



27 April 2022



Ref: OIA-2021/22-1185

Dear

Official Information Act request relating to the Vaccine Campaign

Thank you for your Official Information Act 1982 (the Act) request received on 30 March 2022. You requested:

- 1. Please supply transcripts for all advertising on mainstream media (including but not limited to: radio, tv, newspaper and online) during the campaign to promote vaccination against Covid-19 for 5-11 year olds.*
- 2. For each advert, please indicate which media type(s) it was advertised in/on, the name(s) of channel/station/publication/programme/website, and in the case of online publication, any demographic targeting of said advert.*
- 3. In addition, please provide the total spend on this campaign so far, categorised by each media type."*

We have interpreted your request to be for the costs for the COVID-19 Vaccine campaign held by the Department of the Prime Minister and Cabinet (DPMC).

The Vaccine 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. In 2021, this included a comprehensive, multifaceted campaign to support the COVID-19 Vaccine rollout, ensuring communities across Aotearoa were well informed about the vaccine and motivated to protect themselves, their whānau, and community.

Regarding question 1 of your request, DPMC does not hold transcripts of all advertising as these are managed by the Ministry of Health. However, the advertisements for the COVID-19 Vaccine and Unite Against COVID-19 campaigns are available on the following link: <https://www.youtube.com/channel/UCx7qGogzsVSfCGjQJM10wUw>.

Regarding question 2 of your request, because all media placement is via Optimum Media Direction (OMD), a contracted media agency, and DPMC does not place requests with media outlets directly, this information is not held by DPMC.

I am therefore refusing this part of your request 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.

Regarding question 3 of your request, DPMC administers the Vaccine Campaign budget. A total of \$37,898,938 has been spent on the COVID-19 Vaccine campaign between 1 March 2021 and 31 March 2022. 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 and delivered by DPMC through the Unite Against COVID-19 channels. We closely monitor this expenditure to ensure it is targeted to be as effective as possible and consistent with the changing needs regarding the management of COVID-19. The Ministry of Health works in partnership with DPMC to ensure a complementary and holistic approach to campaign activity.

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

I am therefore refusing this part of your request 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 Department of the Prime Minister and Cabinet'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.

Yours sincerely

Cheryl Barnes
Deputy Chief Executive, COVID-19 Response