

29 August 2019

19-D-01610

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New Zealand Herald

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Dear s

Thank you for your email of 1 August 2019 requesting the following under the Official Information Act 1982 (the Act):

Can you please provide monthly figures in a spreadsheet each year for the past five years on

-your total advertising spend

-online advertising spend

-the proportion of your online advertising spend that goes on: Facebook, You Tube, Instagram, specific "influencers", SEO, online news sites, other sites.

-please indicate if this spend was general, or on specific campaigns

-for your most recent campaign, where possible, please provide success measures or reports ie. click through or engagement data or briefings with this information contained

Please also indicate in writing, and attach relevant documents, if your agency implemented a policy change on online spending post the March mosque attacks and/or the Christchurch Call.

Advertising breakdown

Please find attached two tables providing the advertising breakdowns for the four financial years from 2014/15 to 2017/18, and for the last twelve months respectively.

The Ministry is unable to automatically generate a breakdown by month retrospectively for the years 2014/15 to 2017/18 in Table 1. However, the immediate last twelve months of records were searched manually to provide a month-by-month breakdown in Table 2.

Please note that the 'Facebook' category in the tables include Facebook-owned properties such as Instagram and WhatsApp. Public notices have been excluded from these figures, as they are legislative requirements.

The Ministry's spending on Facebook and other digital advertising has been to:

- Ensure widespread public awareness of, and involvement in, Government consultation processes such as the Zero Carbon Bill and the Bill to ban single use plastic shopping bags.
- Support a Waste Free Summer campaign, designed to help New Zealanders reduce their waste.
- Provide New Zealanders with ongoing information on topics such as climate change, water quality and waste (all of which feature highly in the issues they care about).

Independent research shows that social media channels (and Facebook in particular) are the way New Zealanders want to receive this type of information.

Metrics on most recent campaign

The Ministry's most recent campaign was 'Waste Free Summer' which ran last summer. The below table sets out the number of impressions, engagements and clicks achieved organically, through advertising, and in total.

	Impressions	Engagements	Clicks
Organic	1,081,461	10,003	8,633
Advertising	2,236,693	249,914	27,091
Total	3,318,154	259,917	35,724

The overall engagement rate was 8.9%, with advertising content having an engagement rate of 12.4% and organic engagement at 1.7%.

Online spending post the March mosque attacks and/or the Christchurch Call

On 15 March 2019, the Ministry did not have any items being boosted, and there was no active spending on digital advertisements at that time. The Ministry did not post anything on social channels until the 19 March 2019 (Facebook and Instagram) and then on 20 March 2019 (LinkedIn and Twitter).

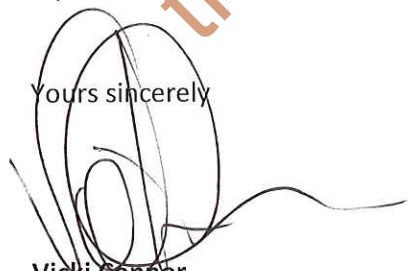
The Ministry did not resume social media boosting until 27 March 2019, at 7.30pm, to inform New Zealanders of the state of the environment report which was about to be released. The Ministry followed advice from the State Services Commission when doing this and has not implemented a policy change since then.

You have the right to seek an investigation and review by the Office of the Ombudsman of my response to this request, in accordance with section 28(3) of the Act. The relevant details can be found on their website at: www.ombudsman.parliament.nz.

Please note that due to the public interest in our work, the Ministry for the Environment publishes responses to requests for official information on our website on our OIA responses page shortly after the response has been sent.

If you have any queries about this, please feel free to contact our Executive Relations team.

Yours sincerely



Vicki Connor
Director, Communications and Engagement

OIA 19-D-01610: Advertising breakdown 2014/15 to 2018/19 financial years

Table 1

Year	Facebook properties*	LinkedIn	Search engine marketing	Other online advertising	Reason for extra spend
2014/15					
2015/16					
2016/17	\$57.1			\$4,927.00 (Digital advertising costs for Green Ribbon Awards)** \$4,899.00 (Environment reporting digital adverts)	
2017/18	\$5232.83		\$406.35 (Zero Carbon google ads)	\$180 (Zero Carbon)	

Table 2

Month	Facebook properties*	LinkedIn	Search engine marketing	Other online advertising	Reason for extra spend
Aug-18	\$4,205.22	\$300.00			Plastic bag consultation
Sep-18	\$812.32				
Oct-18	\$718.36				
Nov-18	\$408.95				
Dec-18	\$1,438.85				Waste Free Summer
Jan-19	\$2,461.72				
Feb-19	\$2,114.75	\$217.35			
Mar-19	\$91.95	\$30.61			
Apr-19	\$1,164.14				Environment Aotearoa
May-19	\$841.45				
Jun-19	\$1,940.76				Plastic bag Ban
Jul-19	\$1,291.36				

*Facebook category includes Facebook-owned properties (Instagram, WhatsApp)

**Green Ribbon Awards are a combined effort between Ministry for the Environment and Department of Conservation. The amount shown is the Ministry for the Environment's contribution.