

RACING AND GAMING — TAB TOUCH ADVERTISING — GENE SIMMONS

881. Mr P.J. Rundle to the Minister for Racing and Gaming:

I refer to the TAB Touch advertising promotion featuring Gene Simmons, and I ask:

- (a) (a) How many advertisements did Gene Simmons feature in;
- (b) (b) What was the overall cost of each advertisement;
- (c) (c) How much did it cost to engage Gene Simmons:
 - (i) Please provide a breakdown of costs (including any on-going) paid to Gene Simmons; and
- (d) (d) Which advertising company was contracted to produce these advertisements?

Mr R.R. Whitby replied:

- (a) Gene Simmons was employed to record a song, which has been used in all subsequent audio channels, and featured in five television advertisements – TABtouch then created digital versions.
- (b) The contract between Gene Simmons and TABtouch’s agency partner Clemenger BBDO Sydney was not broken down on a per-advertisement basis.
- (c) The total cost of engaging Gene to record the song, five television creative executions and the use of his likeness across all media channels for a two-year period from February 2022 to February 2024 is commercially sensitive and bound by the terms of the contract.
 - (i) This information is commercially sensitive and bound by the terms of the contract.
- (d) Clemenger BBDO is TABtouch’s contracted creative agency.