

OIA Response to Request for information about the Ministry's advertising spend

10 September 2019

Date: 29 August 2019

Title: Response to OIA request for information about leave entitlements at the
Ministry for Culture and Heritage

Author: Ministry for Culture and Heritage

This document has been proactively released.

Some parts of this briefing would not be appropriate to release and, if requested, would be withheld under the Official Information Act 1982 (the OIA). Where this is the case, the relevant sections of the OIA that would apply have been identified. Where information has been withheld, no public interest has been identified that would outweigh the reasons for withholding it.

Section 9(2)(a) Information has been withheld to protect the privacy of natural persons.

29 August 2019

Dear **s9(2)(a)**

I refer to your request under the Official Information Act 1982 (OIA), dated 1 August 2019 for monthly figures for the past five years on:

- the Ministry's total advertising spend
- the Ministry's online advertising spend
- the proportion of the Ministry's online advertising spend that goes on:
 - Facebook
 - YouTube
 - Instagram
 - specific "influencers"
 - search engine optimisation (SEO)
 - online news sites
 - other sites.
- an indication of whether this spend was general, or on specific campaigns
- for the Ministry's most recent campaign, where possible, success measures or reports
- information on whether if the Ministry implemented a policy change on online spending post the March mosque attacks and/or the Christchurch Call.

Our response to your specific questions is provided within the following documents enclosed:

- Appendix 1: OIA questions
- Appendix 2: Spreadsheet of monthly figures

Please note that we intend to publish this letter (with your personal details removed) and enclosed documents on the Ministry's website.

Yours sincerely

David Kidman
Chief Financial Officer

Appendix 1: OIA Questions

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

- your total advertising spend

Please refer to Appendix 2: Spreadsheet of monthly figures.

- online advertising spend

Please refer to Appendix 2: Spreadsheet of monthly figures.

Note: the total for 'Online advertising spend' is greater than the sum of the individual categories below. This is because the Ministry also purchases advertising from third parties who coordinate campaigns spread over multiple categories.

- the proportion of your online advertising spend that goes on: Facebook, Youtube, Instagram, specific "influencers", SEO, online news sites, other sites.

Please refer to Appendix 2: Spreadsheet of monthly figures.

Note 1: the category 'other sites' only includes money that the Ministry paid directly e.g. LinkedIn, Twitter, recruitment websites.

Note 2: because Youtube is owned by Google, it is not always possible to separate Youtube and Google spending. It is therefore possible that some Youtube advertising may be included under 'SEO'.

2. Please indicate if this spend was general, or on specific campaigns

The largest area of expenditure for each of these years was the WW100 campaign commemorating the four-year period of the First World War, 100 years ago. WW100 has been running public awareness and engagement campaigns to coincide with centenary anniversaries (for example landings at Gallipoli and the Battle of Passchendaele), or to explore historical themes from the First World War (for example, the impact of conscription, censorship and public fundraising in the war).

During the 2018/19 financial year, WW100 accounted for about half of all advertising costs. Other major areas of spend were promoting the Heritage EQUIP scheme to strengthen heritage buildings, the upcoming Tuia Encounters 250 commemoration, and ongoing advertising for recruitment of staff. Because of the significance of the WW100 commemoration and the fact that both EQUIP and Tuia are new areas of spending, the total advertising spend for the year was higher than previous years.

3. For your most recent campaign, where possible, please provide success measures or reports i.e. click through or engagement data or briefings with this information contained

For WW100, the following measure was used to measure social media reach. The audited result will be included in the Ministry's 2018/19 annual report, due to be published in October 2019:

Performance measure	Actual performance 2018	Budget standard 2019	Actual performance 2019
Social media reach across WW100 programme	243,946	Average monthly reach of 200,000	Average monthly reach of 206,036

4. 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.

The Ministry has not implemented any policy changes regarding online spending following the March mosque attacks and/or the Christchurch Call.

Appendix 2: Spreadsheet of Monthly Figures

2018-19

	Total advertising spend (\$)	Online advertising spend (\$)	Facebook (\$)	Youtube (\$)	Instagram (\$)	"Influencers" (\$)	SEO (\$)	Online news sites (\$)	Other sites (\$)
Jul-18	432.25	400.00	-	-	-	-	400.00	-	-
Aug-18	4,386.00	4,386.00	-	-	-	-	746.00	-	3,640.00
Sep-18	4,494.98	4,494.98	200.00	-	-	-	3.28	-	1,280.00
Oct-18	8,776.16	658.36	-	178.36	-	-	-	-	480.00
Nov-18	58,482.78	29,414.73	5,209.43	-	-	-	-	-	1,370.00
Dec-18	8,256.00	320.00	-	-	-	-	-	-	320.00
Jan-19	14,461.81	14,181.81	167.38	-	-	-	3,712.03	-	10,302.40
Feb-19	8,545.43	1,071.00	36.14	-	-	-	321.92	-	342.94
Mar-19	16,925.00	8,909.07	-	-	-	-	347.57	-	1,992.50
Apr-19	4,201.99	370.08	-	-	-	-	347.49	-	22.59
May-19	9,351.77	6,841.77	1,072.55	-	-	-	1,243.50	-	4,525.72
Jun-19	5,579.04	2,951.77	2,448.13	-	-	-	-	-	503.64
Total	143,893.21	73,999.57	9,133.63	178.36	-	-	7,121.79	-	24,779.79

2017-18

	Total advertising spend (\$)	Online advertising spend (\$)	Facebook (\$)	Youtube (\$)	Instagram (\$)	"Influencers" (\$)	SEO (\$)	Online news sites (\$)	Other sites (\$)
Jul-17	436.99	421.39	421.39	-	-	-	-	-	-
Aug-17	1,139.00	1,122.78	22.78	-	-	-	1,100.00	-	-
Sep-17	12,630.31	5,010.93	50.00	-	-	-	1,500.00	-	3,460.93
Oct-17	27,243.86	17,055.38	99.41	-	-	-	-	2,500.00	5,381.27
Nov-17	14,070.69	9,074.70	-	-	-	-	-	-	-
Dec-17	6,112.12	185.16	50.00	-	-	-	135.16	-	-
Jan-18	2,861.89	1,253.89	72.81	-	-	-	83.58	-	892.50
Feb-18	6,316.81	4,597.01	299.15	-	-	-	1.86	-	2,650.00
Mar-18	3,067.84	3,067.84	294.33	-	-	-	1,112.58	-	160.00
Apr-18	14,802.57	10,815.09	45.93	-	-	-	826.16	8,793.00	240.00
May-18	7,542.67	6,063.85	477.85	-	-	-	586.00	-	5,000.00
Jun-18	20,320.69	320.69	77.16	-	-	-	243.53	-	-
Total	116,545.44	58,988.71	1,910.81	-	-	-	5,588.87	11,293.00	17,784.70

2016-17

	Total advertising spend (\$)	Online advertising spend (\$)	Facebook (\$)	Youtube (\$)	Instagram (\$)	"Influencers" (\$)	SEO (\$)	Online news sites (\$)	Other sites (\$)
Jul-16	9,837.99	5,451.98	67.53	-	-	-	-	-	5,384.45
Aug-16	12,236.28	3,576.50	24.20	-	-	-	-	-	1,972.30
Sep-16	2,202.61	395.26	280.26	-	-	-	-	-	115.00
Oct-16	2,184.78	154.59	97.08	-	-	-	-	-	57.51
Nov-16	4,618.60	2,859.68	78.68	-	-	-	-	-	2,781.00
Dec-16	9,432.64	111.66	75.07	-	-	-	-	-	36.59
Jan-17	918.04	899.51	74.94	-	-	-	-	-	824.57
Feb-17	2,823.28	2,808.95	14.95	-	-	-	-	-	2,795.00
Mar-17	3,982.74	679.13	-	-	-	-	-	-	340.00
Apr-17	10,051.21	4,244.66	2,229.58	-	-	-	100.00	1,700.08	215.00
May-17	4,338.77	4,338.77	628.19	1,110.58	-	-	-	-	2,600.00
Jun-17	4,027.14	3,797.14	-	-	-	-	-	-	1,075.00
Total	66,654.08	29,317.83	3,570.48	1,110.58	-	-	100.00	1,700.08	18,196.42

2015-16

	Total advertising spend (\$)	Online advertising spend (\$)	Facebook (\$)	Youtube (\$)	Instagram (\$)	"Influencers" (\$)	SEO (\$)	Online news sites (\$)	Other sites (\$)
Jul-15	-	-	-	-	-	-	-	-	-
Aug-15	-	-	-	-	-	-	-	-	-
Sep-15	365.00	365.00	-	-	-	-	-	-	365.00
Oct-15	30.02	30.02	30.02	-	-	-	-	-	-
Nov-15	152.18	14.98	14.98	-	-	-	-	-	-
Dec-15	2,942.50	2,942.50	-	-	-	-	-	-	2,942.50
Jan-16	176.68	176.68	-	-	-	-	-	-	176.68
Feb-16	15,552.60	12,567.97	-	-	-	-	12,555.42	-	12.55
Mar-16	1,902.58	314.26	-	-	-	-	-	-	314.26
Apr-16	25,123.45	8,857.56	149.86	-	-	-	8,502.70	-	205.00
May-16	18,126.87	1,592.67	609.22	-	-	-	-	-	983.45
Jun-16	18,064.61	365.44	-	-	-	-	-	-	280.95
Total	82,436.49	27,227.08	804.08	-	-	-	21,058.12	-	5,280.39

2014-15

	Total advertising spend (\$)	Online advertising spend (\$)	Facebook (\$)	Youtube (\$)	Instagram (\$)	"Influencers" (\$)	SEO (\$)	Online news sites (\$)	Other sites (\$)
Jul-15	5,065.31	5,065.31	-	-	-	-	-	-	-
Aug-15	8,897.02	1,560.13	6.00	-	-	-	-	-	1,554.13
Sep-15	2,128.00	2,128.00	-	-	-	-	-	-	2,128.00
Oct-15	7,689.70	146.96	-	-	-	-	-	-	146.96
Nov-15	2,128.00	2,128.00	-	-	-	-	-	-	2,128.00
Dec-15	-	-	-	-	-	-	-	-	-
Jan-16	280.95	280.95	-	-	-	-	-	-	280.95
Feb-16	-	-	-	-	-	-	-	-	-
Mar-16	83.00	83.00	83.00	-	-	-	-	-	-
Apr-16	13,003.40	13,003.40	-	-	-	-	-	-	4,173.40
May-16	1,759.38	1,529.38	1,000.00	-	-	-	-	-	529.38
Jun-16	-	-	-	-	-	-	-	-	-
Total	41,034.76	25,925.13	1,089.00	-	-	-	-	-	10,940.82