

Reference: 20190032

14 March 2019

s9(2)(a)

Dear s9(2)(a)

Thank you for your Official Information Act request, received on 30 January 2019. You requested:

Please provide the total amount of spending on advertising in the past five financial years, by year, including financial year 2018/19 to date.

For each year, please break this down into how much of each annual spend was used in each of the following categories:

- 1. Facebook and Facebook-owned properties (Instagram, WhatsApp)*
- 2. Social media influencers*
- 3. Other social media (e.g. Snapchat)*
- 4. Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)*
- 5. Other online advertising*
- 6. Television*
- 7. Radio, including podcasts*
- 8. Outdoor (e.g. billboards, buses)*

Information Being Released

Please find the requested information in the table below, which is to be entered into the online questionnaire you have provided to us:

Total Treasury Departmental Spending on Specified Advertising Mediums by Financial Year

Advertising Medium	2013/14	2014/15	2015/16	2016/17	2017/18*	2018/19*
Facebook and Facebook-owned properties (Instagram, WhatsApp)	0	0	0	0	24,335	0
Social media influencers	0	0	0	0	0	0
Other social media (e.g. Snapchat)	0	0	0	0	848	0
Search engine marketing (broken down by which search engine was used (e.g. Google, Bing, Yahoo! etc))	0	0	0	0	0	0
Other online advertising *	0	0	0	0	0	0
Television	0	0	0	0	0	0
Radio, including podcasts	0	0	0	0	0	0
Outdoor (e.g. billboards, buses)	0	0	0	0	0	0
Total	0	0	0	0	25,183	0

* Inland Revenue on-charged \$274,998 of communications costs to Treasury for communications expenditure under the Tax Working Group as reported. It's not clear what portion of this relates to on-line vs off-line advertising and as such no part of this has been disclosed in the Other Online Advertising category above.

Note that we have excluded any expenditure incurred in connection with recruitment advertising, the placement of gazette notifications, and any non-departmental expenditure.

RELEASED UNDER THE OFFICIAL INFORMATION ACT

In making my decision, I have considered the public interest considerations in section 9(1) of the Official Information Act.

Please note that this letter (with your personal details removed) and enclosed documents may be published on the Treasury website.

This reply addresses the information you requested. You have the right to ask the Ombudsman to investigate and review my decision.

Yours sincerely

Glenn McStay
Chief Financial Officer

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