

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

Google Forms

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.

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

- 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:

Total spend *

6250000

Facebook and Facebook-owned properties (Instagram, WhatsApp)

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 advertising spend across a variety of platforms to promote a New Zealand education to prospective international students and their families offshore. This includes campaigns, content development, social media and advertising ENZ's in-market events and fairs.

Social media influencers

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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)

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Television

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Outdoor (e.g. billboards, buses)

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

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Total spend *

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

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

Total spend *

4288310

Facebook and Facebook-owned properties (Instagram, WhatsApp)

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Financial year | July 1, 2016 - June 30, 2017

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Total spend *

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

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4201632

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