



7 August 2020

Blaize McCabe
fyi-request-13087-2433cf2b@requests.fyi.org.nz

Ref: OIA-2019/20-0577

Dear Blaize McCabe

Official Information Act request relating to TV and radio ads for “Unite against Covid-19” and “Unite for the Recovery” and costings for these ads

Thank you for your Official Information Act 1982 (the Act) request received on 14 June 2020. You requested:

“Please provide a copy of all TV and Radio ads generated by Government as part of the “Unite against Covid-19” and “Unite for the Recovery” campaigns. I understand some of these were available at one point on the covid19.govt.nz website, however they are not available anymore. Please also provide the costings for these ads to be generated, and the amount spent by government for these ads to be played on TV and Radio.”

The time frame for responding to your request was extended under section 15A of the Act by 20 working days because it necessitated consultations to be undertaken before a decision could be made on the request. Following this extension, I am now in a position to respond.

In response to your request for a copy of all TV and Radio ads which were generated by the Government as part of the “Unite Against COVID” and “Unite for the Recovery” campaigns, I can advise that the website only ever hosted three generic radio advertisements and a small number of static images. The campaign produced hundreds of variations of print, digital, radio and out of home advertisements and it would involve substantial collation and research to supply this information and the separate costings for the broadcast of TV and Radio advertisements. Accordingly, I am refusing this part of your request under section 18(f) of the Act, as the information requested cannot be made available without substantial collation and research.

I can advise that the previous advertisements which were hosted on the covid19.govt.nz, which were for community radio stations, can be found here:

https://web.archive.org/web/20200519020956mp_/https://covid19.govt.nz/resources/media-outlets/

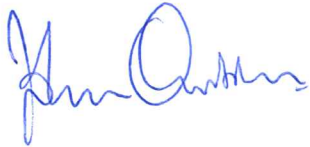
Please note, that the “Unite for the Recovery” campaign began when New Zealand moved to Alert Level 1 on midnight 8 June. It is worth noting that the “Unite for the Recovery” sub-campaign was put on hold as soon as New Zealand recorded its first case of COVID-19 at the border. At this point, the All of Government Response Group reverted to public health-focused messaging under the “Unite Against COVID-19” branding.

In relation to the costings to produce the advertisements, I can advise that the overall creative costs of the "Unite Against COVID" and "Unite for the Recovery" (which covers strategy, brand design and development, commissioning, creative, design, development, layout) is \$2,508,801.53 as at 30 June 2020. The total advertising costs of the "Unite Against COVID" and "Unite for the Recovery" is \$18,324,038.32 as at 30 June 2020. This includes TV, national and regional newspapers (hard copy and digital), all major radio networks and community stations (sector specific), digital advertisements on key social channels and Out of Home advertisements (e.g. billboards, bus stops and footpaths), and target advertising for speakers of other languages. Please note that the advertising costs were dedicated to communicating to the public the required information needed as New Zealand responded to the pandemic. The spend formed a coordinated approach to ensuring every New Zealander knew what was required of them as we moved through the Alert Levels.

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 published 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



John Ombler
**Deputy Chief Executive,
COVID-19 All of Government Response Group**