



23 June 2023

Dear 

Re: Official Information Act Request: Find Money in Weird Places Campaign

Thank you for your email on Thursday 25 May 2023 in which you requested information under the Official Information Act 1982. You requested:

- *A breakdown of costs for the Find Money in Weird Places public information campaign - i.e how much money went to developing the campaign, how much has been allocated to television commercials etc. Can a total cost or allocated budget also please be provided.*
- *All correspondence within the EECA and with ministers, their offices, Consumer NZ and the Electricity Authority about the launch of the campaign, its timing and any PR content about it*

As per EECA's email on Thursday 15 June 2023, we have extended your request by an additional ten working day to Friday 7 July. This extension was necessary because your request necessitates a search through a large quantity of information and meeting the original time limit would unreasonably interfere with our operations necessary to make a decision on your request. An extension also allows for a proper consultation process with our third parties (Consumer NZ and the Electricity Authority).

Please find EECA's response to the first half of your request attached as **Appendix One**.

EECA will provide a response to the second half of your request in due course, and no later than **Friday 7 July**.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Please note that it is our policy to proactively release our responses to official information requests where possible. Our response to your request will be published shortly at <https://www.eeca.govt.nz/about/news-and-corporate/official-information/> with your personal information removed.

Yours sincerely



Andrew Caseley
EECA Chief Executive

Find Money in Weird Places Campaign: Cost Breakdown

Notes:

- As of 25th May, the allocated budget for this campaign was **\$2.7m**.
- The actual spend may yet differ dependent on final campaign marketing decisions
- As of 25th May, the total amount spent on the campaign was **\$700,243.00**. Please note that the campaign 'actual spend' will increase as time evolves; plus line items are also subject to change.
- Some of these costs overlap. Where this is the case, it is noted next to the item.
- Regarding costs for T-shirts, no T-shirts were produced as a part of the campaign.

Cost Breakdown by topic:

Please refer to the following pages for a breakdown on:

- Advertising
- Campaign written material (brochure and booklet)
- Website (save500.org.nz)
- External costs

| Advertising | | | |
|-----------------------------------|---|-------------------------|----------------|
| Item | Notes | Status of spend | \$ |
| Total campaign production | | Spent | \$471,998.00 |
| Total advertising media placement | Includes website promotion. | Committed & part spent. | \$1,100,000.00 |
| YouTube | Advertising | Committed | \$94,417.00 |
| Television (Linear) | TV channels include: <ul style="list-style-type: none"> • TVNZ network • Warner Brothers • Discovery • Māori Television | Committed & part spent. | \$662,000.00 |
| Television (On Demand) | <ul style="list-style-type: none"> • TVNZ network • Discovery | Committed | \$60,141 |
| Out of home | This includes placements in 38 malls and 163 street furniture panels (bus stops). | Committed & part spent. | \$130,000.00 |
| Social Media | Social media platforms include: <ul style="list-style-type: none"> • Meta • TikTok, • YouTube | Committed | \$94,000.00 |
| Radio | NZME, Mediaworks, Māori Media Network, Pacific Media Network | Committed & part spent. | \$48,054.00 |

| Campaign Material | | | |
|-------------------|---|-----------------|--------------|
| Item | Notes | Status of spend | \$ |
| Production | Includes 16-page Booklet and Brochure (including logo design). | Spent | \$211,286.00 |
| Distribution | <ul style="list-style-type: none"> Includes 16-page Booklet and Brochure Mail out of brochures is being managed by the Ministry of Social Development, commencing 29 May and full distribution taking two weeks. | Spent | \$604,520.00 |
| Translation | <ul style="list-style-type: none"> Booklet only Translations provided by A2Z Translations. The campaign booklet was written in English and translated into the following languages: Te Reo Māori, Samoan, Tongan, Cook Island Māori, Fijian, and Niuean. | Spent | \$14,878.00 |

| Website: save500.org.nz | | | |
|-------------------------|--|-------------------------|------------|
| Item | Notes | Status of spend | \$ |
| Development | | Spent | \$7,200.00 |
| Hosting | <ul style="list-style-type: none"> This figure is the total cost for six months of hosting (May 2023-October 2023) The website went live for testing on 10 May 2023. | Committed & part spent. | \$360.00 |

| External costs | | | |
|---|---|--------------------------|----------------|
| Item | Notes | Status of spend | \$ |
| Clemenger BBDO (retained creative agency) | Creative development: production of advertising material, brochure design and photography. | Spent | \$393,471.00 |
| Consumer NZ (MOU partnership) | This includes: <ul style="list-style-type: none"> Project management Website design, production and maintenance. Editorial assistance Collateral development; upweighted contact centre resource for Powerswitch to support the duration of the campaign. Communication Consultation for campaign booklet. Two cultural advisors were used for communications advice at no cost. | Spent | \$255,000.00 |
| Webstar | Printing of brochure | Spent | \$40,295.00 |
| Webstar | Printing of booklet | Spent | \$90,544.00 |
| MBM (contracted media agency) | Campaign media placement | Committed and part spent | \$1,100,000.00 |
| Bluestar | Envelopes | Spent | \$21,486.00 |
| Blue Star | Postage of brochure | Spent | \$488,846.40 |
| Western Mailing | Postage of booklet | Spent | \$94,187.00 |
| TRA | Campaign research | Spent | \$9,700.00 |

[REDACTED]

7 July 2023

Dear [REDACTED]

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EECA responded to the first half of your request on 23 June 2023.

Please refer to the nine PDF documents (attached) for EECA's response to the second half of your request. EECA is withholding information pursuant to the following sections of the Official Information Act:

- 9(2)(a) - to protect the privacy of natural persons, including that of deceased natural persons.
- 9(2)(g)(i) - to maintain the effective conduct of public affairs through the free and frank expression of opinions.
- Out of scope.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

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