



8 February 2022



Ref: OIA-2021/22-0439

Dear 

**Official Information Act request for advertising spend on COVID-19 Vaccine campaign**

Thank you for your Official Information Act 1982 (the Act) request received on 15 October 2021. You requested:

*What is the total spend on advertising Covid-19 vaccines? Could this total please be broken down to print, radio, television, and digital spending.*

On 15 November 2021 the time limits for responding to your request were extended by an addition 15 working days to allow for the consultations needed to make a decision on your request. Due to the Department of the Prime Minister and Cabinet's (DPMC) involvement in the government response to COVID-19, our timelines to respond to requests has been impacted. I apologise for the delay in responding to your request.

We have interpreted your request to be for the costs for the COVID-19 Vaccine campaign held by DPMC.

A total of \$28,325,068 has been spent on the COVID-19 Vaccine campaign between 1 March 2021 and 31 December 2021. The costs of creative, advertising, content, website maintenance, translation services, printing, and other associated costs for the public information campaign are developed and funded by the Ministry of Health through a Memorandum of Understanding and delivered by DPMC through the Unite Against COVID-19 channels.

This campaign is targeted to reach all people in New Zealand, communicating vital information as well as encouraging key public health behaviours regarding vaccinations for COVID-19.

Regarding the part of your request for a breakdown of advertising spend, media costs are not broken down by individual media outlets in the DPMC financial system. This is because all media placement is via a contracted media agency, and DPMC does not place requests with media outlets directly.

I am therefore refusing your request to have this information broken down by medium under section 18(g) of the Act, as the information is not held by the department and I do not believe that it is held by another public sector agency.

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

This response will be published on the DPMC 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.

Yours sincerely



Cheryl Barnes  
**Deputy Chief Executive**  
**COVID-19 Response**