

16 November 2021

Dear 

Re: Gen Less advertising costs and Right Side campaign budget and imagery

Thank you for your email of 18 October 2021 in which you requested the advertising spend for Gen Less, the budget for the new Right Side campaign, and an explanation for the use of two images in the Right Side campaign. Specifically, you have requested:

“How much has been spent on advertising by Gen Less since the campaign began?

Please provide a breakdown of costs for:

- *TV advertising*
- *Social Media (i.e. Facebook, Instagram)*
- *Online advertising*
- *Radio*
- *Print*
- *Merchandise (including backpacks)*

For each category, please include both the costs of producing the advertisements and the costs of running them (i.e. for TV advertising, the costs of producing commercials you have had made and the costs of running them).

Please also specify how much money has been budgeted for the new ‘Right Side’ campaign.

Finally, please provide an explanation for why images of Rosa Parks and Black Lives Matter protesters are featured in the Right Side campaign.”

Gen Less is a call to people and businesses to commit to living a 'less is more' lifestyle with their energy use. Ultimately, the goal is to turn around New Zealand's rising emissions. Given the urgency around meeting climate change targets, there is a critical need for messaging and information to drive positive climate action.

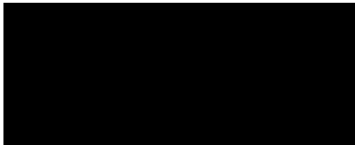
Eight Gen Less campaigns have been launched to date and another two are planned for later this financial year. Appendix 1 shows the breakdown of costs for each campaign, including the budget for the Right Side of History campaign. Note we have now also included issue-specific sub-campaigns, on the basis these form part of the wider main campaigns previously provided.

The images of Rosa Parks and Black Lives Matter protesters in the Right Side of History campaign were selected as part of a series of images designed to reflect important moments in history around major societal themes of the time (e.g. racial inequality and prejudice), from both a global and New Zealand perspective.

Please note, some campaigns did not contain the requested components (e.g. merchandise). Therefore, your request for this information is not relevant for some campaigns. Further, some social media advertising costs for all campaigns are unable to be separated out from those of non-campaign digital media. Consequently, these elements of your request are unavailable (sections 18(e) and 18(f) of the Official Information Act).

You have the right, by way of complaint to the Ombudsman, to seek an investigation and review of the Energy Efficiency and Conservation Authority's response to your information request. You can do this by email to info@ombudsman.parliament.nz or by writing to the Office of the Ombudsman, PO Box 10152, Wellington 6143.

Yours sincerely



Andrew Caseley
Chief Executive

Appendix 1 – Cost of Gen Less campaigns (all GST exclusive)

Gen Less ‘Live More with Less Energy’ campaign

The ‘Live More with Less Energy’ campaign (Gen Less 1.0 campaign) was launched in 2019 and had television, print, digital, out of home and PR components. The campaign cost is provided in the following table. This campaign was curtailed by the outbreak of COVID-19 so the full benefit of the production costs could not be realised.

Gen Less ‘Live More with Less Energy’ campaign cost (September 2019 – November 2019)¹

	Television	Print	Digital advertising (includes social media and online advertising)	Out of home advertising	PR and Staff activities
Production costs	\$595,310	\$1,350		\$53,115 (combined)	\$188,098
Media costs	\$426,547	\$18,198	\$203,534	\$175,270	
Total cost					\$1,661,422

¹ Excludes costs associated with concept development, and agency fees paid to advertising and public relations companies.

Gen Less ‘More, Less’ campaign

Due to the COVID-19 pandemic cutting the ‘Live More with Less Energy’ campaign short, EECA ran an interim campaign called ‘More, Less’ later in 2020. The ‘More, Less’ campaign had television, print, digital advertising, out of home and PR components. The campaign cost is provided in the following table.

Gen Less ‘More, Less’ campaign cost (July 2020 – August 2020)²

	Digital advertising (includes social media and online advertising)	Out of home advertising
Concept / creative development costs		\$20,000
Production costs		\$35,000
Media costs	\$68,896	\$195,600
Total cost		\$319,496

² Excludes agency retainer fees and media fees paid to marketing and public relations companies.

Gen Less ‘LED’ sub-campaign

The Gen Less ‘LED’ sub-campaign was launched in October 2019 and had a digital advertising component. The campaign cost is provided in the following table.

Gen Less ‘LED’ campaign cost (October 2019 – December 2020)³

	Digital advertising (includes social media and online advertising)
Concept / creative development costs	\$59,690
Production costs (purchase and installation of LED bulbs for community groups and production of videos and digital content)	\$105,522
Media costs	\$167,190
Total cost	\$332,402

³ Excludes agency retainer fees paid to marketing companies.

Gen Less ‘Business EV’ sub-campaign

The Gen Less ‘Business EV’ sub-campaign was launched in February 2020. This campaign had television, digital advertising, out of home advertising and PR components. The campaign cost is provided in the following table.

Gen Less ‘Business EV’ campaign cost (February 2020 – March 2020)⁴

	Television	Digital advertising (includes social media and online advertising)	Out of home advertising	PR
Concept / creative development costs				\$50,475 (combined)
Production costs	\$2,425		\$2,564 (combined)	\$6,950
Media costs			\$284,188 (combined)	\$0
Total cost				\$346,602

⁴ Excludes costs associated with concept development, and agency fees paid to advertising and public relations companies.

Gen Less ‘Say No to Wasted Energy’ campaign

The ‘Say No to Wasted Energy’ campaign (Gen Less 2.0 campaign) had television, print, digital advertising, out of home, PR and Stuff activities, and radio components. The campaign cost is provided in the following table.

Gen Less ‘Say No to Wasted Energy’ campaign budget (October 2020 – August 2021)⁵

	Television	Digital advertising (includes social media and online advertising)	Radio
Concept / creative development costs			\$89,210 (combined)
Production costs	\$525,064	\$28,730	\$11,213
Media costs	\$1,701,748	\$161,200	\$140,099
Total cost			\$2,657,264

⁵ Excludes agency retainer fees and media fees paid to marketing and public relations companies.

Gen Less ‘Mode Shift’ sub-campaign

The Gen Less ‘Mode Shift’ sub-campaign was launched in March 2021. This campaign had print, digital advertising, out of home advertising, PR and merchandise components. The campaign cost is provided in the following table.

Gen Less ‘Mode Shift’ campaign cost (March 2021 – October 2021)⁶

	Digital advertising (includes social media and online advertising)	Out of home advertising	PR	Merchandise (includes backpacks, printing, t-shirts and caps)
Concept / creative development costs	\$124,843 (combined)			
Production costs	\$82,986 (combined)			\$53,210
Media costs	\$333,086 (combined)		\$18,539	\$0
Total cost	\$612,664			

⁶ Excludes agency retainer fees paid to marketing companies.

Gen Less ‘SME Business’ sub-campaign

The Gen Less ‘SME Business’ sub-campaign was launched in 2021 and has print and digital advertising components. The campaign cost is provided in the following table.

Gen Less ‘SME Business’ campaign cost (April 2021 – June 2021)⁷

	Print	Digital advertising (includes social media and online advertising)
Concept / creative development costs		\$40,480 (combined)
Production costs		\$78,320 (combined)
Media costs	\$38,398	\$246,365
Total cost		\$403,563

⁷ Excludes agency retainer fees paid to marketing companies.

Gen Less ‘Right Side of History’ campaign

The ‘Right Side of History’ campaign (Gen Less 3.0 campaign) has television, digital advertising, out of home advertising, social advertising, PR/influencer, Stuff media partnership, response images, and owned channel asset components.

The campaign budget for October 2021 to 30 June 2022 is \$2.4 million. This amount is in line with the 2020/21 budget allocation for Gen Less energy emissions reduction campaigns and what was planned for 2019/20 (which was then reduced as the COVID-19 pandemic decreased the campaign length). The campaign spend to date as is provided in the following table.

Gen Less 3.0 spend to date (as at 31 October)⁸

	Television	Digital advertising (e.g. Youtube)	Out of home advertising	Social advertising	PR/ Influencers	Stuff media partnership	Response images	Owned channel assets (for social, web, edm)
Concept spend to date	\$60,982 (combined)							
Production spend to date	\$379,531		\$29,790 (combined)		\$35,250 (combined)	\$0	\$0	\$6,930
Media spend to date	\$195,049	\$38,128	\$0	\$28,682		\$0	\$0	\$0
Total spend	\$774,342							

⁸ Excludes agency retainer fees paid to marketing and public relations companies.

Gen Less ‘Move 2.0’ campaign (future campaign)

The Gen Less ‘Move 2.0’ campaign is planned for January 2022. The total campaign budget is \$400,000.

Gen Less ‘Business’ campaign (future campaign)

The Gen Less ‘Business’ campaign is planned for March 2022. The total campaign budget is \$430,000.