

[REDACTED]

23 June 2023

Dear [REDACTED]

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

Thank you for your email of Thursday 25 May 2023 in which you requested information under the Official Information Act 1982. You requested the following information about the Find Money in Weird Places campaign:

***Campaign costs***

- *How much has been allocated to this campaign in total?*
- *A breakdown of costs relating to the 16-page booklet including but not limited to:*
  - *Design costs*
  - *Consultation costs*
  - *Material costs i.e. t-shirts*
  - *Printing*
  - *Other costs associated with advertising*
  - *Logo design cost*
- *How many translators were required to translate into the 7 languages?*
- *How much did it cost in total to translate into the various languages?*
- *How much has it cost or has been budgeted for booklet delivery to households across New Zealand?*
- *How much has been spent or is budgeted for advertising spend? Please breakdown into TV, bus stops, malls, social media and print.*

***Website***

- *A breakdown of costs relating to the save500.org.nz website?*
  - *How much did it cost to design?*
  - *How much did it cost to create the website?*
  - *How much does it cost to maintain the website every month?*
  - *When was the website launched?*
  - *Please provide us with all of the traffic metrics for the website since the new site was launched. How many people have visited the website since launch?*
  - *How much has been spent on promoting the website? Include social media boosting.*

Please find EECA's response attached as **Appendix One**.

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](http://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

A handwritten signature in blue ink, appearing to read 'Andrew Caseley', written in a cursive style.

Andrew Caseley  
**EECA Chief Executive**

---

## Find Money in Weird Places Campaign: Cost Breakdown

### Notes:

- As of 25<sup>th</sup> May, the allocated budget for this campaign was **\$2.7m**.
- The actual spend may yet differ dependent on final campaign marketing decisions
- As of 25<sup>th</sup> 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"> <li>• TVNZ network</li> <li>• Warner Brothers</li> <li>• Discovery</li> <li>• Māori Television</li> </ul>	Committed & part spent.	\$662,000.00
Television (On Demand)	<ul style="list-style-type: none"> <li>• TVNZ network</li> <li>• Discovery</li> </ul>	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"> <li>• Meta</li> <li>• TikTok,</li> <li>• YouTube</li> </ul>	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"> <li>Includes 16-page Booklet and Brochure</li> <li>Mail out of brochures is being managed by the Ministry of Social Development, commencing 29 May and full distribution taking two weeks.</li> </ul>	Spent	\$604,520.00
Translation	<ul style="list-style-type: none"> <li>Booklet only</li> <li>Translations provided by A2Z Translations.</li> <li>The campaign booklet was written in English and translated into the following languages: Te Reo Māori, Samoan, Tongan, Cook Island Māori, Fijian, and Niuean.</li> </ul>	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"> <li>This figure is the total cost for six months of hosting (May 2023-October 2023)</li> <li>The website went live for testing on 10 May 2023.</li> </ul>	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)	<p>This includes:</p> <ul style="list-style-type: none"> <li>Project management</li> <li>Website design, production and maintenance.</li> <li>Editorial assistance</li> <li>Collateral development; upweighted contact centre resource for Powerswitch to support the duration of the campaign.</li> <li>Communication Consultation for campaign booklet. Two cultural advisors were used for communications advice at no cost.</li> </ul>	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