



26 August 2022

File No. DOIA 2223-0193

Jason Brown

fyi-request-20030-9b8f02c8@requests.fyi.org.nz

Dear Jason

Thank you for your email to the Ministry of Business, Innovation and Employment (the Ministry) on 27 July 2022 requesting, under the Official Information Act 1982 (the Act), the following information:

Can the following please be provided in relation to the current Big Password Energy campaign:

- 1. Costs incurred to date and projected for the campaign*
- 2. Break down of these costs, which are internal costs (staff, etc) and external costs (media/advertising agencies, advert costs, facebook advert costs and any other mediums used to broadcast the campaign)*
- 3. Copies of minutes from the initialization of the campaign and duration of this starting as an idea to its current state*
- 4. Details of agreed metrics being measured to determine success/failure/hit rates/awareness etc*
- 5. How Government agencies are being audited/validated to be following CERT's advise on password policies and MFA use across their systems and platforms? (With a breakdown of % compliance versus non-compliance without agency names to avoid any risk of them being targeted).*

Passwords are crucial in protecting our online and computer accounts, however many people use passwords that are simple to guess, and often re-use the same passwords across many accounts.

Research undertaken by CERT NZ found that the age group 18-35 years old is particularly susceptible to cyber-attacks, due to being over-confident online. The research shows that only half of them use strong passwords, and two thirds use the same password for multiple accounts.

As with many New Zealanders, this group can see cyber security as a hassle, and not relevant to them.

CERT NZ set out to prompt this demographic to improve their cyber security online, through the use of unique and long passwords.

The idea of passphrases was tested in focus groups for this demographic and received a favourable response for being practical and achievable.

CERT NZ worked with agency Motion Sickness to create the campaign. Motion Sickness has previously worked with the Department of Internal Affairs on the 'Keep it real online' and 'The Eggplant' campaigns and is known for its ability to connect with target audiences in a humorous way to discuss serious online harm issues.

I have addressed each part of your request as follows.

1. Costs incurred to date and projected for the campaign

The budget for the Big Password Energy campaign, which ran from 18 July to 15 August 2022, was \$115,000 plus GST. Actual spend was \$110,300 plus GST.

2. Break down of these costs, which are internal costs (staff, etc) and external costs (media/advertising agencies, advert costs, facebook advert costs and any other mediums used to broadcast the campaign)

Please refer to the table below:

Deliverable	Costs incurred
Creative concept, design, and production	\$36,350
Media strategy and placement (advertising)	\$68,650
CERT NZ in-house advertising - social media and Google advertising	\$5,000
Miscellaneous	\$300
Total	\$110,300 + GST

Please also refer to the enclosed document Q2 (a) CERT NZ Big Password Energy Updated Media V2 to see media schedule for details of media (advertising) spend.

3. Copies of minutes from the initialization of the campaign and duration of this starting as an idea to its current state

Please note that we do not have "Minutes" as such, however, for this purpose please find enclosed with this response copies of the following approval documents:

- a) Q3 – a. CERT NZ campaign brief to Motion Sickness (agency)
- b) Q3 – b. Motion Sickness concepts presented to CERT NZ. Please note that pages 22-46 have been removed as being out of scope.
- c) Q3 – c. Motion Sickness outline of talent scenes
- d) Q3 – d. Email chain between CERT NZ and Motion Sickness re final passphrases
- e) Q3 – e. Final creative treatments

Please note that some information has been withheld under section 9(2)(a) of the Act to protect the privacy of natural persons. I do not consider that the withholding of this information is outweighed by public interest considerations in making the information available.

4. Details of agreed metrics being measured to determine success/failure/hit rates/awareness etc

Metrics for CERT NZ Big Password Energy consumer campaign are in the table below:

Channel/goal	Target metric
Website campaign landing page views	7,000
Social media impressions	500,000
Social media re-shares	30
Social media engagements	5,000
Total campaign impressions	7- 8 million (including billboards)
Media releases and media coverage	2
Cyber Smart Partners re-sharing content	10

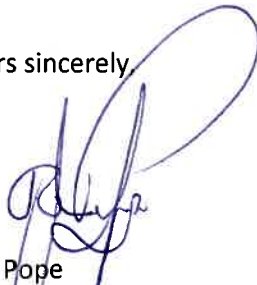
5. How Government agencies are being audited/validated to be following CERT's advice on password policies and MFA use across their systems and platforms? (With a breakdown of % compliance versus non-compliance without agency names to avoid any risk of them being targeted)

Please note that the Ministry does not audit and validate agencies on whether they follow CERT's advice regarding password policies and MFA use across systems. Therefore, this part of your request is refused under section 18(g) of the Act.

I trust you will find this information useful.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Yours sincerely,



Rob Pope
Director, CERT NZ
Te Whakatairanga Service Delivery