

# AoG Advertising 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	20 January 2022	Service Reference or ASO Number	
Project or Campaign Name	STEP Digital Outreach Campaign		
Government Agency Name	Land Information New Zealand (LINZ)		
Contact Name	[ s 9(2)(g)(ii) ]		
Contact Title	Events and Marketing Advisor		
Contact Email	[ s 9(2)(g)(ii) ]@linz.govt.nz		
Contact Phone	N/a		
Authorisation Required by			
Provider Name	Aro Digital		
Provider Contact Name	[ s 9(2)(a) ]		
Provider Email	[ s 9(2)(a) ]@aro.digital		

### Government Agency to Complete

#### Schedule of Services

Briefly outline the services you are requesting from Provider. For example, Strategy and advice; Creative concept development; Production and design; Media strategy, planning and buying; project management; Measurement, reporting and analysis of campaign effectiveness etc.

Aro Digital will advise on the creative direction of the campaign. This includes recommending social media channels for placement of advertisements; for example, targeting software developers with advertising where they "hang out" online like Reddit, Twitter, Facebook, Google, YouTube.

Once social media channels are confirmed, Aro Digital will create "copy" and "visual" assets optimised for a 'tech' audience to capture attention and push towards the landing page. We want advice on eye-catching assets and words to use as best practice within digital advertising.

Outside of this engagement, LINZ is creating a video within the campaign. Aro Digital will help inform the creative brief for the video, to ensure alignment with the wider creative direction.

During the engagement, LINZ will provide Aro Digital with guest access to social media channels for advertising management. Aro Digital will perform ongoing

optimisations on the advertising during the campaign and provide on-going results and feedback via reporting on the following:

- Impressions,
- Click-through rate,
- Cost-per-click,
- Engagement metrics (e.g., comments/shares),
- Visitors on page,
- Social media statistics for each channel (e.g., audience, targeting).

At the end of the Campaign, there will be a closure report summarising results that link to subtle and/or direct metrics. Metrics include awareness of LINZ and our work culture (brand) through to number of emails gathered (conversion).

**Roles we are targeting**

- Developers
- Test automation engineers
- DevOps engineers
- Agile Business Analysts
- Product owners
- Scrum masters
- UX designers
- Change managers
- Solution architects

**Project Plan**

There are four stages to this engagement:

1. Strategy – get a clear roadmap for the execution of digital campaigns
2. Setup – Create the right infrastructure and assets for the campaign and to correctly measure and support digital goals
3. Design – advising and supporting best practice with assets provided, ensuring assets are fit for its intended use and placement
4. Delivery – implementing the highest standard of execution on campaigns. Focused on achieving the best results for LINZ and the campaign.

Refer Please refer to table 1 for a breakdown of what each stage includes.

**Basis of Engagement**

Specify the basis of engagement for these services. For example:

- One off campaign or project
- Multi-stage campaign
- Partnership arrangement
- A sub group of providers for ongoing requirements

This is engagement is part of a wider STEP Digital Outreach Campaign. Our goal will be focused on increasing the number of interested technical roles (i.e. Developers, Test automation engineers, DevOps engineers, Agile Business Analysts, Product owners, Scrum masters, UX designers, Change managers & Solution architects) in the recruitment database. The campaign aims to capture email interest via a lead gen form. The campaign is planned to run between February through to May 2022.

**Timing/Timeframes**

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

3 month campaign delivery

**January**  
26/01/22 Kick-off meeting

**February**  
3/02/22 Strategy session  
4/02/22 Digital assets received  
25/02/22 Contingency (Digital assets received)

We require 1.5 - 2 weeks to turnaround assets to ads  
 16/02/22 Ad library approval (depending on when assets are sent to Aro)  
 25/02/22 Campaign Go Live

**March**

11/03/22 Initial campaign performance meeting  
 25/03/22 Monthly kōrero 1: month end reporting

**April**

TBC/22 Monthly kōrero 2: month end reporting  
 TBC/22 Ad refresh

**May**

Final month of campaign  
 25/05/22 Campaign finish  
 TBC/05/22 Input from client re: campaign wrap up reporting  
 TBC/05/22 Campaign wrap-up reporting meeting

**Indicative Budgets**

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

Stages:	Investment: *Exc GST
Strategy	[ s 9(2)(b)(ii) ]
Setup	
Design	
Delivery	
Admin Fee 15% (ACG - CSO)	
Total to Aro	
Media Spend (Paid Directly to Platforms)	
Estimated Contract Start Date	20 January 2022
Recommended Contract End Date	31 May 2022
*Please refer to table 1 of the Aro proposal for a breakdown of what each stage includes.	

**Additional Information**

If alternative pricing required such as monthly retainer, fixed fee, Performance measures or special requirements outline here.  
 Note: Any completed briefs and cost estimates may be referenced as appendix to this ASO.

This engagement will be a collaborative approach between Aro Digital and LINZ. This includes, but is not limited to,

- Creative strategy meetings with wider project team
- Light touch weekly meetings (WIP)
- Fortnightly report

This engagement does not include:

- The writing or development of content for the website
- Google Ads (Search & Display)
- Landing page creation
- Marketing automation (i.e. email marketing)
- Production of video and photography
- Custom design (from scratch)
- Campaign Dashboard
- Campaign delivery post May 2022

Health and Safety Considerations	
Set out any health and safety considerations for this engagement.	Health and safety assessment of this engagement is: LOW

**Part B**  
**Provider Acceptance.**

Conflict of Interest Declaration
I, [ s 9(2)(a) ] have made diligent inquiry whether Aro Digital 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:  N/a

Additional Information Required and/or Assumptions Made
Nil

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	Jan 28, 2022
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**Part C**  
**Government Agency Acceptance.**

Government Agency Acceptance
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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 *Rebecca Lennon*

Signature

[ s 9(2)(a) ]

Date

*3/feb 22*

RELEASED UNDER THE  
OFFICIAL INFORMATION ACT