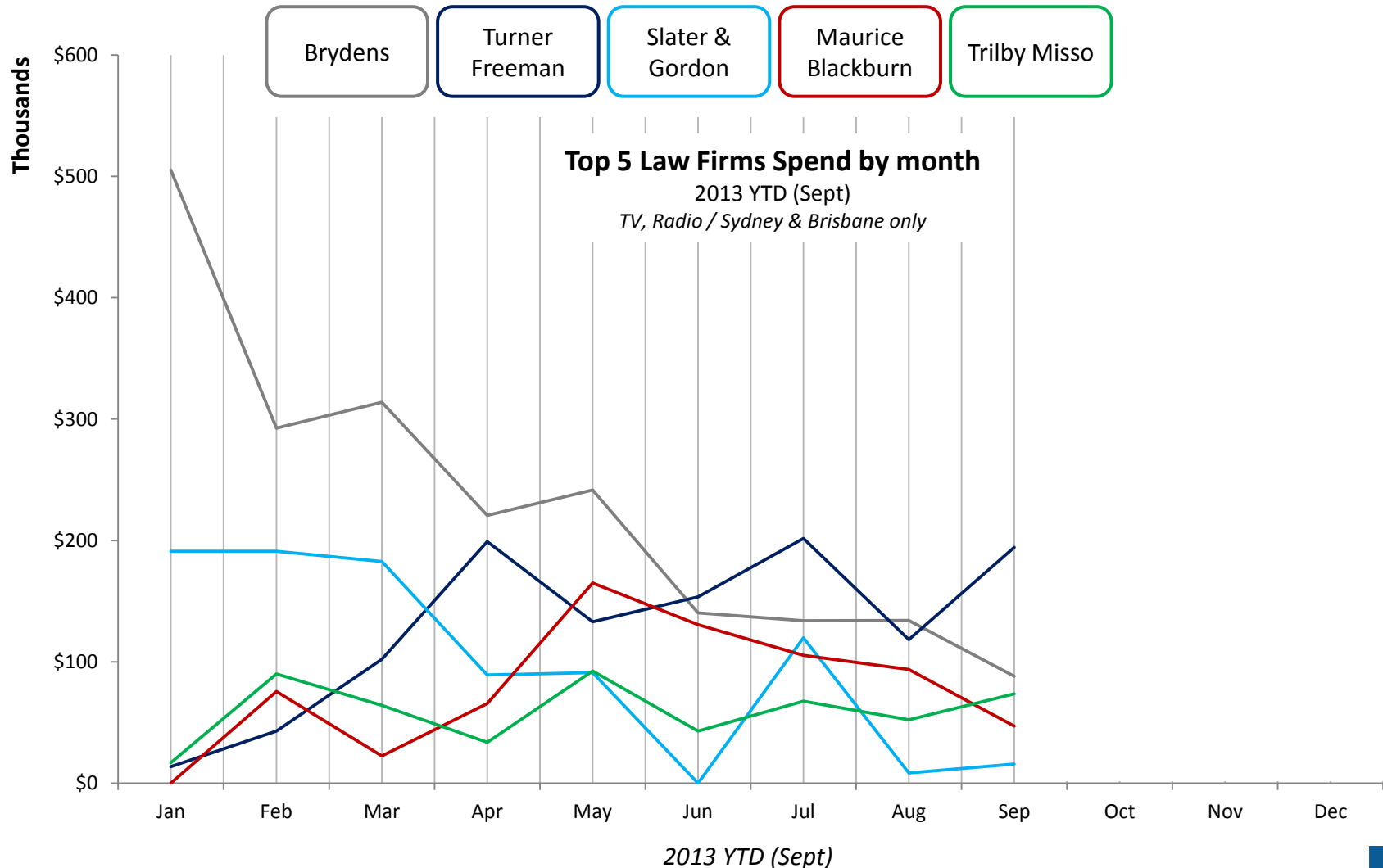


The top 3 brands Bryden's, Slater & Gordon and Turner Freeman led the major spend spikes in Jan, Mar, May and July



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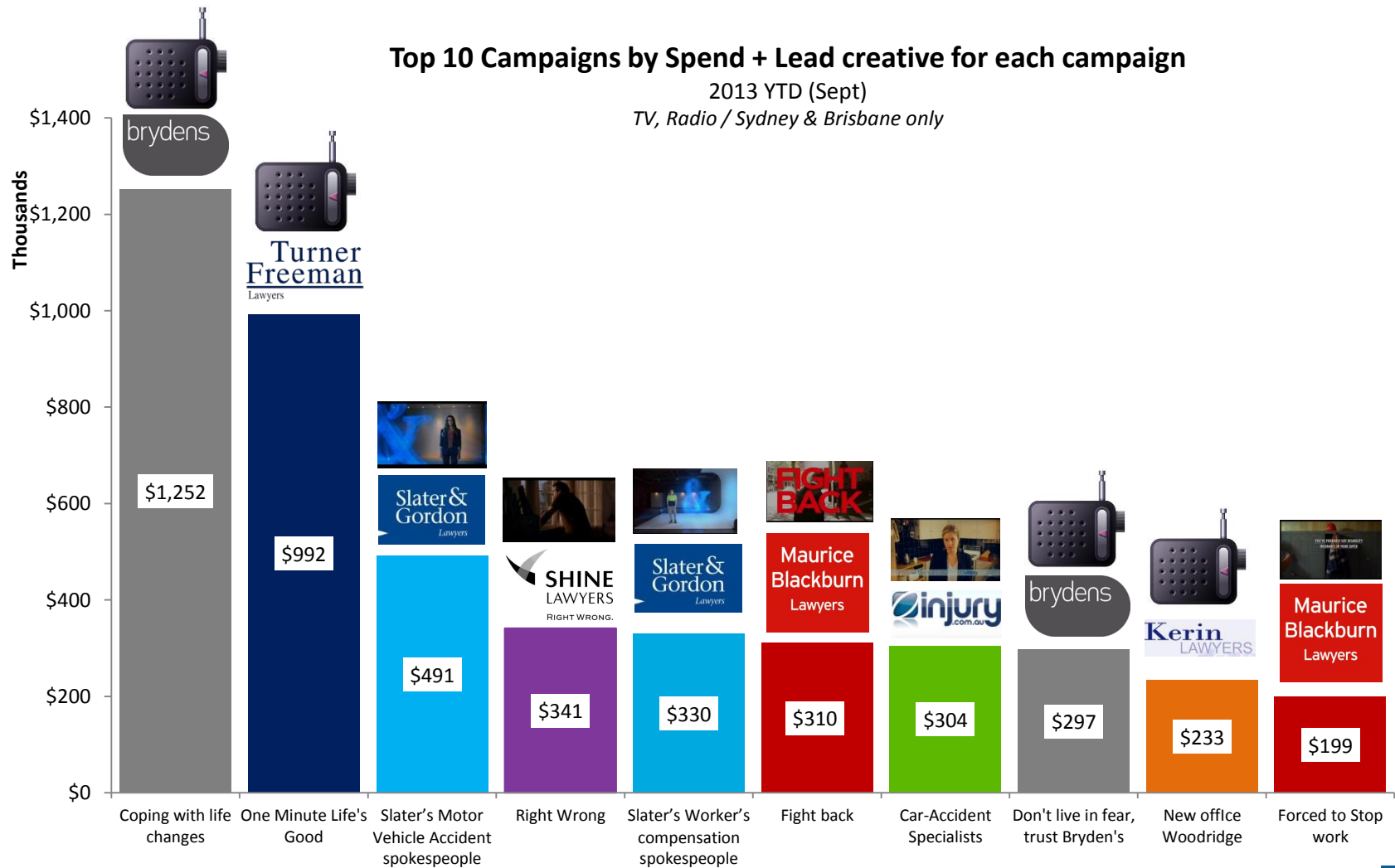
Mixed consistency across the monitored period with no clear indication of any brand by brand seasonality



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Bryden's 'Coping with life changes' campaign had the highest campaign spend across the monitored period



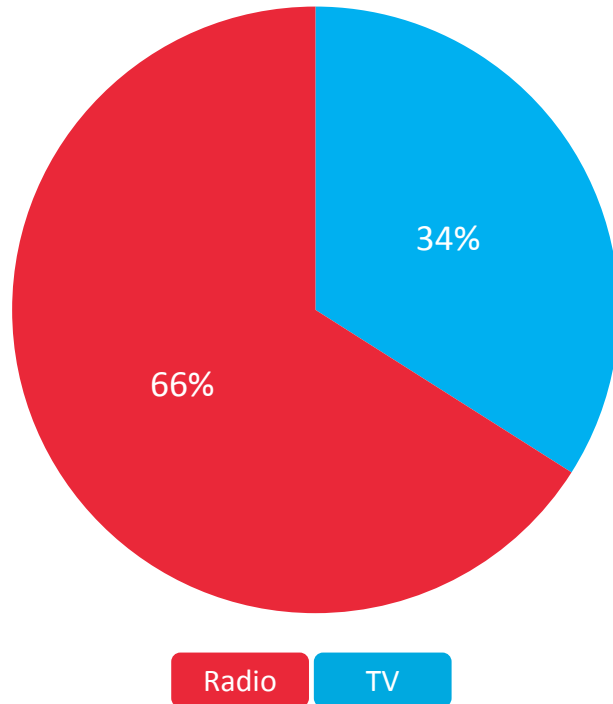
* Lead creative judged on media spend attributed to the individual ad

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Radio dominated TV in media share of voice accounting for 66% of spend activity

Spend by Media*

Jan 2013 – Sept 2013



'000's	Top 15 Brands	Radio	TV	TOTAL
1	Bryden's	\$1,928	\$142	\$2,070
2	Turner Freeman	\$1,158	\$0	\$1,158
3	Slater & Gordon	\$270	\$619	\$889
4	Maurice Blackburn	\$0	\$705	\$705
5	Shine Lawyers	\$10	\$412	\$422
6	Kerin Lawyers	\$296	\$51	\$347
7	Injury.com.au	\$0	\$304	\$304
8	Gerard Malouf & Partners	\$224	\$7	\$231
9	Stacks/ Goudkamp	\$209	\$0	\$209
10	Beilby Poulden Costello	\$166	\$0	\$166
11	PK Simpson	\$141	\$6	\$146
12	LHD	\$141	\$0	\$141
13	Local Lawyers	\$123	\$0	\$123
14	Smith's	\$0	\$103	\$103
15	Schreuder Partners	\$48	\$0	\$48
TOTAL**		\$4,714	\$2,349	\$7,062

*The total figures for 'Spend by Media' refer to all monitored brands

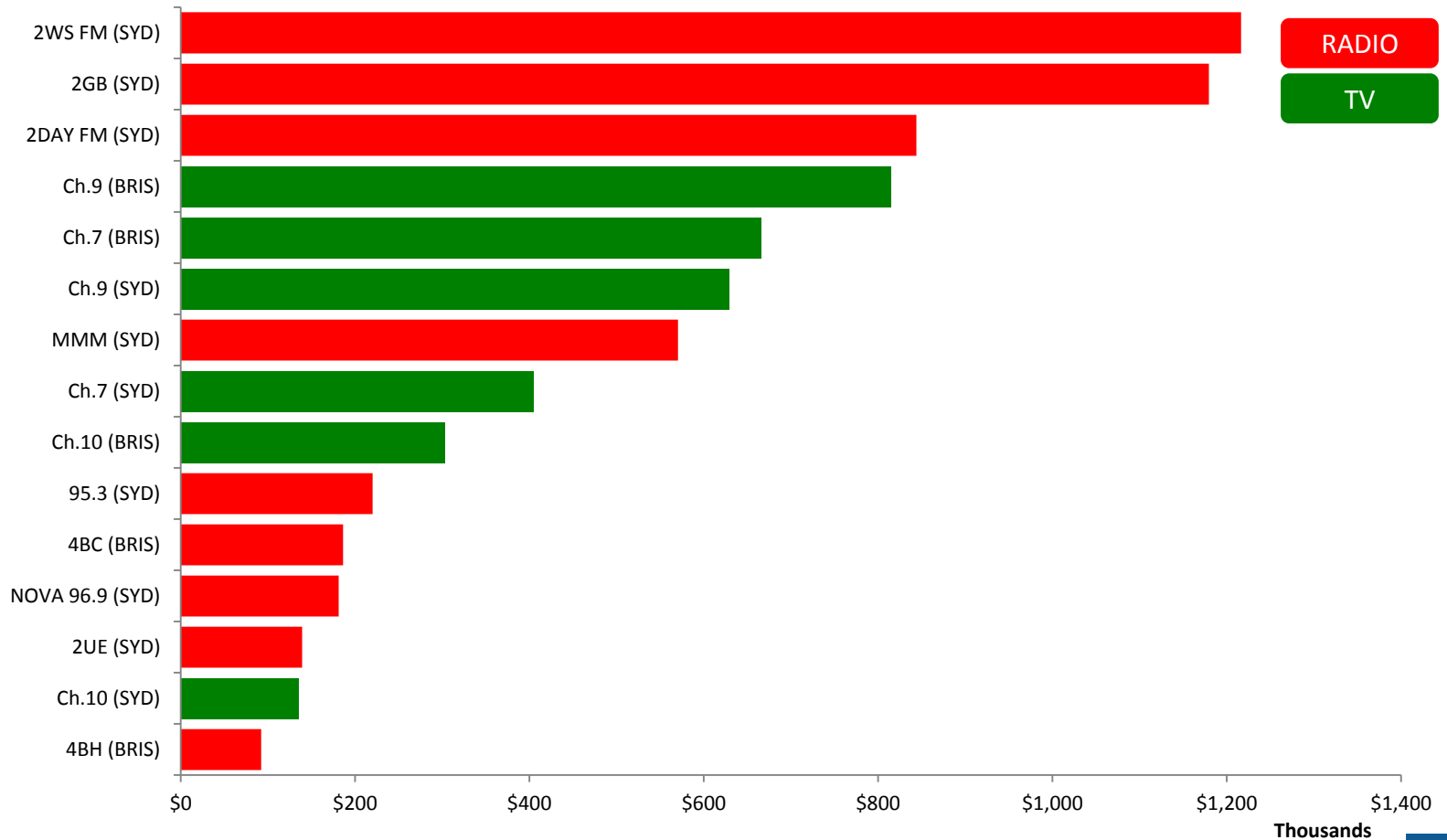
**Total figure refers to top 15 spend only

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Sydney Radio station 2WS FM had the highest overall share of voice across the monitored period, with Channel 9 Brisbane having the highest TV channel spend

Top 15 Stations/Publications by media spend

Jan 2013 to Sept 2013

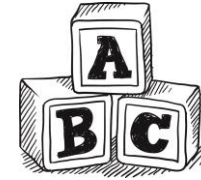
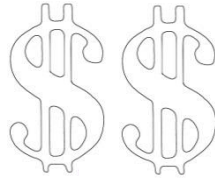


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Message Analysis

There are 5 distinct message strategies employed by law firms when advertising Personal Injury Litigation services



Heritage

Heritage theme refers to brand's using experience claims as a way to differentiate.

- **Brydens** – “Over 100 years of combined experience”
- **Turner Freeman** – “Since 1951”
- **Shine lawyers** – “Over 35 years”
- **Trilby Misso** – “Over 50 years”

Tactical Offers

Tactical offers are those that make a particular brand's service more approachable. This may be a reduction in the cost or *free* offerings which are designed to draw consumers in.

- **Majority of brands offer** “No win, no fee”
- **Trilby Misso** – “Free super check”
- **PK Simpson** “Free parking”

Success Rate

Success rates are purely functional and designed to demonstrate performance. These may be exact figures or generic slogans quantifying their success.

- **Gerard Malouf** – “Win 98% of cases”
- **PK Simpson** – “Win 98% of cases”
- **Maurice Blackburn** - “Helped 1000's of Queenslanders”

Ease of Process

Brand's take consumers step by step through a claim process with their company and demonstrate how they can help consumers understand their rights

- **Bryden's** – “Speak your language”
- **Slater & Gordon**
- **Shine lawyers** – use animation to aid demonstration

Emotional

Emotional message strategies are used by brands to trigger a call to action for potential consumers. Generally lean towards themes of despair, hopelessness, courage and anger.

- **Shine** – courage
- **Maurice Blackburn** – Anger, despair
- **Bryden's** – hopelessness, despair

Caregiver, Hero, Outlaw and Magician are the dominant archetypes used in TV and Radio advertising in the Law Firm category

4 key archetypes represent the majority of Personal Injury Lawyer messaging

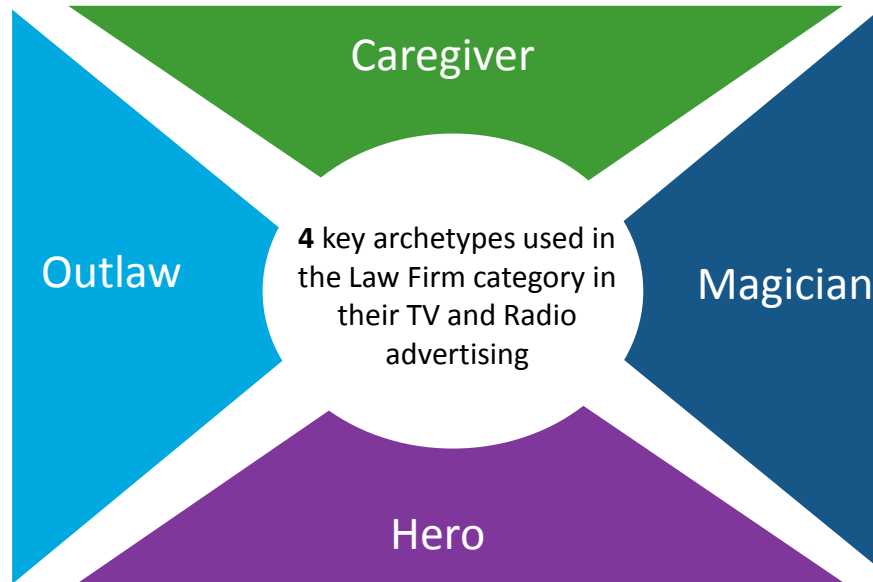
Archetype	Motivation	Motto	Core Desire
Creator	Stability & control	If it can be imagined, it can be created	Create something of enduring value
Caregiver	Stability & control	Love your neighbour as yourself	Protect people from harm
Ruler	Stability & control	Power isn't everything. It's the only thing	Control
Jester	Belonging & enjoyment	If I can't dance I don't want to be part of your revolution	To live in the moment with full enjoyment
Regular Girl/Guy	Belonging & enjoyment	All men and women are created equal	Connection with others
Lover	Belonging & enjoyment	I only have eyes for you	Attain intimacy and experience sexual pleasure
Hero	Risk & mastery	Where there's a will, there's a way	To prove one's worth through courageous and difficult action
Outlaw	Risk & mastery	Rules are meant to be broken	Revenge or revolution
Magician	Risk & mastery	It can happen!	Knowledge of the fundamental laws of how the world or universe works
Innocent	Independence & fulfillment	Free to be you and me	To experience paradise
Explorer	Independence & fulfillment	Don't fence me in	The freedom to find out who you are through exploring the world
Sage	Independence & fulfillment	The truth will set you free	The discovery of truth

Both passive and aggressive traits being employed by Law Firms in their messaging strategy

Caregiver is represented by brand's which serve to protect their client's futures both emotionally and financially
Bryden's – "Protecting you future"



The Outlaw is represented by brand's who attempt to instill a necessity for revenge in their messaging as they urge clients to fight back
BPC Lawyers – "Insurance companies hate us"
Maurice Blackburn – "Fight back for Fair"



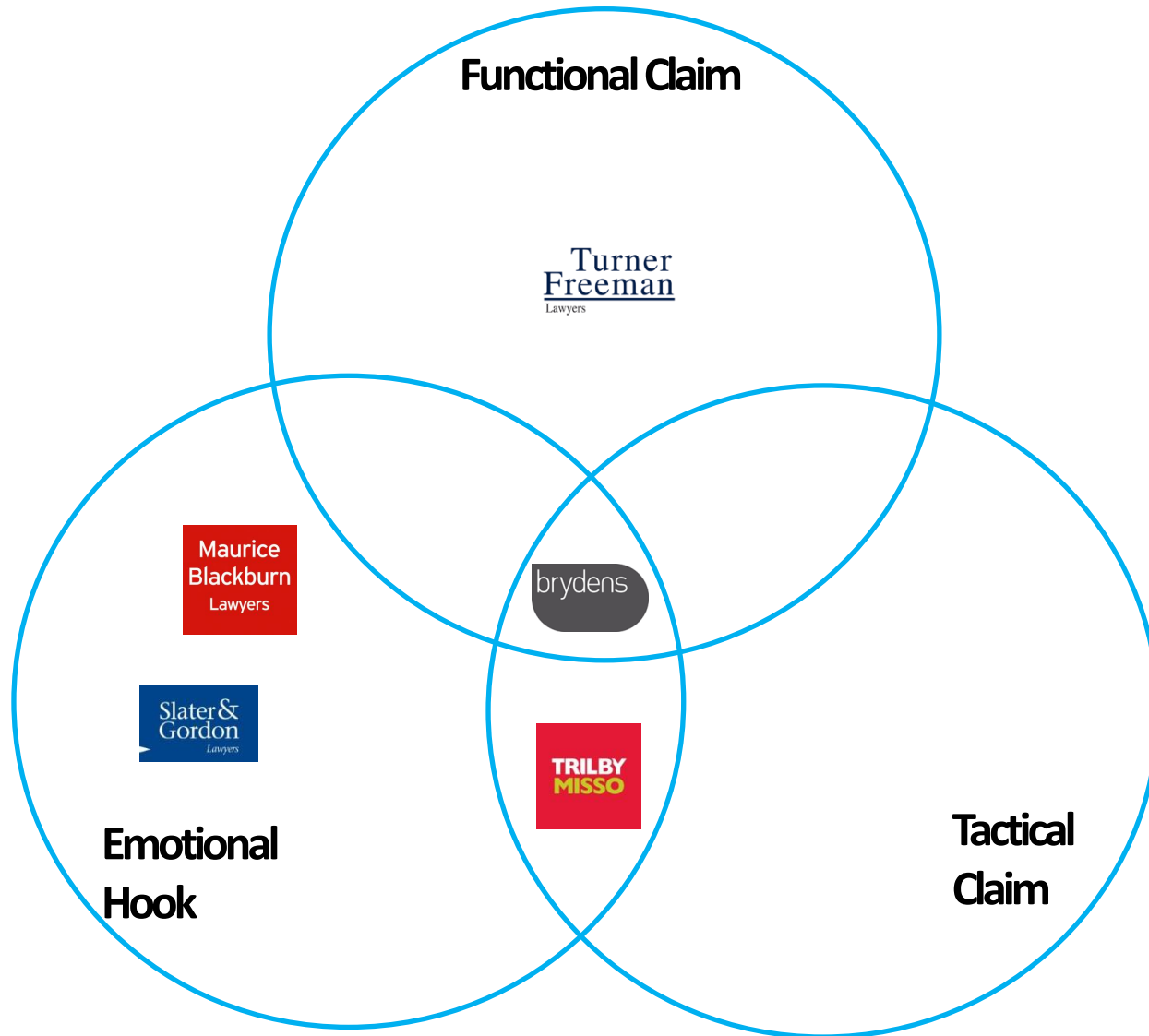
The Magician is represented by brand's which help dissolve the complexity behind certain legal processes and demonstrate they have an understanding necessary to get a desired outcome
Brydens - "Chat to you without the jargon"



The Hero is represented by brand's which assume a more courageous role in the process as they hope to battle for their clients
 E.g. **Kerin Lawyers** – "We'll fight insurance companies for you"



Clear differences in how the top 5 brands position when comparing against emotion, functional claims and tactical claims



Top 10 brand summary




Brand	No of campaigns	No of ads	Main positioning	Archetype
Bryden's	8	11	Heritage, Emotion, Ease of Process	Caregiver
Turner Freeman	8	13	Heritage, Ease of Process	Magician
Slater & Gordon	5	7	Heritage, Ease of Process	Magician
Maurice Blackburn	3	13	Emotional	Outlaw
Trilby Misso	5	11	Emotional, Tactical	Caregiver
Shine Lawyers	3	6	Emotional	Outlaw
Kerin Lawyers	4	14	Tactical	Hero
Injury.com.au	1	1	Ease of Process, Tactical	Caregiver
Gerard Malouf & Partners	6	9	Success Rate	Hero
Stacks/Goudkamp	3	8	Ease of Process	Caregiver

Brand Case Studies

Only includes brands that have had a combined media spend of \$50k or more in 2013




Advertising Monitoring

Campaign/ Product	Approx. Ad\$	Summary	Media (In order of highest spend)	Market (In order of highest spend)	Lead execution
Coping with life changes Compensation Range	\$1,251k	<ul style="list-style-type: none"> ❖ Radio campaign comprised of three executions, each starting off with a couple's testimonial on how life changing a particular event was and how Bryden's helped ease the process ❖ The couple's testimonial leverage emotion whilst the closing voice over focuses on 'protecting your future' 	Radio	Sydney	
Don't live in fear, trust Brydens Compensation Range	\$297k	<ul style="list-style-type: none"> ❖ Radio campaign that focuses on a more pro-active rather than re-active attitude - "Can't live your life in fear, have to live it with the confidence that if the worst should happen, Bryden's...will be on your side" ❖ Campaign positioning is trustworthy and experience – "combined experience of over 100 years" 	Radio	Sydney	
Win big cases - Focus on the little things Compensation Range	\$182k	<ul style="list-style-type: none"> ❖ Radio campaign that focuses on the "little things" which Brydens provides for its customers which make a difference ❖ Creative focus is on Big vs. Small – Wins big cases but focuses on the little things like "house calls, speaking you language and being available" 	Radio	Sydney	
Unless you work for Brydens Compensation Range	\$158k	<ul style="list-style-type: none"> ❖ Radio campaign prompting those with insurance claim to check their evidence and claim with Brydens ❖ Campaign focus is on experience – "winning cases like yours for over 40 years" 	Radio	Sydney	
Put you life back together Compensation Range	\$142k	<ul style="list-style-type: none"> ❖ TV campaign that takes a purely functional approach to brand messaging and highlighting all relevant features to Bryden's service ❖ "Over 40 years", "Compensation law specialists", "No win, no fee policy" 	Television	Sydney	

Campaign/ Product	Approx. Ad\$	Summary	Media (In order of highest spend)	Market (In order of highest spend)	Lead execution
MG - Life is like sport <u>Compensation</u> <u>Range</u>	\$32k	<ul style="list-style-type: none"> ❖ Radio campaign that employs previous NRL star and current radio host 'MG' to endorse Bryden's ❖ Creative language helps compare Bryden's to that of a winning NRL team – "Helping Aussies get back into the game after being side-lined by someone else's actions" 	Radio	Sydney	
Dan Ginnane <u>Compensation</u> <u>Range</u>	\$7k	<ul style="list-style-type: none"> ❖ Radio campaign that employs previous NRL star 'Dan Ginnane' to endorse Bryden's ❖ Creative messaging demonstrates how rules aren't followed off the field like they are on the field and that Bryden's is looking out for you ❖ Focus is on experience – "Tackling and winning tough cases 40 years" 	Radio	Sydney	
Know how to win <u>Compensation</u> <u>Range</u>	\$2k	<ul style="list-style-type: none"> ❖ Radio campaign that prompts relevant consumers (those looking to make a claim) to call Brydens ❖ Focus is on service and experience– "Chat to you without the jargon", "Fight for you with passion and compassion", "Successfully supporting Sydney siders through tough times for 40 years" 	Radio	Sydney	

Advertising Monitoring


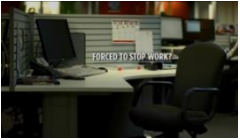

Campaign/ Product	Approx. Ad\$	Summary	Media (In order of highest spend)	Market (In order of highest spend)	Lead execution
One minute life's good <u>Compensation Range</u>	\$992k	<ul style="list-style-type: none"> ❖ Radio campaign that takes listeners step by step as to how life can be affected by someone else's negligence and how Turner Freeman can help ❖ Campaign focus is on the financial impact of such cases 	Radio	Sydney	
Turner Freeman Lawyer Expertise <u>Compensation Range</u>	\$51k	<ul style="list-style-type: none"> ❖ Radio campaign comprises of four separate executions with each Ad providing a testimony from one of the partners of Turner Freeman lawyers ❖ Campaign focus is on each of the partners personal strengths and historical performance 	Radio	Sydney	
Since 1951 <u>Compensation Range</u>	\$33k	<ul style="list-style-type: none"> ❖ Radio campaign comprises of three separate executions with each Ad providing a testimony from a Turner Freeman lawyer ❖ Campaign focus is on experience ("Since 1951...") and lawyer expertise 	Radio	Sydney	
John Vandeleur <u>Compensation Range</u>	\$24k	<ul style="list-style-type: none"> ❖ Radio campaign promotes individual Turner Freeman lawyer "John Vandeleur" ❖ Campaign focus is on location of office and Turner Freeman expertise 	Radio	Brisbane	
Logan office <u>Compensation range</u>	\$21k	<ul style="list-style-type: none"> ❖ Radio campaign that promotes the Logan office in Gold coast ❖ Campaign focus is on location, "free parking, friendly advice and history of winning" 	Radio	Brisbane	

Campaign/ Product	Approx. Ad\$	Summary	Media (In order of highest spend)	Market (In order of highest spend)	Lead execution
The event, the consequences, the heartache... <u>Compensation range</u>	\$19k	❖ Radio campaign that dramatises the experience of making a claim and winning with Turner Freeman	Radio	Sydney	
Protect finances and future <u>Compensation range</u>	\$15k	❖ Radio campaign that focuses on Turner Freeman experience and expertise ❖ Messaging focus is on the financial impact of certain claims	Radio	Sydney	
In over a 60 year history <u>Compensation range</u>	\$3k	❖ Radio campaign that focuses on Turner Freeman's ability to win and help provide you with "the compensation you <i>deserve</i> " ❖ Tactical focus – "first consultation free" "no win, no fee policy"	Radio	Sydney	



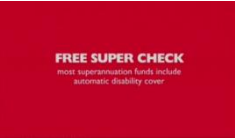


Advertising Monitoring

Campaign/ Product	Approx. Ad\$	Summary	Media (In order of highest spend)	Market (In order of highest spend)	Lead execution
Slater's Motor Vehicle Accident spokespeople <u>Motor Vehicle compensation</u>	\$491k	<ul style="list-style-type: none"> ❖ TV and radio campaign targeting young Australians struggling with a life changing event ❖ Leverages emotion by taking the viewer through real life stories shared by a number of different people ❖ Tactical element of "No win no fee" introduced at the close of the ad 	Television, Radio	Sydney, Brisbane	
Slater's Worker's compensation spokespeople <u>Worker's Compensation</u>	\$330k	<ul style="list-style-type: none"> ❖ TV and radio campaign presented in identical format to "Slater's Motor Vehicle Accident Spokespeople" only focus is on Worker's compensation rather than Motor vehicle accident ❖ Focus is on ease of process 	Television, Radio	Sydney, Brisbane	
Slater's Car and Transport <u>Motor Vehicle compensation</u>	\$66k	<ul style="list-style-type: none"> ❖ TV campaign targeting consumers who have been in a car or transport accident ❖ Campaign follows similar format to other TVCs only without the spokespeople ❖ No real brand differentiation highlighted 	Television	Sydney, Brisbane	
Out of the blue <u>Compensation range</u>	\$3k	<ul style="list-style-type: none"> ❖ TV campaign which focuses on brand trust and S&G's compensation range 	Television	Sydney, Brisbane	
Listening in your car <u>Motor vehicle compensation</u>	\$1k	<ul style="list-style-type: none"> ❖ Radio campaign targeting those affected by a motor vehicle accident and seeking compensation ❖ Similar to other radio campaigns, the message is communicated through a number of spokespeople who demonstrate how S&G can be trusted and helpful 	Radio	Brisbane	

Advertising Monitoring

Campaign / Product	Approx. Ad\$	Summary	Media (In order of highest spend)	Market (In order of highest spend)	Lead execution
<u>Fight Back Insurance range</u>	\$310k	<ul style="list-style-type: none"> ❖ TV campaign that uses provocative imagery and language to promote MBL as compassionate and willing to help ❖ Campaign direction is highly aggressive with MBL instilling a call to action for consumers to “Fight back” ❖ Highly emotional advertising with almost no functional element to any execution 	Television	Brisbane	
<u>Forced to stop work Worker’s compensation</u>	\$199k	<ul style="list-style-type: none"> ❖ TV campaign that targets consumers who have been forced to stop work and may be able to make a claim ❖ Campaign is highly functional with the Ad verifying what would qualify to make a claim ❖ Focus is on expertise and tactical element “No win, No fee” 	Television	Brisbane	
<u>Fight Back – Motor accidents Motor accident compensation</u>	\$196k	<ul style="list-style-type: none"> ❖ TV campaign that follows a similar theme to “Fight Back” only focuses on Motor vehicle accidents ❖ Campaign focus is on historical experience “Helped 1000s of Queenslanders” and tactical element “No win, No fee” 	Television	Brisbane	

Advertising Monitoring

Campaign/ Product	Approx. Ad\$	Summary	Media (In order of highest spend)	Market (In order of highest spend)	Lead execution
Turn to Trilby Misso <u>Compensation range</u>	\$188k	<ul style="list-style-type: none"> ❖ TV campaign which demonstrates a message of care and understanding – “may help <i>you</i> make the best of a bad situation” ❖ Campaign focus leverages emotional appeal through visuals ❖ Tactical element – “costs nothing to have a chat” 	Television	Brisbane	
Because we care <u>Compensation range</u>	\$150k	<ul style="list-style-type: none"> ❖ TV campaign with voice over asking a series of rhetorical questions which aim to promote Trilby Misso’s service ❖ Campaign focus is on understanding and experience - “over 50 years” 	Television	Brisbane	
Turn to Trilby Misso – Super Check <u>Disability cover</u>	\$125k	<ul style="list-style-type: none"> ❖ TV campaign is an extension to ‘Turn to Trilby Misso’ campaign ❖ Similar visuals are used with campaign focus taking a more tactical approach – “Free super check” 	Television	Brisbane	
Can’t afford legal? <u>Compensation Range</u>	\$60k	<ul style="list-style-type: none"> ❖ Tactical TV campaign highlighting Trilby Misso’s “We don’t win, you don’t pay” policy 	Television	Brisbane	
Care when it counts <u>Disability cover</u>	\$11k	<ul style="list-style-type: none"> ❖ Radio campaign that highlights Trilby Misso’s sponsorship with Sporting Wheelies & Disabled Association 	Radio	Brisbane	


Advertising Monitoring

Campaign/ Product	Approx. Ad\$	Summary	Media (In order of highest spend)	Market (In order of highest spend)	Lead execution
<u>Right Wrong Compensation range</u>	\$341k	<ul style="list-style-type: none"> ❖ TV campaign uses highly emotional themes to instill a call to action for consumers to “stand up...for yourself...for your family” ❖ No particular product advertised ❖ Campaign message leans towards a certain responsibility to do something 	Television	Brisbane, Sydney	
<u>Need help? Compensation range</u>	\$70k	<ul style="list-style-type: none"> ❖ TV campaign that takes a highly symbolic approach to representing how Shine lawyers help their customers ❖ Animation helps portray story board with campaign focus on understanding and ability to help consumers “get back on track” 	Television	Sydney, Brisbane	
<u>Jonathan Brown with James Compensation range</u>	\$10k	<ul style="list-style-type: none"> ❖ Radio campaign that employs AFL star Jonathan Brown to interview James, a lawyer from Shine ❖ Campaign focus is on lawyer expertise, ease of process, “Shine lawyers will <i>clearly</i> and <i>simply</i> explain their legal rights...” and experience “over 35 years” 	Radio	Sydney, Brisbane	

Advertising Monitoring

Campaign/ Product	Approx. Ad\$	Summary	Media (In order of highest spend)	Market (In order of highest spend)	Lead execution
New office Woodridge <u>Disability insurance claim</u>	\$233k	<ul style="list-style-type: none"> ❖ Functional radio campaign targeting consumers with a disability insurance claim ❖ Campaign focus is to highlight the new office location in 1 Station Rd Woodridge ❖ Tactical element – “No win, No fee” 	Radio	Brisbane	
Hi Steve Kerin, Kerin Lawyers <u>Compensation range</u>	\$105k	<ul style="list-style-type: none"> ❖ Functional TV and radio campaign informing consumers on Steve Kerin’s business philosophy ❖ Tactical element – “No win, No fee” ❖ Campaign aggressively targets insurance companies - “Sue insurance companies for everyday people” 	Radio, Television	Brisbane	
SK – Superannuation claims <u>Superannuation claim</u>	\$5k	<ul style="list-style-type: none"> ❖ Functional TV campaign targeting consumers with a superannuation claim ❖ Tactical element – “No win, No fee” 	Television	Brisbane	
SK – Injury claims <u>Personal injury compensation</u>	\$4k	<ul style="list-style-type: none"> ❖ Functional TV campaign targeting consumers with an injury claim ❖ Exact same format to ‘SK – Superannuation claims’ ❖ Tactical element – “No win, No fee” 	Television	Brisbane	

Advertising Monitoring

Campaign/ Product	Approx. Ad\$	Summary	Media (In order of highest spend)	Market (In order of highest spend)	Lead execution
Car-Accident specialists <u>Motor vehicle injury claim</u>	\$304k	<ul style="list-style-type: none"> ❖ Functional TV campaign promoting injury.com.au as car-accident specialists ❖ Tactical element – “Free help...no cost for using our service” 	Television	Sydney	


Advertising Monitoring

Campaign/ Product	Approx. Ad\$	Summary	Media (In order of highest spend)	Market (In order of highest spend)	Lead execution
Hi I'm Gerard Malouf <u>Compensation range</u>	\$110k	<ul style="list-style-type: none"> ❖ Radio campaign that positions Gerard Malouf as highly specialised compensation lawyers ❖ Campaign focus is on expertise and prompts listens to "Call Kim now" – assumed to be a local associate of Gerard Malouf 	Radio	Sydney	
Call Kim <u>Compensation Range</u>	\$102k	<ul style="list-style-type: none"> ❖ Functional radio campaign spoken by Kim "from Gerard Malouf and Partners" ❖ Campaign focus is understanding – "its just not fair", "we'll help you gain maximum justice" 	Radio	Sydney	
30 years experience <u>Compensation range</u>	\$11k	<ul style="list-style-type: none"> ❖ Functional radio campaign spoken by Gerard Malouf ❖ Campaign focus is on experience and success - "over 30 years experience" "hundreds of millions won for our clients" 	Radio	Sydney	
Life happens <u>Compensation range</u>	\$7k	<ul style="list-style-type: none"> ❖ Functional TV campaign that highlights Gerard Malouf's fee structure as a point of difference ❖ Campaign focus is on success rate – "Win 98% of cases" ❖ Fee structure – charge stand hourly rate – "Don't take any percentage of your final settlement payout" 	Television	Sydney	

Advertising Monitoring


Campaign/ Product	Approx. Ad\$	Summary	Media (In order of highest spend)	Market (In order of highest spend)	Lead execution
Tom from Stacks/ Goudkamp <u>Compensation range</u>	\$101k	<ul style="list-style-type: none"> ❖ Functional radio campaign where Tom Goudkamp takes listeners through a usual claim process ❖ Campaign focus is on availability “visit our clients at home” “offices in Sydney CBD...” 	Radio	Sydney	
Hi I’m Tom Goudkamp <u>Compensation range</u>	\$97k	<ul style="list-style-type: none"> ❖ Radio campaign spoken by Tom Goudkamp ❖ Campaign focus is on success rates and quality of lawyers “brilliant lawyers” “treat you with dignity and respect” “personal service” 	Radio	Sydney	
O’Farrell Gov. <u>Compensation range</u>	\$11k	<ul style="list-style-type: none"> ❖ Radio campaign that highlights possible legislative plans from the O’Farrell government “to slash compensation to road-accident victims” ❖ Campaign focus is on financial impact – “mercy of the powerful insurance companies” 	Radio	Sydney	

Advertising Monitoring




Campaign/ Product	Approx. Ad\$	Summary	Media (In order of highest spend)	Market (In order of highest spend)	Lead execution
BPC law – hard as nails <u>Compensation range</u>	\$166k	<ul style="list-style-type: none"> ❖ Radio campaign which positions BPC lawyers as “hard as nails against insurance companies, soft as butter when dealing with your needs” ❖ Campaign focus is an ‘outlaw’ approach ❖ “Big soulless companies which could care less about you or your family” 	Radio	Sydney	




Advertising Monitoring

Campaign/ Product	Approx. Ad\$	Summary	Media (In order of highest spend)	Market (In order of highest spend)	Lead execution
PK – Car accident <u>Car accident/ Property damage claim</u>	\$146k	<ul style="list-style-type: none"> ❖ Functional Radio and TV campaign targeting consumers who may have a property damage claim from a car accident ❖ Tactical element – “Free parking in Sydney, Wollongong...” 	Radio, Television	Sydney	

Advertising Monitoring


Campaign/ Product	Approx. Ad\$	Summary	Media (In order of highest spend)	Market (In order of highest spend)	Lead execution
Ahead of Insurance companies <u>Compensation range</u>	\$82k	<ul style="list-style-type: none"> ❖ Functional radio campaign which lists the competitive advantages of LHD lawyers ❖ Success - "Beat insurance companies 99% of the time", Wins sooner – "Process Plus – Advanced case management system", Tactical element "Waive their fee" 	Radio	Sydney	
Complex compensation cases <u>Compensation range</u>	\$49k	<ul style="list-style-type: none"> ❖ Functional radio campaign which demonstrates how LHD lawyers ease the process of making a claim ❖ Campaign focus is on reducing the complexity of compensation cases 	Radio	Sydney	
LHD family <u>Compensation lawyers</u>	\$10k	<ul style="list-style-type: none"> ❖ Emotional radio campaign which includes a customer testimonial in order to convey a message of family to consumers ❖ "Made me feel apart of their family" 	Radio	Sydney	

Advertising Monitoring

Campaign/ Product	Approx. Ad\$	Summary	Media (In order of highest spend)	Market (In order of highest spend)	Lead execution
Scott and Taylor Lawyers <u>Compensation range</u>	\$123k	<ul style="list-style-type: none"> ❖ Functional radio campaign which takes an aggressive approach to instilling a call to action for relevant consumers ❖ "Get up stand up for your rights..." 	Radio	Sydney	



Advertising Monitoring

Campaign/ Product	Approx. Ad\$	Summary	Media (In order of highest spend)	Market (In order of highest spend)	Lead execution
Pick up the pieces <u>Worker's compensation</u>	\$103k	<ul style="list-style-type: none"> ❖ Functional radio campaign which takes an aggressive approach to instilling a call to action for relevant consumers ❖ "Get up stand up for your rights..." 	Television	Brisbane	

Creative Material



Brand/Product:

Armstrong Legal, lawyers

Title/Headline:

Times Are Tough

Media: Radio

Market: Sydney

Publication: MIX 106.5 (Sydney)

First Seen: 09/01/2012 -
25/09/2012



Brand/Product:

Armstrong Legal, lawyers

Title/Headline:

When Times Are Tough,
Armstrong Legal Stands

Media: Radio

Market: Sydney

Publication: MIX 20106.5 (Sydney)

First Seen: 08/02/2012 -
21/03/2012



Brand/Product:

Armstrong Legal, lawyers

Title/Headline:

When Times Are Tough,
Armstrong Legal Stands

Media: Radio

Market: Sydney

Publication: MIX 106.5 (Sydney)

First Seen: 22/02/2012 -
21/03/2012



Brand/Product:

Beilby Poulden Costello (BPC),
lawyers

Title/Headline:

Not Everything Goes The Way You
Want

Media: Radio

Market: Sydney

Publication: 2GB (Sydney)

First Seen: 23/09/2011 -
22/10/2011



Brand/Product:

Beilby Poulden Costello (BPC),
lawyers

Title/Headline:

If You Go To The Rugby

Media: Radio

Market: Sydney

Publication: 2GB (Sydney)

First Seen: 09/10/2011 -
24/10/2011



Brand/Product:

Beilby Poulden Costello (BPC),
lawyers

Title/Headline:

Ever Had The Bum's Rush From An

Media: Radio

Market: Sydney

Publication: 2DAY FM (Sydney)

First Seen: 24/05/2013 -
17/09/2013



Brand/Product:

Beilby Poulden Costello (BPC),
lawyers

Title/Headline:

Most Australians Have 3 Things In
Common

Media: Radio

Market: Sydney

Publication: 2MMM (Sydney)

First Seen: 01/06/2013 -
16/09/2013



Brand/Product:

Bellissimo Compensation Lawyers,
lawyers

Title/Headline:

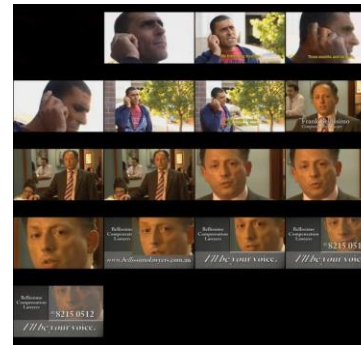
Frank (Italian)

Media: Television

Market: Sydney

Publication: SBS1N (SYD)

First Seen: 01/01/2013 -
30/04/2013



Brand/Product:

Bellissimo Compensation Lawyers,
lawyers

Title/Headline:

Problems Are The Same In Every
Culture

Media: Television

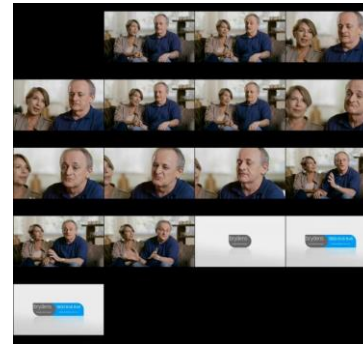
Market: Sydney

Publication: SBS1N (SYD)

First Seen: 05/01/2013 -
27/04/2013



Brand/Product:
Brydens Law Office, lawyers
Title/Headline:
G'day It's MG Here
Media: Radio
Market: Sydney
Publication: 2MMM (Sydney)
First Seen: 08/01/2011 -
21/06/2012



Brand/Product:
Brydens Law Office, lawyers
Title/Headline:
Old Couple
Media: Television
Market: Sydney
Publication: TCN9 (SYD)
First Seen: 23/05/2011 -
19/10/2012



Brand/Product:
Brydens Law Office, lawyers
Title/Headline:
This Winning Moment Thanks To
Brydens Compensation Lawyers
Media: Radio
Market: Sydney
Publication: 2GB (Sydney)
First Seen: 13/06/2011 -
25/01/2012



Brand/Product:
Brydens Law Office, lawyers
Title/Headline:
G'day Tim Bailey Here
Media: Radio
Market: Sydney
Publication: 2DAY FM (Sydney)
First Seen: 23/06/2011 -
21/06/2012

Brydens Law Office



Brand/Product:
Brydens Law Office, lawyers
Title/Headline:
G'day Tim Bailey Here
Media: Radio
Market: Sydney
Publication: 2DAY FM (Sydney)
First Seen: 23/06/2011 -
21/06/2012



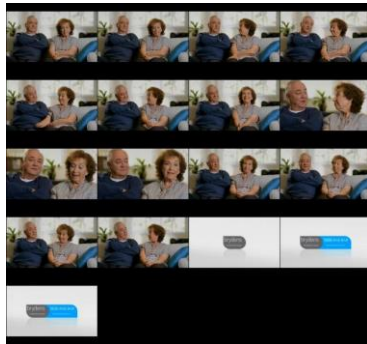
Brand/Product:
Brydens Law Office, lawyers
Title/Headline:
Someone Was Negligent
Media: Radio
Market: Sydney
Publication: 2GB (Sydney)
First Seen: 04/07/2011 -
12/09/2011



Brand/Product:
Brydens Law Office, lawyers
Title/Headline:
This Winning Moment
Media: Radio
Market: Sydney
Publication: 2GB (Sydney)
First Seen: 24/07/2011 -
01/03/2012



Brand/Product:
Brydens Law Office, lawyers
Title/Headline:
G'day Tim Bailey Here
Media: Radio
Market: Sydney
Publication: 2WS FM (Sydney)
First Seen: 14/09/2011 -
06/08/2012



Brand/Product:
Brydens Law Office, lawyers
Title/Headline:
Old Couple - Tough Year
Media: Television
Market: Sydney
Publication: TEN10 (SYD)
First Seen: 19/09/2011 -
20/10/2012



Brand/Product:
Brydens Law Office, lawyers
Title/Headline:
This Winning Moment Thanks To
Brydens Compensation Lawyers
Media: Radio
Market: Sydney
Publication: 2GB (Sydney)
First Seen: 10/10/2011 -
01/03/2012

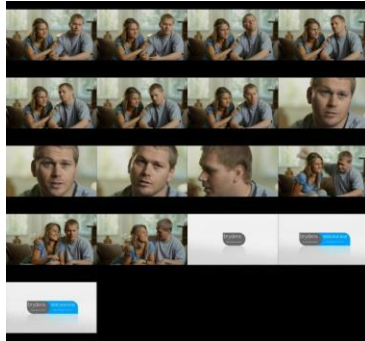
Brydens Law Office



Brand/Product:
Brydens Law Office, lawyers
Title/Headline:
This Winning Moment
Media: Radio
Market: Sydney
Publication: 2GB (Sydney)
First Seen: 20/11/2011 -
31/01/2012



Brand/Product:
Brydens Law Office, lawyers
Title/Headline:
When Things Go Seriously Wrong
Media: Radio
Market: Sydney
Publication: 2GB (Sydney)
First Seen: 21/01/2012 -
01/03/2012



Brand/Product:
Brydens Law Office, lawyers
Title/Headline:
Happier Days
Media: Television
Market: Sydney
Publication: TEN10 (SYD)
First Seen: 13/02/2012 -
20/10/2012



Brand/Product:
Brydens Law Office, lawyers
Title/Headline:
If This Year Isn't Turning Out
Media: Radio
Market: Sydney
Publication: 2MMM (Sydney)
First Seen: 20/06/2012



Brand/Product:
Brydens Law Office, lawyers
Title/Headline:
People Always Say It's The Little
Things
Media: Radio
Market: Sydney
Publication: 2DAY FM (Sydney)
First Seen: 24/07/2012 -
01/12/2013



Brand/Product:
Brydens Law Office, lawyers
Title/Headline:
I Didn't Know Where To Begin
Media: Radio
Market: Sydney
Publication: 2DAY FM (Sydney)
First Seen: 19/08/2012 -
20/06/2013

Brydens Law Office



Brand/Product:

Brydens Law Office, lawyers

Title/Headline:

I Was Down Alright

Media: Radio

Market: Sydney

Publication: 2WS FM (Sydney)

First Seen: 26/08/2012 -
26/06/2013



Brand/Product:

Brydens Law Office, lawyers

Title/Headline:

Hello Dan Ginnane & MG Here

Media: Radio

Market: Sydney

Publication: 2MMM (Sydney)

First Seen: 02/09/2012 -
18/09/2012



Brand/Product:

Brydens Law Office, lawyers

Title/Headline:

You'd Want The Boys

Media: Radio

Market: Sydney

Publication: 4MMM (Brisbane)

First Seen: 08/09/2012 -
29/09/2012



Brand/Product:

Brydens Law Office, lawyers

Title/Headline:

It Was A Tough Year

Media: Radio

Market: Sydney

Publication: 2WS FM (Sydney)

First Seen: 15/09/2012 -
28/06/2013



Brand/Product:

Brydens Law Office, lawyers

Title/Headline:

If This Year Isn't Turning Out

Media: Radio

Market: Sydney

Publication: 2MMM (Sydney)

First Seen: 16/09/2012



Brand/Product:

Brydens Law Office, lawyers

Title/Headline:

Hi It's Jackie Here Often In Life

Media: Radio

Market: Sydney

Publication: 2DAY FM (Sydney)

First Seen: 20/09/2012 -
01/12/2012

Brydens Law Office



Brand/Product:

Brydens Law Office, lawyers

Title/Headline:

Hey It's Jackie O Here

Media: Radio

Market: Sydney

Publication: 2DAY FM (Sydney)

First Seen: 24/09/2012 -
30/11/2012



Brand/Product:

Brydens Law Office, lawyers

Title/Headline:

Hello Dan Ginnane Here. Now Out
On The

Media: Radio

Market: Sydney

Publication: 2MMM (Sydney)

First Seen: 12/11/2012 -
20/03/2013



Brand/Product:

Brydens Law Office, lawyers

Title/Headline:

Put Your Life Back Together

Media: Television

Market: Sydney

Publication: TEN10 (SYD)

First Seen: 04/02/2013 -
08/11/2013



Brand/Product:

Brydens Law Office, lawyers

Title/Headline:

Trust The Offload

Media: Radio

Market: Sydney

Publication: 2MMM (Sydney)

First Seen: 15/03/2013 -
05/10/2013



Brand/Product:

Brydens Law Office, lawyers

Title/Headline:

The Winning Team For Rugby
League

Media: Radio

Market: Sydney

Publication: 2MMM (Sydney)

First Seen: 16/03/2013 -
05/10/2013



Brand/Product:

Brydens Law Office, lawyers

Title/Headline:

In Life There's Always A Chance

Media: Radio

Market: Sydney

Publication: 2DAY FM (Sydney)

First Seen: 24/04/2013 -
07/11/2013

Brydens Law Office



Brand/Product: Brydens Law Office, lawyer
Title/Headline: Gday It's MG Here
Media: Radio
Market: Sydney
Publication: 2MMM (Sydney)
First Seen: 30/05/2011 - 02/11/2013



Brand/Product: Brydens Law Office, lawyers
Title/Headline: Brydens is Dedicated To Providing The
Media: Radio
Market: Sydney
Publication: 2GB (Sydney)
First Seen: 07/06/2013 - 07/11/2013



Brand/Product: Brydens Law Office, lawyers
Title/Headline: People Always Say It's The Little Things
Media: Radio
Market: Sydney
Publication: 2DAY FM (Sydney)
First Seen: 24/07/2012 - 09/11/2013



Brand/Product: Brydens Law Office, lawyers
Title/Headline: Have You Ever Had Something Happen
Media: Radio
Market: Sydney
Publication: 2MMM (Sydney)
First Seen: 28/07/2013 - 08/09/2013



Brand/Product: Brydens Law Office, lawyers
Title/Headline: Unless You Work For Brydens Compensation Lawyers
Media: Radio
Market: Sydney
Publication: 2DAY FM (Sydney)
First Seen: 05/08/2012 - 07/11/2013



Brand/Product: Brydens Law Office, lawyers
Title/Headline: Sometimes People Act Without Thinking
Media: Radio
Market: Sydney
Publication: 2MMM (Sydney)
First Seen: 24/08/2013

Brydens Law Office



Brand/Product:

Brydens Law Office, lawyers

Title/Headline:

I Was Down Alright

Media: Radio

Market: Sydney

Publication: 2WS FM (Sydney)

First Seen: 26/08/2012 -
26/06/2013



Brand/Product:

Brydens Law Office, lawyers

Title/Headline:

It Was A Tough Year

Media: Radio

Market: Sydney

Publication: 2WS FM (Sydney)

First Seen: 15/09/2012 -
28/06/2013



Brand/Product:

Brydens Law Office, lawyers

Title/Headline:

Brydens Compensation Law

Media: Television

Market: Sydney

Publication: TEN10 (SYD)

First Seen: 21/10/2013 -
08/11/2013

Advertising Monitoring



Brand/Product:

Carroll O’Dea, lawyers

Title/Headline:

Compensation Case

Media: Radio

Market: Sydney

Publication: 2DAY FM (Sydney)

First Seen: 04/05/2009 -
07/09/2011



Brand/Product:

Carroll & O’Dea Lawyers, law firm

Title/Headline:

For Your Compensation Claiming

Media: Radio

Market: Sydney

Publication: 2WS FM (SYD)

First Seen: 11/09/2009 -
13/02/2011



Brand/Product:

Carroll & O’Dea Lawyers, law firm

Title/Headline:

Type The Words Compensation
Law Into Google

Media: Radio

Market: Sydney

Publication: 2WS FM (Sydney)

First Seen: 10/10/2011 -
11/05/2013



Brand/Product:

Carroll & O’Dea Lawyers, law firm

Title/Headline:

Uncertainty Is A Horrible Feeling

Media: Radio

Market: Sydney

Publication: 2WS FM (Sydney)

First Seen: 24/10/2011 -
15/05/2013

Carroll & O'Dea Lawyers



Brand/Product:

Carroll & O'Dea Lawyers, law firm

Title/Headline:

If You Don't Want Your
Compensation Issue

Media: Radio

Market: Sydney

Publication: 2WS FM

First Seen: 07/11/2011 -
10/05/2013



Brand/Product:

Carroll & O'Dea Lawyers, law
firm

Title/Headline:

If Your Compensation Case Were
A Game

Media: Radio

Market: Sydney

Publication: NEW FM
(Newcastle)

First Seen: 06/04/2013 -
19/05/2013



Brand/Product:

Carroll & O'Dea Lawyers, law firm

Title/Headline:

If You've Ever Thought

Media: Radio

Market: Sydney

Publication: 2DAY FM (Sydney)

First Seen: 26/09/2013 -
11/11/2013



Brand/Product:
Firths, lawyers
Title/Headline:
Income Protection Won't Pay Up?
Media: Television
Market: Sydney
Publication: TEN10 (SYD)
First Seen: 18/01/2008 -
22/11/2012



Brand/Product:
Firths, lawyers
Title/Headline:
Have You Had To Give Up Work
Full Time?
Media: Television
Market: Sydney
Publication: TEN10 (SYD)
First Seen: 24/01/2008 -
27/09/2012



Brand/Product:
Firths, lawyers
Title/Headline:
Substantial Lump Sum Payout
Media: Television
Market: Sydney
Publication: GO (SYD)
First Seen: 09/05/2010 -
24/11/2012



Brand/Product:
Firths, lawyers
Title/Headline:
No Win No Fee
Media: Television
Market: Sydney
Publication: GO (SYD)
First Seen: 19/05/2010 -
20/11/2012

Firths



Brand/Product:
Firths, lawyers
Title/Headline:
No Win No Fee
Media: Television
Publication: GO (SYD)
First Seen: 19/05/2010 -
20/11/2012



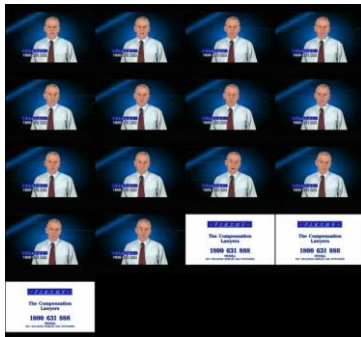
Brand/Product:
Firths, lawyers
Title/Headline:
Compensation Lawyers
Media: Television
Market: Sydney
Publication: TEN10 (SYD)
First Seen: 22/11/2010 -
19/11/2012



Brand/Product:
Firths, lawyers
Title/Headline:
Insurance Company Doesn't Want
To Know You
Media: Television
Market: Sydney
Publication: GEM (SYD)
First Seen: 08/10/2012 -
24/11/2012



Brand/Product:
Firths, lawyers
Title/Headline:
Do You Have A Valid Legal Claim?
Media: Television
Market: Sydney
Publication: GEM (SYD)
First Seen: 08/10/2012 -
23/11/2012



Brand/Product:
Firths, lawyers
Title/Headline:
Sick And Tired
Media: Television
Market: Sydney
Publication: GEM (SYD)
First Seen: 08/10/2012 -
23/11/2012



Brand/Product:
Firths, lawyers
Title/Headline:
Won't Pay Up
Media: Television
Market: Sydney
Publication: 7MATE (SYD)
First Seen: 01/11/2012 -
30/11/2012

Firths



Brand/Product:

Firths, lawyers

Title/Headline:

Have You Had To Give Up Work
Full Time?

Media: Television

Market: Sydney

Publication: ONE (SYD)

First Seen: 05/11/2012 -
30/11/2012



Brand/Product:

Gerard Malouf & Partners (GMP),
lawyers

Title/Headline:

Hi I'm Kim From Gerard Malouf &
Partners

Media: Radio

Market: Sydney

Publication: 2GB (Sydney)

First Seen: 14/06/2011 -
05/11/2013



Brand/Product:

Gerard Malouf & Partners
(GMP), lawyers

Title/Headline:

Hi I'm Gerard Malouf

Media: Radio

Market: Sydney

Publication: 2GB (Sydney)

First Seen: 14/12/2011 -
05/11/2013



Brand/Product:

Gerard Malouf & Partners (GMP),
lawyers

Title/Headline:

When Something Goes Wrong As
A Result

Media: Radio

Market: Sydney

Publication: NOVA 96.9 (Sydney)

First Seen: 10/09/2012 -
23/09/2012



Brand/Product:

Gerard Malouf & Partners
(GMP), lawyers

Title/Headline:

Hi I'm Gerard Malouf

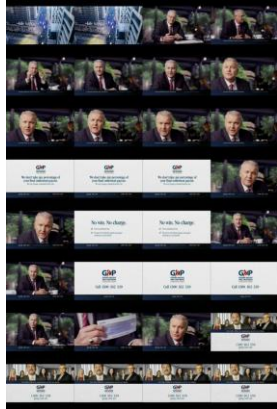
Media: Radio

Market: Sydney

Publication: 2GB (Sydney)

First Seen: 05/11/2012 -
06/11/2013

Gerard Malouf & Partners



Brand/Product:

Gerard Malouf & Partners (GMP), lawyers

Title/Headline:

Life Happens

Media: Television

Market: Sydney

Publication: 7MATE (SYD)

First Seen: 25/11/2012 - 02/03/2013

Brand/Product:

Gerard Malouf & Partners (GMP), lawyers

Title/Headline:

I'm Gerard Malouf From

Media: Radio

Market: Sydney

Publication: 2GB (Sydney)

First Seen: 25/05/2013 - 06/11/2013

Brand/Product:

Gerard Malouf & Partners (GMP), lawyers

Title/Headline:

When Justice Deserves Maximum Compensation

Media: Radio

Market: Sydney

Publication: 2SM (Sydney)

First Seen: 05/06/2013 - 04/09/2013



Brand/Product:

Gerard Malouf & Partners (GMP), lawyers

Title/Headline:

If You're Suffering Because Of

Media: Radio

Market: Sydney

Publication: 95.3 (Sydney)

First Seen: 11/04/2013 - 02/10/2013

Brand/Product:

Gerard Malouf & Partners (GMP), lawyers

Title/Headline:

When Justice Deserves Maximum Compensation

Media: Radio

Market: Sydney

Publication: 2UE (Sydney)

First Seen: 30/05/2013



Brand/Product:

Gerard Malouf & Partners (GMP), lawyers

Title/Headline:

Here's A Law Firm Specialising

Media: Radio

Market: Sydney

Publication: 2GB (Sydney)

First Seen: 07/06/2013





Brand/Product:

Hall Payne Lawyers, lawyers

Title/Headline:

If You're Having Difficulty Working

Media: Radio

Market: Brisbane

Publication:4BC (Brisbane)

First Seen:25/03/2013 -
10/11/2013



Brand/Product:

Hall Payne Lawyers, lawyers

Title/Headline:

If You're Having Difficulty Working

Media: Radio

Market: Brisbane

Publication:4BC (Brisbane)

First Seen:25/03/2013 -
09/11/2013



Brand/Product:
Injury.com.au, injury compensation
Title/Headline:
Injury Compensation
Media: Television
Market: Sydney
Publication: ATN7 (SYD)
First Seen: 15/11/2009 - 18/07/2012



Brand/Product:
Injury.com.au, online lawyers
Title/Headline:
Car Accident Specialists
Media: Television
Market: Sydney
Publication: TEN10 (SYD)
First Seen: 19/07/2012 - 08/11/2013



Brand/Product:

Keddies Lawyers, law firm

Title/Headline:

Fatty Vautin - Out Of The Blue

Media: Radio

Market: Sydney, Wollongong

Publication: 2CH (Sydney)

First Seen: 26/04/2009 -
01/01/2011



Brand/Product:

Kerin Lawyers, lawyers

Title/Headline:

Hi Steve Kerin, Kerin Lawyers

Media: Radio

Market: Brisbane

Publication: 4BH (Brisbane)

First Seen: 13/06/2011 -
29/03/2013



Brand/Product:

Kerin Lawyers, lawyers

Title/Headline:

Hi Steve Kerin, New Office

Media: Radio

Market: Brisbane

Publication: 4BC (Brisbane)

First Seen: 10/09/2012 -
23/06/2013



Brand/Product:

Kerin Lawyers, lawyers

Title/Headline:

Independent Lawyers (Blue Shirt)

Media: Television

Market: Brisbane

Publication: QTQ9 (BRIS)

First Seen: 01/10/2012 -
18/06/2013



Brand/Product:

Kerin Lawyers, lawyers

Title/Headline:

Independent Lawyers (White
Shirt)

Media: Television

Market: Brisbane

Publication: QTQ9 (BRIS)

First Seen: 01/10/2012 -
19/06/2013

Kerin Lawyers



Brand/Product:

Kerin Lawyers, lawyers

Title/Headline:

Hi Steve Kerin Kerin Lawyers

Media: Radio

Market: Brisbane

Publication: 4BC (Brisbane)

First Seen: 19/06/2013 -
08/11/2013



Brand/Product:

Kerin Lawyers, lawyers

Title/Headline:

Hi Steve Kerin Kerin Lawyers

Media: Radio

Market: Brisbane

Publication :4BC (Brisbane)

First Seen: 19/06/2013 -
08/11/2013



Brand/Product:

Kerin Lawyers, lawyers

Title/Headline:

Hi Steve Kerin, Kerin Lawyers

Media: Radio

Market: Brisbane

Publication: 4BH (Brisbane)

First Seen: 19/06/2013 -
08/11/2013



Brand/Product:

Kerin Lawyers, lawyers

Title/Headline:

Hi Steve Kerin Kerin Lawyers

Media: Radio

Market: Brisbane

Publication: 4BC (Brisbane)

First Seen: 19/06/2013 -
08/11/2013



Brand/Product:

Kerin Lawyers, lawyers

Title/Headline:

Hi Steve Kerin, Kerin Lawyers

Media: Radio

Market: Brisbane

Publication: 4BC (Brisbane)

First Seen: 19/06/2013 -
08/11/2013



Brand/Product:

Kerin Lawyers, lawyers

Title/Headline:

Insurance Company

Media: Television

Market: Brisbane

Publication: QTQ9 (BRIS)

First Seen: 20/06/2013 -
09/11/2013

Kerin Lawyers



Brand/Product:
Kerin Lawyers, lawyers
Title/Headline:
Injury Claims (Purple Shirt)
Media: Television
Market: Brisbane
Publication: QTQ9 (BRIS)
First Seen: 21/06/2013 -
09/11/2013



Brand/Product:
Kerin Lawyers, lawyers
Title/Headline:
Superannuation Claims
Media: Television
Market: Brisbane
Publication: QTQ9 (BRIS)
First Seen: 22/06/2013 -
09/11/2013



Brand/Product:
Kerin Lawyers, lawyers
Title/Headline:
Independent Lawyers (White
Shirt)
Media: Television
Market: Brisbane
Publication: QTQ9 (BRIS)
First Seen: 22/06/2013 -
09/11/2013



Brand/Product:
Kerin Lawyers, lawyers
Title/Headline:
Independent Lawyers (White Shirt)
Media: Television
Market: Brisbane
Publication: QTQ9 (BRIS)
First Seen: 29/06/2013 -
09/11/2013

Advertising Monitoring



Brand/Product:
Legal Indemnity, online legal services

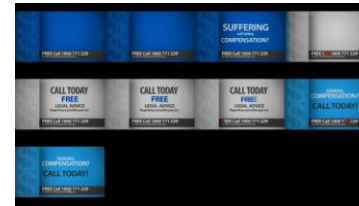
Title/Headline:
Seeking Compensation

Media: Television

Market: Sydney

Publication: GEM (SYD)

First Seen: 14/02/2013 - 17/02/2013



Brand/Product:
Legal Indemnity, online legal services

Title/Headline:
Suffering and Seeking Compensation?

Media: Television

Market: Brisbane

Publication: QTQ9 (BRIS)

First Seen: 10/02/2013 - 17/02/2013



Brand/Product:
Law Partners, compensation lawyers

Title/Headline:
Free Claim Assessment

Media: Television

Market: Sydney

Publication: TCN9 (SYD)

First Seen: 09/09/2013 - 02/11/2013



Brand/Product:
Law Partners, compensation lawyers

Title/Headline:
99% Win Rate

Media: Television

Market: Sydney

Publication: TCN9 (SYD)

First Seen: 09/09/2013 - 01/11/2013

Law Partners



Brand/Product:
Law Partners, compensation lawyers

Title/Headline:
Crash Dummy

Media: Television

Market: Sydney

Publication: TCN9 (SYD)

First Seen: 10/09/2013 - 02/11/2013



Brand/Product:
Law Partners, compensation lawyers

Title/Headline:
100% No Win No Fee Guarantee

Media: Television

Market: Sydney

Publication: TEN10 (SYD)

First Seen: 18/09/2013 - 23/10/2013



Brand/Product:
Law Partners, compensation lawyers

Title/Headline:
Maximum Compensation

Media: Television

Market: Sydney

Publication: TEN10 (SYD)

First Seen: 25/09/2013 - 15/10/2013



Brand/Product:
Law Partners, compensation lawyers

Title/Headline:
Law Partners Compensation Claim

Media: Television

Market: Sydney

Publication: 11 (SYD)

First Seen: 22/10/2013 - 24/10/2013



Brand/Product:
Law Partners, compensation lawyers

Title/Headline:
100% No Win No Fee Guarantee

Media: Television

Market: Sydney

Publication: 11 (SYD)

First Seen: 23/10/2013 - 25/10/2013

Advertising Monitoring



Brand/Product:
LHD Lawyers, lawyers
Title/Headline:
Compensation Cases Are Complex
Media: Radio
Market: Sydney
Publication: 2MMM (Sydney)
First Seen: 20/10/2011 -
30/06/2013



Brand/Product:
LHD Lawyers, lawyers
Title/Headline:
In Compensation Cases
Media: Radio
Market: Sydney
Publication: 2DAY FM (Sydney)
First Seen: 24/10/2011 -
28/06/2013



Brand/Product:
LHD Lawyers, lawyers
Title/Headline:
In Compensation Cases
Media: Radio
Market: Sydney
Publication: 2MMM (Sydney)
First Seen: 18/12/2011 -
30/06/2012



Brand/Product:
LHD Lawyers, lawyers
Title/Headline:
In Compensation Cases
Media: Radio
Market: Sydney
Publication: 2DAY FM (Sydney)
First Seen: 08/02/2012 -
21/12/2012

Law Partners



Brand/Product:
LHD Lawyers, lawyers
Title/Headline:
Don't Lose It All
Media: Television
Market: Sydney
Publication: GEM (SYD)
First Seen: 29/08/2012 -
28/09/2012



Brand/Product:
LHD Lawyers, lawyers
Title/Headline:
Sometimes A Life Event Robs You
Of The
Media: Radio
Market: Sydney
Publication: 2DAY FM (Sydney)
First Seen: 13/05/2013 -
31/05/2013



Brand/Product:

Local Lawyers (radio), law firm

Title/Headline:

Local Lawyers (radio) law firm

Media: Radio

Market: Sydney, Brisbane

Publication: GOLD FM 104.3
(Melbourne)

First Seen: 11/08/2009 -
06/11/2013



Brand/Product:

Marsdens Law Group, lawyers

Title/Headline:

You've Hit Hard Times

Media: Radio

Market: Sydney

Publication: 2MMM (Sydney)

First Seen: 05/08/2012 -
29/01/2013



Brand/Product:

Marsdens Law Group, lawyers

Title/Headline:

If Your World Has Been Turned

Media: Radio

Market: Sydney

Publication: 2DAY FM (Sydney)

First Seen: 06/03/2013 -
22/03/2013



Brand/Product:

Marsdens Law Group, lawyers

Title/Headline:

We All Worry Enough About
Money

Media: Radio

Market: Sydney

Publication: 2DAY FM (Sydney)

First Seen: 12/03/2013 -
19/04/2013

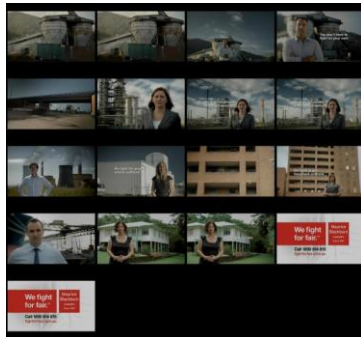
Advertising Monitoring



Brand/Product:
Maurice Blackburn Cashman,
lawyers
Title/Headline:
Fighting For You
Media: Television
Market: Brisbane
Publication: QTQ9 (BRIS)
First Seen: 14/02/2011 -
16/06/2012



Brand/Product:
Maurice Blackburn Cashman,
lawyers
Title/Headline:
Fighting For You
Media: Television
Market: Brisbane
Publication: QTQ9 (BRIS)
First Seen: 14/02/2011 -
16/06/2012



Brand/Product:
Maurice Blackburn Cashman,
lawyers
Title/Headline:
Fighting For You
Media: Television
Market: Brisbane
Publication: BTQ7 (BRIS)
First Seen: 15/02/2011 -
12/05/2012



Brand/Product:
Maurice Blackburn Cashman,
lawyers
Title/Headline:
Fighting For You
Media: Television
Market: Brisbane
Publication: QTQ9 (BRIS)
First Seen: 15/02/2011 -
16/06/2012

Maurice Blackburn Lawyers



Brand/Product:
Maurice Blackburn Lawyers,
lawyers
Title/Headline:
Fight Back
Media: Television
Market: Sydney, Brisbane
Publication: BTQ7 (BRIS)
First Seen: 12/08/2012 -
05/11/2013



Brand/Product: Maurice
Blackburn Lawyers, lawyers
Title/Headline: Fight Back
Media: Television
Market: Brisbane
Publication: TVQ10 (BRIS)
First Seen: 07/10/2012 -
22/06/2013



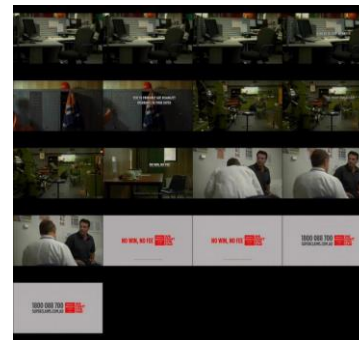
Brand/Product:
Maurice Blackburn Lawyers,
lawyers
Title/Headline:
Can't Work Due To Sickness Or
Illness
Media: Internet
Publication:
bestrestaurants.com.au
First Seen: 07/02/2013 -
10/02/2013



Brand/Product:
Maurice Blackburn Lawyers,
lawyers
Title/Headline:
Force To Stop Work?
Media: Television
Market: Sydney, Brisbane
Publication: STV
First Seen: 01/09/2012 -
10/11/2013



Brand/Product:
Maurice Blackburn Lawyers,
lawyers
Title/Headline:
We Fight For Fair
Media: Television
Market: Brisbane
Publication: BTQ7 (BRIS)
First Seen: 14/10/2012 -
28/10/2013



Brand/Product:
Maurice Blackburn Lawyers,
lawyers
Title/Headline:
Force To Stop Work? - Sickness Or
Injury
Media: Television
Market: Sydney, Brisbane
Publication: QTQ9 (BRIS)
First Seen: 27/04/2013 -
09/11/2013

Maurice Blackburn Lawyers



Brand/Product:

Maurice Blackburn Lawyers,
lawyers

Title/Headline:

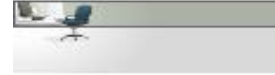
Can't Work Due To Sickness Or
Illness

Media: Internet

Publication:

bestrestaurants.com.au

First Seen: 14/05/2013 -
27/05/2013



Brand/Product:

Maurice Blackburn Lawyers,
lawyers

Title/Headline:

Ever Been On Compo

Media: Internet

Publication: theage.com.au

First Seen:30/05/2013 -
27/06/2013



Brand/Product:

Maurice Blackburn Lawyers,
lawyers

Title/Headline:

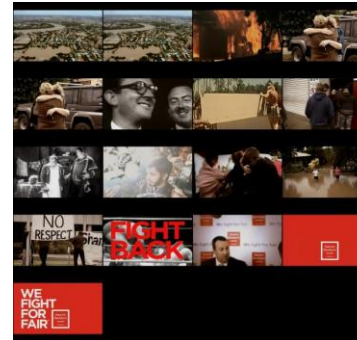
Fight Back

Media: Television

Market: Sydney, Brisbane

Publication: BTQ7 (BRIS)

First Seen: 20/07/2013 -
10/11/2013



Brand/Product:

Maurice Blackburn Lawyers,
lawyers

Title/Headline:

Fight Back For Fair

Media: Television

Market: Sydney, Brisbane

Publication: TCN9 (SYD)

First Seen: 04/08/2013 -
09/11/2013



Brand/Product:

Maurice Blackburn Lawyers,
lawyers

Title/Headline:

Billboard

Media: Television

Market: Sydney, Brisbane

Publication: STW9 (PERTH)

First Seen: 11/08/2013 -
18/08/2013



Brand/Product:

Maurice Blackburn Lawyers,
lawyers

Title/Headline:

Billboard

Media: Television

Market: Brisbane

Publication: TVQ10 (BRIS)

First Seen: 17/09/2013 -
08/11/2013

Maurice Blackburn Lawyers



Brand/Product:

Maurice Blackburn Lawyers,
lawyers

Title/Headline:

Can't Work Due To Sickness Or
Injury?

Media: Internet

Publication: optuszoo.com.au

First Seen: 02/10/2013 -
05/10/2013



Brand/Product:

Maurice Blackburn Lawyers,
lawyers

Title/Headline:

Forced To Stop Work?

Media: Television

Market: Sydney

Publication: 11 (SYD)

First Seen: 22/10/2013 -
30/10/2013

Advertising Monitoring



Brand/Product:

Nowicki Carbone, personal injury lawyers

Title/Headline:

Hi I'm Tony Carbone Managing Partner

Media: Radio

Market: Sydney

Publication: 3AW (Melbourne)

First Seen: 26/12/2011 - 29/10/2013



Brand/Product:

Nowicki Carbone, personal injury lawyers

Title/Headline:

Hi I'm Tony Carbone Managing Partner

Media: Radio

Market: Sydney

Publication: GOLD FM 104.3 (Melbourne)

First Seen: 16/01/2012 - 06/11/2013



Brand/Product:

NSW Compensation Lawyers, lawyers

Title/Headline:

Imagine Your Insurance Company Taking Your

Media: Radio

Market: Sydney

Publication: 2DAY FM (Sydney)

First Seen: 07/11/2012 - 20/12/2012



Brand/Product:

Nowicki Carbone, personal injury lawyers

Title/Headline:

Take A Stand

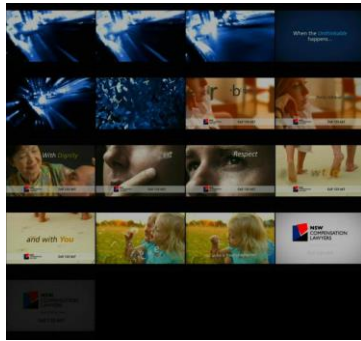
Media: Television

Market: Sydney

Publication: ATV10 (MEL)

First Seen: 06/01/2013 - 02/03/2013

Advertising Monitoring



Brand/Product:
NSW Compensation Lawyers,
lawyers

Title/Headline:
When The Unthinkable Happens

Media: Television

Market: Sydney

Publication: TEN10 (SYD)

First Seen: 10/08/2012 -
08/10/2013



Brand/Product:
NSW Compensation Lawyers,
lawyers

Title/Headline:
NSW Compensation Lawyers

Media: Radio

Market: Sydney

Publication: 2UE (Sydney)

First Seen: 08/02/2013 -
17/02/2013



Brand/Product:
NSW Compensation Lawyers,
lawyers

Title/Headline:
When The Unthinkable Happens...

Media: Television

Market: Sydney

Publication: SBS1N (SYD)

First Seen: 09/10/2013 -
12/11/2013



Brand/Product:

PK Simpson, compensation solicitors

Title/Headline:

Free Compensation Consultation

Media: Television

Market: Sydney

Publication: TEN10 (SYD)

First Seen: 17/09/2009 - 18/03/2012



Brand/Product:

PK Simpson, compensation solicitors

Title/Headline:

Sometimes Life Can Get Tough

Media: Radio

Market: Sydney

Publication: 2WS FM (Sydney)

First Seen: 21/06/2011 - 17/05/2012



Brand/Product:

PK Simpson, compensation solicitors

Title/Headline:

Sometimes Life Can Get Tough

Media: Radio

Market: Sydney

Publication: 2UE (Sydney)

First Seen: 23/06/2012 - 30/06/2012



Brand/Product:

PK Simpson, compensation solicitors

Title/Headline:

For Your Motor Vehicle Compensation Claims

Media: Radio

Market: Sydney

Publication: 2UE (Sydney)

First Seen: 19/10/2012

Nowicki Carbone



Brand/Product:

PK Simpson, compensation solicitors

Title/Headline:

Car Accident

Media: Television

Market: Sydney

Publication: SBS1N (SYD)

First Seen: 28/11/2012 - 10/02/2013



Brand/Product:

PK Simpson, compensation solicitors

Title/Headline:

Ever Been In A Car Accident

Media: Radio

Market: Sydney

Publication: 2MMM (Sydney)

First Seen: 13/01/2013 - 09/11/2013

Advertising Monitoring



Brand/Product:

Richardson & Lyons, lawyers

Title/Headline:

Get Back In The Game

Media: Television

Market: Brisbane

Publication: QTQ9 (BRIS)

First Seen: 11/09/2013 -
06/11/2013



Brand/Product:

Schreuder Partners, lawyers

Title/Headline:

Not Sure What Your Legal Rights Are?

Media: Radio

Market: Sydney

Publication: 2MMM (Sydney)

First Seen: 01/06/2011 - 30/06/2011



Brand/Product:

Schreuder Partners, lawyers

Title/Headline:

At Schreuder Partners Compensation Lawyers

Media: Radio

Market: Sydney

Publication: 2MMM (Sydney)

First Seen: 07/06/2011 - 27/06/2011



Brand/Product:

Schreuder Partners, lawyers

Title/Headline:

Can't Earn A Living

Media: Radio

Market: Sydney

Publication: 2WS FM (Sydney)

First Seen: 24/05/2012 - 29/07/2012



Brand/Product:

Schreuder Partners, lawyers

Title/Headline:

Can't Earn A Living

Media: Radio

Market: Sydney

Publication: 2WS FM (Sydney)

First Seen: 11/06/2012 - 29/07/2012

Schreuder Partners



Brand/Product:

Schreuder Partners, lawyers

Title/Headline:

Not Many Law Firms Can
Guarantee That The CEO

Media: Radio

Market: Sydney

Country: Australia

Publication: 2WS FM (Sydney)

First Seen: 26/08/2012 -
31/08/2012



Brand/Product:

Schreuder Partners, lawyers

Title/Headline:

At Schreuder Partners
Compensation Lawyers

Media: Radio

Market: Sydney

Publication: 2MMM (Sydney)

First Seen: 14/03/2013 -
26/06/2013

Advertising Monitoring



Brand/Product:
Shine Lawyers, lawyers
Title/Headline:
Shine - Erin Brockovich
Media: Television
Market: Sydney, Brisbane
Publication: TVQ10 (BRIS)
First Seen: 10/03/2010 -
08/09/2012



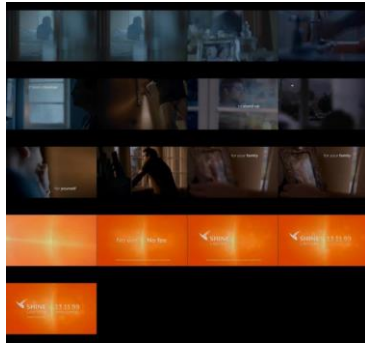
Brand/Product:
Shine Lawyers, lawyers
Title/Headline:
Billboard - Shine Lawyers
Media: Television
Market: Brisbane
Publication: ATV10 (MEL)
First Seen: 08/07/2010 -
20/01/2011



Brand/Product:
Shine Lawyers, lawyers
Title/Headline:
Erin Brockovich - Do What Is Right
Media: Television
Market: Brisbane
Publication: TVQ10 (BRIS)
First Seen: 21/09/2012 -
07/10/2012



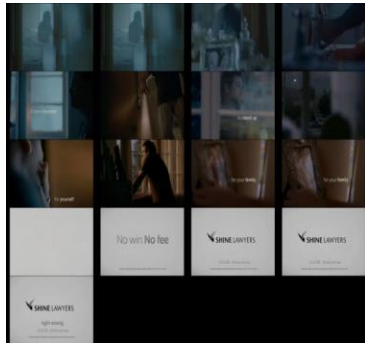
Brand/Product:
Shine Lawyers, lawyers
Title/Headline:
Erin Brockovich - Do Right
Media: Television
Market: Sydney, Brisbane
Publication:TEN10 (SYD)
First Seen:17/09/2012 -
05/01/2013



Brand/Product:
Shine Lawyers, lawyers
Title/Headline:
Right Wrong
Media: Television
Market: Sydney, Brisbane
Publication: QTQ9 (BRIS)
First Seen: 07/01/2013 -
09/06/2013



Brand/Product:
Shine Lawyers, lawyers
Title/Headline:
It Takes Courage
Media: Television
Market: Sydney, Brisbane
Publication: STV
First Seen: 18/06/2013 -
20/07/2013



Brand/Product:
Shine Lawyers, lawyers
Title/Headline:
Right Wrong
Media: Television
Market: Sydney
Publication: 11 (SYD)
First Seen: 23/09/2012 -
05/01/2013



Brand/Product:
Shine Lawyers, lawyers
Title/Headline:
When You Need Help
Media: Television
Market: Sydney, Brisbane
Publication: STV
First Seen: 15/09/2013 -
11/11/2013



Brand/Product:
Shine Lawyers, lawyers
Title/Headline:
G'day It's Jonathan Brown And I'm
Here
Media: Radio
Market: Sydney, Brisbane
Publication: NOVA 96.9 (Sydney)
First Seen: 16/09/2013 -
02/11/2013



Brand/Product:
Shine Lawyers, lawyers
Title/Headline:
Hi I'm James From Shine Lawyers
Media: Radio
Market: Sydney, Brisbane
Publication: NOVA 96.9 (Sydney)
First Seen: 16/09/2013 -
03/11/2013

Shine Lawyers



Brand/Product:

Shine Lawyers, lawyers

Title/Headline:

Jonathan Brown Here If You're Looking

Media: Radio

Market: Sydney, Brisbane

Publication: NOVA 96.9 (Sydney)

First Seen: 16/09/2013 - 02/11/2013



Brand/Product:

Shine Lawyers, lawyers

Title/Headline:

When You Need Help

Media: Television

Market: Sydney, Brisbane

Publication: QTQ9 (BRIS)

First Seen: 06/10/2013 - 10/11/2013



Brand/Product:

Shine Lawyers, lawyers

Title/Headline:

That's Where We Shine

Media: Television

Market: Sydney, Brisbane

Publication: GTV9 (MEL)

First Seen: 06/10/2013 - 02/11/2013



Brand/Product:

Shine Lawyers, lawyers

Title/Headline:

Shine Lawyers Billboard

Media: Television

Market: Sydney, Brisbane

Publication: QTQ9 (BRIS)

First Seen: 20/10/2013 - 09/11/2013



Brand/Product:

Simon Walters, solicitors

Title/Headline:

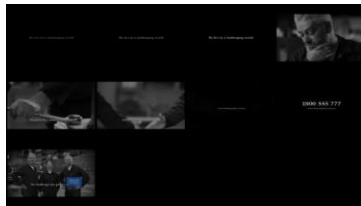
Simon Walters Solicitors

Media: Television

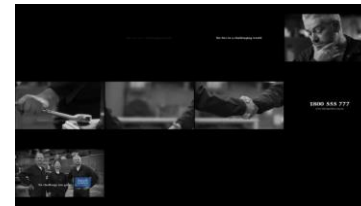
Market: Brisbane

Publication: TVW7 (PERTH)

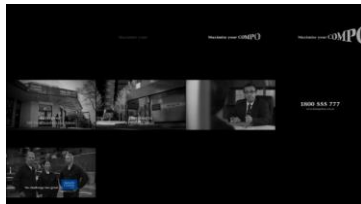
First Seen: 18/08/2009 -
21/10/2013



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
We Live In A Challenging World
Media: Television
Market: Sydney, Brisbane
Publication: QTQ9 (BRIS)
First Seen: 21/03/2010 - 02/04/2011



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
Affordable Legal Advice (X-Ray)
Media: Television
Market: Sydney, Brisbane
Publication: Digital channels (SYD)
First Seen: 10/06/2010 - 17/10/2011



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
Black And White
Media: Television
Market: Sydney
Publication: ATN7 (SYD)
First Seen: 03/10/2010 - 02/04/2011



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
G'day John How Are You Mate
Media: Radio
Market: Brisbane
Publication: 6PR (Perth)
First Seen: 08/01/2011 - 05/08/2011

Slater & Gordon



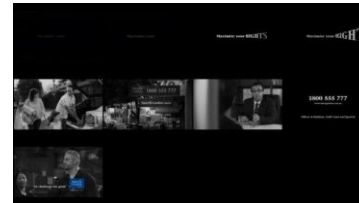
Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
Affordable Legal Advice
Media: Television
Market: Sydney
Publication: STV
First Seen: 30/01/2011 - 05/05/2012



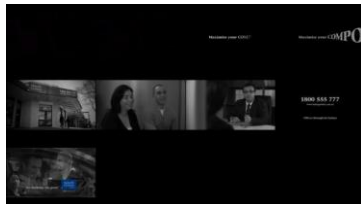
Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
Affordable Legal Advice (X-Ray)
Media: Television
Market: Brisbane
Publication: BTQ7 (BRIS)
First Seen: 30/01/2011 - 04/02/2012



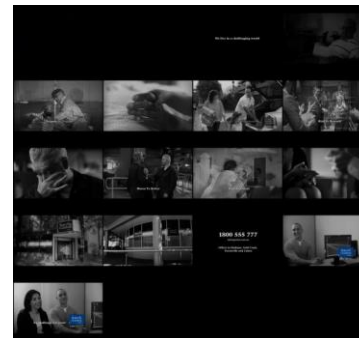
Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
Hey Nick Have You Read This
Media: Radio
Market: Sydney, Brisbane
Publication: NOVA 96.9 (Sydney)
First Seen: 03/03/2011 - 15/05/2011



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
Maximise Rights
Media: Television
Market: Sydney, Brisbane
Publication: QTQ9 (BRIS)
First Seen: 10/07/2011 - 15/10/2011

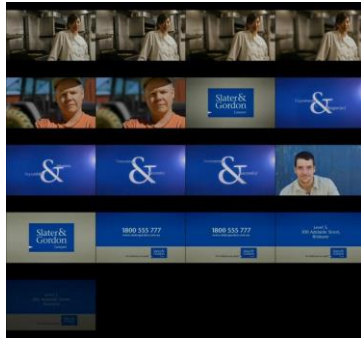


Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
Over 75 Years
Media: Television
Market: Sydney, Brisbane
Publication: TEN10 (SYD)
First Seen: 10/07/2011 - 31/03/2012



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
Affordable Legal Advice
Media: Television
Market: Sydney, Brisbane
Publication: BTQ7 (BRIS)
First Seen: 20/11/2011 - 10/12/2011

Slater & Gordon



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
Lawyers Helping Everyday
Australians
Media: Television
Market: Sydney, Brisbane
Publication: BTQ7 (BRIS)
First Seen: 29/01/2012 -
24/03/2012



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
Have You Suffered Through
Media: Radio
Market: Brisbane
Publication: 4MMM (Brisbane)
First Seen: 06/03/2012 -
31/03/2012



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
Not A Problem
Media: Television
Market: Sydney, Brisbane
Publication: ATN7 (SYD)
First Seen: 22/07/2012 -
17/03/2013



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
Motor vehicle accident
Media: Television
Market: Sydney, Brisbane
Publication: NWS9 (ADEL)
First Seen: 29/07/2012 -
21/10/2013



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
No Win, No Fee
Media: Television
Market: Sydney, Brisbane
Publication: TCN9 (SYD)
First Seen: 29/07/2012 -
12/10/2013



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
No Win, No Fee
Media: Television
Market: Sydney
Publication: STV
First Seen: 29/07/2012 -
12/10/2013

Slater & Gordon



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
No Win, No Fee
Media: Television
Market: Sydney, Brisbane
Publication: ATN7 (SYD)
First Seen: 19/08/2012 -
11/10/2013



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
So I Was Just Driving Home
Media: Radio
Market: Sydney, Brisbane
Publication: 92.9 (Perth)
First Seen: 24/08/2012 -
31/05/2013



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
I'd Never Needed A Lawyer Before
Media: Radio
Market: Sydney, Brisbane
Publication: 92.9 (Perth)
First Seen: 19/09/2012 -
08/11/2013



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
Car Or Transport Accident
Media: Television
Market: Sydney, Brisbane
Publication: HSV7 (MEL)
First Seen: 20/01/2013 -
09/11/2013



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
Out Of The Blue
Media: Television
Market: Sydney
Publication: 7MATE (SYD)
First Seen: 21/07/2013 -
02/11/2013



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
If There's No Win
Media: Internet
Publication: taste.com.au
First Seen: 12/08/2013 -
20/10/2013

Slater & Gordon



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
If There's No Win There's No Fee
Media: Internet
Publication: vogue.com.au
First Seen: 13/08/2013 - 05/10/2013



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
It Just Happened As I Was Driving Home
Media: Internet
Publication: thebigchair.com.au
First Seen: 22/08/2013 - 23/10/2013



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
If There's No Win There's No Fee
Media: Internet
Publication: news.com.au
First Seen: 23/08/2013 - 21/10/2013



Brand/Product:
Slater & Gordon
Title/Headline:
It Just Happened As I Was Driving Home
Media: Internet
Publication: weatherzone.com.au
First Seen: 24/08/2013 - 30/09/2013



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
If There's No Win
Media: Internet
Country: Australia
Publication: news.com.au
First Seen: 31/08/2013 - 21/10/2013



Brand/Product:
Slater & Gordon, litigation lawyers
Title/Headline:
Legal Options
Media: Television
Market: Sydney
Publication: ATN7 (SYD)
First Seen: 13/10/2013 - 26/10/2013



Brand/Product:

Smith's Lawyers, lawyers

Title/Headline:

Pick Up The Pieces

Media: Television

Market: Brisbane

Publication: BTQ7 (BRIS)

First Seen: 30/09/2012 -
12/11/2013



Brand/Product:
Splatt Lawyers, lawyers
Title/Headline:
Helping Queensland Fight For
Their Rights
Media: Television
Market: Brisbane
Publication: TVQ10 (BRIS)
First Seen: 08/07/2012 -
14/12/2012



Brand/Product:
Splatt Lawyers, lawyers
Title/Headline:
Helping Queensland Fight For
Their Rights
Media: Television
Market: Brisbane
Publication: TVQ10 (BRIS)
First Seen: 08/07/2012 -
14/12/2012



Brand/Product:
Splatt Lawyers, lawyers
Title/Headline:
Helping Queensland's Fight For
Their Rights
Media: Television
Market: Brisbane
Publication: TVQ10 (BRIS)
First Seen: 10/07/2012 -
14/12/2012



Brand/Product:
Stacks/Goudkamp, compensation lawyers
Title/Headline:
Stacks/Goudkamp
Media: Radio
Market: Sydney
Publication: 2WS FM (Sydney)
First Seen: 29/10/2011 - 14/01/2013



Brand/Product:
Stacks/Goudkamp, compensation lawyers
Title/Headline:
Stacks/Goudkamp Is A Specialist
Media: Radio
Market: Sydney
Publication: 2WS FM (Sydney)
First Seen: 22/01/2012 - 26/02/2013



Brand/Product:
Stacks/Goudkamp, compensation lawyers
Title/Headline:
Stacks/Goudkamp Is A Specialist
Media: Radio
Market: Sydney
Publication: 2WS FM (Sydney)
First Seen: 01/11/2012 - 14/01/2013



Brand/Product:
Stacks/Goudkamp, compensation lawyers
Title/Headline:
Hi I'm Tom Goudkamp
Media: Radio
Market: Sydney
Publication: 2WS FM (Sydney)
First Seen: 16/01/2013 - 20/05/2013

Stacks/Goudkamp

**Brand/Product:**

Stacks/Goudkamp, compensation lawyers

Title/Headline:

Get Stacks For Your Compensation

Media: Radio

Market: Sydney

Publication: 2UE (Sydney)

First Seen: 04/03/2013 - 30/08/2013

**Brand/Product:**

Stacks/Goudkamp, compensation lawyers

Title/Headline:

Hello This Is Tom Goudkamp

Media: Radio

Market: Sydney

Publication: 95.3 (Sydney)

First Seen: 27/04/2013 - 07/05/2013

**Brand/Product:**

Stacks/Goudkamp, compensation lawyers

Title/Headline:

I'm Speaking With Tom Goudkamp

Media: Radio

Market: Sydney

Publication: 95.3 (Sydney)

First Seen: 25/05/2013 - 17/07/2013

**Brand/Product:**

Stacks/Goudkamp, compensation lawyers

Title/Headline:

I'm Speaking With Tom Goudkamp

Media: Radio

Market: Sydney

Publication: 95.3 (Sydney)

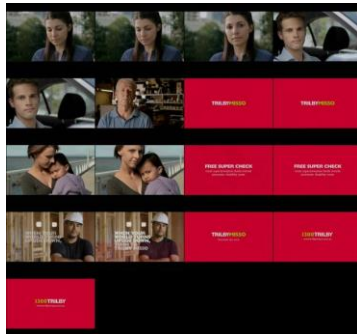
First Seen: 22/07/2013 - 06/11/2013



Brand/Product:
Trilby Misso, lawyers
Title/Headline:
Turn To Trilby Misso
Media: Television
Market: Brisbane
Publication: TVQ10 (BRIS)
First Seen: 18/10/2010 - 22/03/2013



Brand/Product:
Trilby Misso, lawyers
Title/Headline:
Turn To Trilby Misso
Media: Television
Market: Brisbane
Publication: TVQ10 (BRIS)
First Seen: 25/10/2010 - 15/06/2013



Brand/Product:
Trilby Misso, lawyers
Title/Headline:
Perfect World
Media: Television
Market: Brisbane
Publication: TVQ10 (BRIS)
First Seen: 16/01/2012 - 15/06/2013



Brand/Product:
Trilby Misso, lawyers
Title/Headline:
Billboard
Media: Television
Market: Brisbane
Publication: QTQ9 (BRIS)
First Seen: 14/12/2012 - 20/03/2013

Trilby Misso



Brand/Product:
Trilby Misso, lawyers
Title/Headline:
Personal Injury
Media: Internet
Publication: news.com.au
First Seen: 14/01/2013 -
03/02/2013



Brand/Product:
Trilby Misso, lawyers
Title/Headline:
When Your World Turns Upside
Down
Media: Internet
Publication: news.com.au
First Seen: 15/01/2013 -
06/02/2013



Brand/Product:
Trilby Misso, lawyers
Title/Headline:
When Life Takes A Wrong Turn
Media: Internet
Publication: news.com.au
First Seen: 20/01/2013 -
07/02/2013



Brand/Product:
Trilby Misso, lawyers
Title/Headline:
When Life Takes A Wrong Turn
Media: Internet
Publication: taste.com.au
First Seen: 25/01/2013 -
29/01/2013



Brand/Product:
Trilby Misso, lawyers
Title/Headline:
Don't Worry
Media: Television
Market: Brisbane
Publication:TVQ10 (BRIS)
First Seen: 21/04/2013 -
12/06/2013



Brand/Product:
Trilby Misso, lawyers
Title/Headline:
Don't Worry
Media: Television
Market: Brisbane
Publication:TVQ10 (BRIS)
First Seen: 21/04/2013 -
12/06/2013

Trilby Misso



Brand/Product:

Trilby Misso, lawyers

Title/Headline:

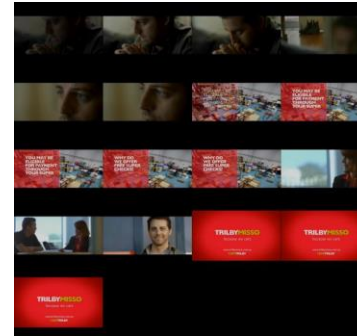
Trilby Misso Lawyers Care When It Counts

Media: Radio

Market: Brisbane

Publication: NOVA 1069 (Brisbane)

First Seen: 06/06/2013 - 05/07/2013



Brand/Product:

Trilby Misso, lawyers

Title/Headline:

Because We Care- Super

Media: Television

Market: Brisbane

Publication: QTQ9 (BRIS)

First Seen: 21/07/2013 - 10/11/2013



Brand/Product:

Trilby Misso, lawyers

Title/Headline:

Because We Care

Media: Television

Market: Brisbane

Publication: QTQ9 (BRIS)

First Seen: 21/07/2013 - 09/11/2013



Brand/Product:

Trilby Misso, lawyers

Title/Headline:

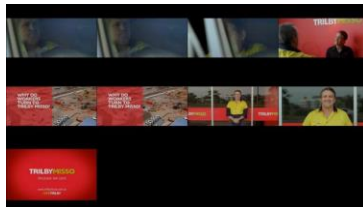
Because We Care

Media: Television

Market: Brisbane

Publication: BTQ7 (BRIS)

First Seen: 21/07/2013 - 02/11/2013



Brand/Product:

Trilby Misso, lawyers

Title/Headline:

Because We Care

Media: Television

Market: Brisbane

Publication: BTQ7 (BRIS)

First Seen: 22/07/2013 - 08/11/2013



Brand/Product:

Turner Freeman, lawyers

Title/Headline:

Oh Hey Rob C'mon In

Media: Radio

Market: Sydney

Publication: NOVA 96.9 (Sydney)

First Seen: 04/04/2012 -
09/05/2012



Brand/Product:

Turner Freeman, lawyers

Title/Headline:

Life Can Be Unfair

Media: Radio

Market: Sydney

Publication: NOVA 96.9 (Sydney)

First Seen: 12/04/2012 -
26/06/2012



Brand/Product:

Turner Freeman, lawyers

Title/Headline:

Compensation Can't Change The
Past

Media: Radio

Market: Sydney

Publication: 2WS FM (Sydney)

First Seen: 14/05/2012 -
25/03/2013



Brand/Product:

Turner Freeman, lawyers

Title/Headline:

When You're Suffering

Media: Radio

Market: Sydney

Publication: 2CH (Sydney)

First Seen: 27/06/2012 -
14/09/2012



Brand/Product:
Turner Freeman, lawyers
Title/Headline:
Compensation Can't Change The
Past
Media: Radio
Market: Sydney
Publication: 2UE (Sydney)
First Seen: 23/07/2012



Brand/Product:
Turner Freeman, lawyers
Title/Headline:
If You're Struggling Because Of
Media: Radio
Market: Sydney
Publication: 2UE (Sydney)
First Seen: 11/08/2012 -
07/11/2013



Brand/Product:
Turner Freeman, lawyers
Title/Headline:
If You're Struggling Because Of
Media: Radio
Market: Sydney
Publication: 2UE (Sydney)
First Seen: 11/08/2012 -
19/03/2013



Brand/Product:
Turner Freeman, lawyers
Title/Headline:
If You're Struggling Because Of
Media: Radio
Market: Sydney
Publication: 2UE (Sydney)
First Seen: 11/08/2012 -
13/03/2013



Brand/Product:
Turner Freeman, lawyers
Title/Headline:
Compensation Can't Change The
Past
Media: Radio
Market: Sydney
Publication: 2WS FM (Sydney)
First Seen: 14/05/2012 -
25/03/2013



Brand/Product:
Turner Freeman, lawyers
Title/Headline:
One Minute Life's Good
Media: Radio
Market: Sydney
Publication: 2DAY FM (Sydney)
First Seen: 28/05/2012 -
07/11/2013

Turner Freeman



Brand/Product:
Turner Freeman, lawyers
Title/Headline:
In Over A 60 Year History
Media: Radio
Market: Sydney
Publication: 2CH (Sydney)
First Seen: 09/07/2012 -
21/03/2013



Brand/Product:
Turner Freeman, lawyers
Title/Headline:
If You're Struggling Because Of
Media: Radio
Market: Sydney
Publication: 2UE (Sydney)
First Seen: 11/08/2012 -
06/11/2013



Brand/Product:
Turner Freeman, lawyers
Title/Headline:
Since 1951 Turner Freeman
Lawyers
Media: Radio
Market: Sydney
Publication: 2UE (Sydney)
First Seen: 12/08/2012 -
20/03/2013



Brand/Product:
Turner Freeman, lawyers
Title/Headline:
Since 1951 Turner Freeman
Lawyers
Media: Radio
Market: Sydney
Publication: 2UE (Sydney)
First Seen: 12/08/2012 -
07/11/2013



Brand/Product:
Turner Freeman, lawyers
Title/Headline:
Since 1951 Turner Freeman
Lawyers
Media: Radio
Market: Sydney
Publication: 2UE (Sydney)
First Seen: 12/08/2012 -
07/11/2013



Brand/Product:
Turner Freeman, lawyers
Title/Headline:
If You're In Need Of Legal Help
Media: Radio
Market: Brisbane
Publication: 4BC (Brisbane)
First Seen: 12/11/2012 -
05/05/2013

Turner Freeman



Brand/Product:

Turner Freeman, lawyers

Title/Headline:

So You've Been Thinking About Talking

Media: Radio

Market: Brisbane

Publication: 4BC (Brisbane)

First Seen: 13/11/2012 - 05/05/2013



Brand/Product:

Turner Freeman, lawyers

Title/Headline:

The Event The Consequences The Heartache

Media: Radio

Market: Sydney

Publication: 2DAY FM (Sydney)

First Seen: 26/11/2012 - 21/03/2013



Brand/Product:

White Jordin Lawyers, lawyer

Title/Headline:

Real Results

Media: Television

Market: Brisbane

Publication: QTQ9 (BRIS)

First Seen: 18/03/2013 -
24/05/2013

Appendix

Advertising Monitoring

Television

Media	Market	Channels	Number
Free-to-air Primary	Sydney, Melbourne, Brisbane, Adelaide, Perth	7, 9, 10, SBS	20
Free-to-air Secondary*	Sydney	7Two, 7Mate, Go!, Gem, 11, One	6
Availability	Sydney	11am day after broadcast	
	Other cities	3pm day after broadcast	
STV	53 National Foxtel (MCN affiliated) channels		53
Availability	Up to 7 days after broadcast		

* no spend data collected – National Secondary TV coverage beginning November 1 2013

Press

Media	Market	Number
Newspapers	National, Sydney, Melbourne, Brisbane, Adelaide, Perth, Canberra, Hobart, Darwin	26
	Regional	11
Availability	Digital newspapers: 1pm day of publication Physical newspapers: day of receipt (varies)	
Magazines	National	98
Availability	One week after receipt (varies)	
		135

Radio

Media	Market	Number
Radio Stations	Sydney (15), Melbourne (13), Brisbane (9), Adelaide (8), Perth (8), Canberra* (4)	57
	Regional*	14
Availability	3 business days after broadcast	
	<i>*national spend on regional stations (no local advertising)</i>	71

Online

Media	Market	Number
Online Banners	National web-sites*	94
Availability	3 business days after first appearance	

*Two levels of each website is swept four times per day for banner ads

Outdoor

Media	Market	Number
Out-of-home advertising	Sydney (sample only)	Selected CBD areas
Availability	Updated weekly (50 new images per/week)	

ebiquity

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