



29 August 2019



Reference: OIA-2019/20-0062

Dear 

Official Information Act request relating to online advertising spend for past 5 Years

Thank you for your Official Information Act 1982 (the Act) request received on 1 August 2019. You requested (numbering added):

Can you please provide monthly figures in a spreadsheet each year for the past five years on

- 1. your total advertising spend*
- 2. online advertising spend*
- 3. the proportion of your online advertising spend that goes on: Facebook, You Tube, Instagram, specific "influencers", SEO, online news sites, other sites.*
- 4. please indicate if this spend was general, or on specific campaigns*
- 5. for your most recent campaign, where possible, please provide success measures or reports ie. click through or engagement data or briefings with this information contained*
- 6. Please also indicate in writing, and attach relevant documents, if your agency implemented a policy change on online spending post the March mosque attacks and/or the Christchurch Call.*

We are providing the information you have requested in financial years.

Please note that some of the information you have requested relating to the Department's total advertising spend and campaigns has previously been released and is publicly available on the Department of the Prime Minister and Cabinet's (DPMC) website (<https://dpmc.govt.nz/publications/response-official-information-act-request-oia-201819-0402-request-dpmcs-advertising>). The refreshed total for DPMC's total advertising spend for the 2018/19 financial year is \$728,000. Please note that the expenditure excludes legally required public notices.

Regarding parts 2, 3 and 4 of your request, the information you have requested here is not held in a form that is readily available or extractable. It requires a manual review of receipts and transactions for the past five financial years, and would involve assessment of each transaction to determine which of the listed categories the transaction best fits into. Accordingly, I have refused this part of your request under section 18(f) of the Act, as it will require substantial research and collation.

With reference to your request for monthly figures of DPMC's total advertising spend for the past five financial years, please refer to **attachment A**, for this information. Please note the credits relate to accruals from previous periods that were paid in subsequent months. Further

information relating to DPMC's advertising can be found in the select committee publications on the Parliament website (<https://www.parliament.nz/en/pb/sc/>).

Please note that most of DPMC's advertising spend relates to social awareness campaigns to protect the general public in the event of an emergency through the Ministry of Civil Defence & Emergency Management (MCDEM). For your information, the increase in advertising spend in the 2016/17 financial year was due to the tsunami and earthquake preparedness public awareness campaigns developed by MCDEM immediately after the 14 November 2016 earthquake and tsunami event. The cost of these public awareness campaigns was \$1.24 million.

Regarding your request for the proportion of our online spending on specific "influencers", I am able to advise you that DPMC has no record of having engaged any social media influencers in return for posts. Please note, for the purposes of responding to this part of your request, we have interpreted "influencers" as individuals with a large social media following, who have been hired as a marketing measure, to post about an event or product.

In relation to part 5 of your request, we have interpreted 'most recent campaign' as the most recently completed campaign. Under this interpretation, this is MCDEM's Long or Strong TV burst advertising campaign. With respect to your request for 'success measures or reports', we have an annual Colmar Brunton survey where the public is able to provide feedback on some of our advertising campaigns, these results are published annually and in part, measures the success of some of our campaigns. Therefore, I am refusing this part of your request under section 18(d) of the Act, as the information will soon be publicly available. Please note that we expect that this will be available on the DPMC website at the end of September 2019.

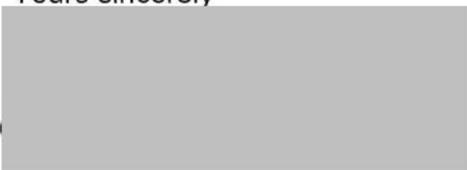
Additionally, in November 2018 MCDEM undertook a public awareness campaign in conjunction with the annual Emergency Mobile Alert nationwide test alert. An independent survey was commissioned following this campaign, and it can be viewed at <https://getready.govt.nz/assets/Uploads/documents/ema/400a2100c4/ema-2018-nationwide-test-survey-en-feb19.pdf>

Regarding part 6 of your request, DPMC has not implemented any formal policy change on online spending post the Christchurch mosque shootings and/or the Christchurch Call to Action Summit.

Finally, for your information, this response will be published on the DPMC's website during our regular publication cycle. Typically, information is released monthly, or as otherwise determined. Your personal information including name and contact details will be removed for publication.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

Yours sincerely



Clare Ward
Executive Director, Strategy Governance and Engagement Group



ATTACHMENT A

Summary of monthly advertising spend for last five financial years:

\$000	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Total
2018/19	(5)	9	17	72	78	245	12	11	28	(3)	14	250	728
2017/18	1	1	157	39	572	60	2	125	16	68	35	675	1,751
2016/17	42	21	95	188	45	653	3	248	113	105	249	504	2,266
2015/16	(23)	175	100	208	21	17	98	37	66	106	65	187	1,057
2014/15	14	37	11	156	11	10	61	12	114	69	105	399	999

Released under the Official Information Act 1982