

# AoG Media Services – Advertising Services Order (ASO)

Guidance for completing an ASO can be found on the final pages of this document.

## Part A

For Participating Government Agency (the Client) to complete and send to Provider.

Date	30 May 2022	Service Reference or ASO Number	6559
Project or Campaign Name	National Road Safety Promotional Programme - Advertising		
Government Agency Name	Waka Kotahi New Zealand Transport Agency		
Contact Name	Lauren Cooke		
Contact Title	Senior Manager, Education and Marketing		
Contact Email	<a href="mailto:lauren.cooke@nzta.govt.nz">lauren.cooke@nzta.govt.nz</a>		
Contact Phone	s 9(2)(a)		
Authorisation Required by			
Provider Name	MBM (a division of Multi Market Services New Zealand Limited)		
Provider Contact Name	s 9(2)(a)		
Provider Email	s 9(2)(a)@mbm.net.nz		

Government Agency to Complete

### Schedule of Services

Briefly outline the services you are requesting from Provider.

Media services to support the strategic and programme specific outcomes of Road to Zero including:

The provision of the following media services:

- Strategic media planning
- Media target audience analysis
- Development and implementation of digital audiences for targeting across paid media channels
- Media buying across a range of channels including but not limited to, television, radio, print, digital, social, search engine marketing, out-of-home, cinema.

- Measurement, reporting and analysis of media performance and campaign effectiveness.

## Basis of Engagement

The National Road Safety Promotional Programme (NRSP) includes a range of marketing, advertising and education campaigns and programmes to support and enable *Road to Zero*, New Zealand's road safety strategy.

Waka Kotahi uses media planning and buying services for the placement of the advertising and marketing communications to help build social licence and drive social/behavioural change.

This engagement is for a strategic media partner to work with the Waka Kotahi Marketing and Education team to deliver audience analysis, media planning, buying and media reporting to support delivery of the NRSP and its outcomes.

*Specify the basis of engagement for these services.*

Overall scope of work will be agreed on an annual basis and reviewed on a quarterly basis. Work will then be apportioned through individual briefs. Each brief will detail the outcomes, deliverables, timeframes and budget as well as how the requirements are to be met and reported on.

This engagement is not exclusive. Waka Kotahi reserves the right to appoint other agencies as necessary, for example when the Provider has constrained capacity or where specific expertise (that the Provider may not have) is required.

## Timing/Timeframes

The initial term of this engagement is for three (3) years from 1 July 2022 (Commencement Date). Waka Kotahi may, at its sole discretion extend the term for a further period of two (2) years by giving the Provider written notice of its intention at least three months before the end of the initial term.

*Indicate the timeframe of engagement or where appropriate commencement dates of campaign or projects.*

Initial requirements/deliverables under this engagement are:

- Media plan for current programme of work – Q3 2022 (calendar year)
- Media strategy for Road to Zero marketing programme – Q4 2022 (calendar year)

Timing of subsequent requirements as requested and agreed.

## Indicative Budgets

Set out campaign or project budgets or annual budget [if known].

Approximately \$15m per annum (note this is dependent on scope of work, type of work, sequencing of work, etc)

## Additional Information

A retainer structure will be agreed by the parties within three (3) months of the Commencement Date. The retainer will be reviewed on a quarterly basis at the Quarterly Performance Reviews. The retainer structure will be formally reviewed on an annual basis.

The retainer structure and the cost of individual pieces of work will be based on rates from the Provider's All of Government Advertising Services Agreement and confirmed by the Price Response Form dated 14 April 2022.

The first-year scope of work will be agreed within three (3) months of the Commencement Date. The scope of work will be reviewed on a quarterly basis as part of a quarterly planning cycle.

Ongoing engagement is subject to meeting agreed KPIs as measured and reported on at Quarterly Performance Reviews. KPIs will be agreed by the parties within three (3) months of the ASO taking effect. KPIs will be reviewed on an annual basis.

Quarterly Performance Reviews will also be used to monitor overall performance and to inform decisions about any extension to the initial term of this engagement.

*If alternative pricing required such as monthly retainer, fixed fee, Performance measures or special requirements outline here.*

### **Intellectual Property:**

- a. Except for pre-existing Agency Materials, You will assign Waka Kotahi all intellectual property rights in materials developed or provided to fulfil the requirements agreed under this Service Order and subsequent variations or statements of work regardless of which party paid for the work to be completed.
- b. Unless otherwise expressly agreed in writing, You grant Waka Kotahi a non-exclusive, full paid-up, perpetual, irrevocable licence to use any Agency Materials provided to Waka Kotahi for the purpose of taking the benefit of the services or deliverables under this Service Order.
- c. To the extent you propose to use or incorporate any pre-existing third party owned intellectual property rights in the deliverables or services, and those materials are incapable of assignment to Waka Kotahi as contemplated in paragraph (a) above, You will, prior to use, identify those materials and will advise Waka Kotahi of available licence options for Waka Kotahi to determine the level of licence required. You must not use those materials in the

provision of the services, or incorporate those materials into the deliverables, unless and until you receive Waka Kotahi's agreement in writing to the use of those materials.

### Health and Safety Considerations

Set out any health and safety considerations for this engagement.

## Part B

### Provider Acceptance.

#### Conflict of Interest Declaration

I, s 9(2)(a) have made diligent inquiry whether MBM, a division of Multi Media Services has any actual, potential or perceived Conflict of Interest were it to provide the Services described in this Advertising Services Order and I have disclosed any actual, potential or perceived Conflict of Interest and how it will be managed below:

NIL

#### Additional Information Required and/or Assumptions Made

N/A

#### Provider Acceptance

Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in Part A of this ASO.

Name of Authorised Signatory

Signature

s 9(2)(a)

Date

9.6.22

## Part C

### Government Agency Acceptance.

Government Agency Acceptance

Client acknowledges any conflicts of interest in Part B and appoints the above named provider to undertake the services under the basis of engagement as outlined in Part A of this ASO and any appended documents signed and referenced to this ASO.

Name of Authorised Signatory Nicole Rosie

Signature

s 9(2)(a)  
[Redacted Signature]

Date 10/6/22

Please send the link below to your agency contacts to complete after each engagement. For long engagements, we recommend sending this at key milestones to seek feedback throughout the engagement.

<https://www.research.net/r/ClientSatisfactionSurvey-AoGcontracts-ASO>

Released under the Official Information Act 1982

# AoG Advertising Services – Advertising Services Order Template

These guidelines are for reference purposes only and do not need to be included in the final document.

## Guidelines for Completing Advertising Services Order

### The purpose of the ASO

The purpose of the Advertising Service Order (ASO) is to detail the information needed at the time when a participating government agency requires the services of one or more panel providers. This requirement may cover a specific duration or period of time, or a particular one-off project, campaign or strategy. Guidance on what constitutes a partnership arrangement and a project or one-off campaign are outlined in the Guide to Selecting Providers document.

### How to use the ASO

The information detailed in the ASO should include:

- agency contact name, details, reference number/name
- schedule of services
- the basis of engagement – partnership, project, campaign
- timeframes for delivery – time-bound, campaign commencement, critical dates
- indicative budget if known
- pricing model - hourly rate , fixed fees, alternative or retainer
- individual KPIs that not covered in base agreement, such as pre-campaign testing
- conflicts of interest
- assumptions made based on requirements
- variation to any of the above

Once the details in the ASO have been agreed to by both parties, all briefing documents, formal estimates, quotes, support documentation as part of the delivery of services can be included (as attachments, appendices or referenced) for purposes of audit, paper-trail, invoicing or reporting as appropriate.

The revised form aims to provide flexibility, ease of use and process. The ASO should be seen as the commitment between parties that denotes obligations and relationships that sit under the base agreement of AoG.