

17 March 2016

Ian Apperley  
FYI.org.nz

By email to: [fyi-request-3644-60b7dc69@requests.fyi.org.nz](mailto:fyi-request-3644-60b7dc69@requests.fyi.org.nz)

Dear Mr Apperley

### Official Information Request Response

Thank you for your information request made via the fyi.org.nz website on 16 February 2016, in which you requested information related to the Council's "#welly my way" advertisement campaign.

In your request, you asked the following questions:

***What is the total cost of the campaign? Please split that cost between the internal cost and external cost to WCC.***

The total cost of the #welly my way campaign was \$28,064.50 (inclusive of GST). Of this, the cost is predominantly external. Internal costs were restricted to that for design work undertaken in house.

***Costs in more detail. What is the total cost of the campaign being promoted across the social media channels? This may be outside the cost of the campaign itself. I.e. The campaign utilises existing channels. This could be Google Ads, Facebook Ads, Twitter Ads, and the like.***

The breakdown of costs can be seen in the following table. This includes the costs for traditional media advertising, and the cost of producing the video.

Cost area	Description	Cost \$
Production	<ul style="list-style-type: none"><li>• Campaign strategy</li><li>• Video content</li><li>• Concept - 2 hero videos</li><li>• 3 pre-roll cut downs</li><li>• 5 user experience videos</li><li>• 1 Instagram promo video.</li></ul>	23,655.50
Marketing Digital	<ul style="list-style-type: none"><li>• Social media campaign</li><li>• Boosted Facebook posts</li><li>• Instagram sponsored posts.</li></ul>	600.00

Prizes	<ul style="list-style-type: none"> <li>• Prizes and giveaways</li> </ul>	3,000.00
Posters	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Design (design work undertaken inhouse)</li> <li>• Distribution</li> </ul>	809.00
<b>Total</b>		28,064.50

***What is the cost of advertising the campaign in traditional media? I.e. Newspapers, magazines.***

\$809.00 – please see table.

***What was the total cost of producing the video?***

\$23,655.50 – please see table.

***What are the outcomes that the WCC expects to see from this campaign?***

With regard to the outcomes the Council expects from the #welly my way campaign, as with any campaign like this undertaken by the Council, our intention is to increase public access to information about events and activities throughout the city over any given period of time. Primarily, the #wellymyway campaign is designed to increase participation in Summer City events.

More broadly, the Council wants to ensure that information is made available to residents and visitors through a range of channels including more traditional ones. However, we also want to provide opportunities for greater engagement by non-traditional demographics such as younger people.

***How will those outcomes be measured?***

There are a range of measures the Council uses that provide a snapshot of how people engage with us. With respect to our specific aim to of increasing public access to information about our Summer City events, we monitor the number of people who attend those events.

With respect to our broader aim to bring more people into contact with our digital channels and the information we share there, we obviously monitor our social media performance:

- Facebook - Reach, engagement, talking , likes, comments, shares
- Twitter - Reach, engagement
- Instagram - Reach, engagement
- Use of hashtag #wellymyway

***For the use of external companies, e.g. video production or otherwise, was an open tender process run and if so, please supply the details of that tender including details of where it was publicly advertised.***

You also asked for information on the tender process undertaken to use external companies involved in the campaign. In line with the Council's procurement processes, no tender process was required in this instance. The Council has preferred suppliers for certain services and is able to contract these suppliers directly.

Please contact me if you have any questions.

Yours sincerely



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