



16 December 2021

Sarah Elliott
fyi-request-17391-5ebe17f3@requests.fyi.org.nz

Ref: OIA-2021/22-0626

Dear Sarah Elliott

Official Information Act request relating to vaccine Advertising spend

Thank you for your Official Information Act 1982 (the Act) request that was transferred to the Department of the Prime Minister and Cabinet (DPMC) on 18 November 2021. You requested:

- 1) "A month by month breakdown of the Covid 19 vaccine advertising spend by the government from 1 January 2020 to 31 October 2021
- 2) A month by month breakdown of the Covid 19 vaccine advertising spend by the government from 1 January 2020 to 31 October 2021 given to each media company being TVNZ, Maori Television, MediaWorks/Discovery Inc."

Please see below a table of the total publicity costs of COVID-19 Vaccination Campaign accrued by DPMC's COVID-19 Group, up until 30 November 2021:

Outlet	2020/21 Expenditure				2021/22 Expenditure				
	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov
Advertising	619,363	1,754,276	2,987,665	2,766,281	2,068,382	2,567,924	2,950,360	4,993,085	4,697,560
Website			39,434	3,030					
Translations	25,207	3,716		70,702	6,357	59,120	69,555		2,673
Printing			1,690						
Other		15,400				58,280	420		15,366
Total	644,570	1,773,391	2,409,198	3,335,117	2,074,739	2,248,130	3,020,335	4,993,085	4,715,598

Please note that the COVID-19 Vaccination Campaign began in March 2021 and therefore no information on the costs of the campaign exists before this date.

"Other" related costs to the campaign include market research, graphic design services, media monitoring services, etc.

DPMC determines advertising costs to be payments made to advertising agencies for advertisements. Please note that DPMC does not pay media outlets directly to run our COVID-19 campaigns, as this is done by the advertising agencies that we contract to promote our campaigns. 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 considered for publication 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 Group