

	Alcohol	Speed	Drugs	Young drivers	Distractions	Vehicle Safety	Fatigue	Visiting Drivers	Seatbelts	Cycle Participation	Vehicle Checks	Keep Left
TV Spend	\$ 1,867,528.18	\$ 1,825,180.17	\$ 542,604.08	\$ 334,155.07	\$ 212,506.01	\$ -	\$ 47,505.62	\$ -	\$ -	\$ 40,031.80	\$ -	
Radio Spend	\$ 13,799.13	\$ 96,648.43	\$ -	\$ 103,908.23	\$ 157,887.29	\$ -	\$ -	\$ -	\$ 91,689.43	\$ 24,017.60	\$ 50,739.75	\$ 146,112.26
Print Spend	\$ -	\$ 62,048.24	\$ 112,690.44	\$ 103,694.09	\$ -	\$ -	\$ -	\$ 2,071.94	\$ -	\$ 17,996.27	\$ -	
Cinema Spend	\$ 72,789.23	\$ 84,569.01	\$ -	\$ 80,329.05	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
OOH Spend	\$ 213,147.73	\$ 175,812.13	\$ 200,968.40	\$ 84,569.00	\$ -	\$ -	\$ -	\$ 282,624.11	\$ 216,898.37	\$ 328,454.31	\$ 63,426.75	\$ 100,341.13
PR	\$ 18,000.00	\$ -	\$ -	\$ 50,000.00	\$ 72,544.04	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Bauer.co.nz						\$ 16,000.00						
TradeMe.co.nz			\$ 20,000.00			\$ 80,250.00						
Taboola				\$ 9,000.00								
Mediaworks (digital)	\$ 7,584.19		\$ 37,606.56		\$ 4,000.00				\$ 19,583.75			
NZME (Digital)											\$ 14,400.00	
STUFF (Digital)			\$ 32,013.00								\$ 18,000.00	
VICE (Digital)			\$ 8,000.00									
Adara								\$ 10,000.00				
Metservice										\$ 20,400.00		
TVNZ (Digital)	\$ 15,013.75	\$ 27,294.18			\$ 11,336.26				\$ 30,278.75			
Spotify	\$ 6,437.36											
Google Display/Video	\$ 117,649.16	\$ 79,168.19	\$ 101,273.10	\$ 55,651.48	\$ 53,630.45	\$ 14,404.35	\$ 7,765.80	\$ 6,317.36	\$ 86,555.68	\$ 30,158.63	\$ -	\$ -
Facebook	\$ 28,745.74	\$ 44,760.45	\$ 8,599.90	\$ 12,496.00	\$ 9,725.08	\$ 6,000.00	\$ 2,051.36	\$ 10,139.80	\$ 22,778.85		\$ 7,754.40	\$ 21,576.18
Search	\$ -	\$ -	\$ -	\$ 40,724.82	\$ -	\$ 27,470.65	\$ -	\$ -	\$ -	\$ -	\$ 26,588.41	\$ -