

1st March 2019

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED],

Official Information Act (1982) Request

I write in response to your Official Information Act request dated 30th January 2019. You requested the following information:

- 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:

| OIA REQUEST | RESPONSES | | | | |
|---|---------------|---------------|---------------------|---------------|---------------------|
| Total Amount of Spending on Advertising | FY 14/15 | FY 15/16 | FY 16/17 | FY 17/18 | FY 18/19 |
| 1. Facebook and Facebook-owned properties (Instagram, WhatsApp) | | | | | |
| Facebook | | | 1,579 | 1,003 | 50 |
| 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.) | | | | | |
| Google Adwords | 835 | 2,985 | ¹ 37,600 | 3,274 | |
| Linkedin | | | 2,546 | | |
| Twitter | | | 334 | | |
| 5. Other online advertising | | | | | |
| 6. Television | | | | | ² 16,600 |
| 7. Radio, including podcasts | | | | 3,297 | ³ 23,358 |
| 8. Outdoor (e.g. billboards, buses) | | | | | |
| BusBacks | | 8,000 | 1,000 | 9,480 | |
| Billboards | 14,937 | | 5,875 | 3,860 | 5,545 |
| Quit Bus Smoking Cessation Promotion | 500 | 5,030 | 5,846 | | |
| TOTALS | 16,272 | 16,015 | 54,780 | 20,914 | 45,553 |

¹ Google adword search optimisation platform for FY16/17 extensive recruitment campaign

² Actuals paid FY18/19 for campaigns completed FY17/18

³ Actuals paid FY18/19 campaigns completed FY17/18

The information is from our communications and engagement team, who provide the majority of services related to online/ digital services for Counties Manukau District Health Board (CMDHB).

Our current accounting systems code a variety of costs to advertising spend, including printing, billboards, campaign production, license fees and professional services, such as photography and monitoring services.

I trust this information satisfactorily answers your query. If you are not satisfied with this response you are entitled to seek a review of the response by the Ombudsman under section 28(3) of the Official Information Act.

Please note that this response or an edited version of this may be published on the Counties Manukau DHB website.

Yours sincerely,

A handwritten signature in blue ink, appearing to read 'Fepulea'i Margie Apa', with a stylized, cursive script.

Fepulea'i Margie Apa
Chief Executive