



2 September 2020



Reference: OIA-2020/21-0064

Dear 

Official Information Act request relating to advertising costs for the Unite Against COVID-19 public education campaign

Thank you for your Official Information Act 1982 (the Act) request, which was transferred from the Minister of Finance, Hon Grant Robertson on 6 August 2020. You requested:

"How much (money wise) has it cost the Govt in advertising (in papers/TV) for COVID-19 up to 31 July 2020."

As at 31 July 2020, the advertising cost of the Unite Against COVID-19 public education campaign was \$19,103,412.32 (GST exclusive). The advertising for the public education campaign 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.

Further information on costs associated with the public education campaign is set out in the documents: Governance and Administration Committee, 2020/21 Vote Prime Minister and Cabinet Estimates Written Questions, Responses to written questions 1–141, 15 June 2020 and Appendices to the 2020/21 Vote Prime Minister and Cabinet Estimates Written Questions, which are available on the follow websites:

- https://www.parliament.nz/resource/en-NZ/52SCGA_EVI_97857_GA4270/0f2c2e4197c99aec0d54388a7fb643e76684c968
- https://www.parliament.nz/resource/en-NZ/52SCGA_EVI_97857_GA4271/4efc98cce9fdf73a259dd9f0dfe52739edbeda2b

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



Rebecca Kitteridge
**Acting Deputy Chief Executive,
All-of-Government Response Group**