## **Angela Meredith**

From: Google Forms <forms-receipts-noreply@google.com>

Sent: Wednesday, 27 February 2019 2:39 PM

To: Angela Meredith

Subject: Official Information Act response: Advertising costs

Thanks for filling in Official Information Act response: Advertising costs

Here's what we've received from you:

## **EDIT RESPONSE**

# Official Information Act response: Advertising costs

This request is part of a comprehensive Stuff data review. It relies on your assistance, both in compliance with the Official Information Act 1982 and Local Government Official Information and Meetings Act 1987, and in a shared commitment to public transparency.

amailer the Official Inder the Please reply using this secure online form: It has been designed to make compliance with the request safe, quick and easy. At the end, you may opt to have a copy of your responses emailed to you.

## Email address \*

angela.meredith@enz.govt.nz

() Option 1

Name of organisation \*

**Education New Zealand** 

() Option 1

## Your name and position

Angela Meredith, Accountability Manager

Please tick the box that best describes your organisation.

[] Government ministry / department

[X] Crown entity
[] Crown-owned company / SOE
[] District Health Board
[] Local authority
[] Regional council
[] Tertiary institution
[] Other:

# Financial year | July 1, 2013 - June 30, 2014

How much did your organisation spend on advertising in this financial year using the following formats:

Facebook and Facebook-owned properties (Instagram, WhatsApplotted The Company of the Official Information Act as spend per category. ENZ pays third parties to optiminal New Zealand education to prospective in ontent development, social in the Company of the Official Information Act as a spend per category. ENZ pays third parties to optiminal New Zealand education to prospective in ontent development, social in the Company of the Official Information Act as a spend per category. Declined under section 18(e) of the Official Information Act as Education New Zealand (ENZ) is unable to identify the spend per category. ENZ pays third parties to optimise its attention spend across a variety of platforms to promote a New Zealand education to prospective international storents and their families offshore. This includes campaigns,

## Social media influencers

Declined under section 18(e) of the Official Information Act as Education New Zealand (ENZ) is unable to identify the spend per category. ENZ pays the parties to optimise its advertising spend across a variety of platforms to promote a New Zealand education to spective international students and their families offshore. This includes campaigns, and advertising ENZ's in-market events and fairs.

## Other social media (e.g. Snapchat)

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Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Baidu, Yahoo! etc)

## Other online advertising

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### **Television**

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## Radio, including podcasts

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Outdoor (e.g. billboards, buses)

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# Financial year | July 1, 2014 - June 30, 2015

How much did your organisation spend on advertising in this financial year using the following formats:

Total spend \*

## Facebook and Facebook-owned properties (Instagram, WhatsApp)

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## Social media influencers

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# Financial year | July 1, 2015 - June 30, 2016

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Total spend \*

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## Facebook and Facebook-owned properties (Instagram, WhatsApp)

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# inancial year | July 1, 2016 - June 30, 2017

How much did your organisation spend on advertising in this financial year using the following formats:

## Total spend \*

3342205

## Facebook and Facebook-owned properties (Instagram, WhatsApp)

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# Financial year | July 1, 2017 - June 30, 2018

How much did your organisation spend on advertising in this financial year using the following formats:

Total spend \*

4201632

## Facebook and Facebook-owned properties (Instagram, WhatsApp)

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# Financial year | July 1, 2018 - to date

How much did your organisation spend on advertising in this financial year using the following formats:

Total spend \*

2219791

Facebook and Facebook-owned properties (Instagram. WhatsApp)

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## Radio, including podcasts

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## Outdoor (e.g. billboards, buses)

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