

Claudia Cooper
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1 February 2021

Dear Claudia

Re: Advertising for the Gen Less campaign

Thank you for your email of 15 December 2020 in which you request information about the government's advertising spend for the Gen Less 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*

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).”

Gen Less is a call to people and businesses to commit to living a 'less is more' lifestyle in their energy use. Ultimately, the goal is to turn around New Zealand's rising emissions. Two Gen Less campaigns have been launched to date and, on 22 January 2021, you clarified that your information request applied to both campaigns.

Gen Less 1.0 campaign

The first campaign, named Our Defining Moment, was launched in 2019. This campaign had television, print, digital, out of home and PR components. The campaign budget is provided in the following table.

Gen Less 1.0 campaign budget (22 September 2019 – 6 November 2019) ¹

	Television	Print	Digital advertising (includes social media and online advertising)	Out of Home advertising	PR and Stuff activities
Production costs (GST-exclusive)	\$595,310	\$1,349.50	\$53,115 (combined)		\$188,097.87
Media costs (GST-exclusive)	\$426,547.18	\$18,198.10	\$203,533.99	\$175,269.64	

Gen Less 2 campaign

The Gen Less 2.0 campaign had television, radio and digital advertising components. Its campaign budget for October – December 2020 is provided in the following table.

Gen Less 2.0 campaign budget (October – December 2020)²

	Television	Radio	Digital advertising (includes social media and online advertising)
Production costs (GST-exclusive)	\$493,934.00	\$11,212.50	\$28,730.00
Media costs (GST-exclusive)	\$549,026.16	\$140,098.81	\$95,000.67

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

² Excludes costs associated with concept development, and agency fees paid to advertising and public relations companies.

The Gen Less 2.0 campaign does not have a printed media component, and Gen Less 1.0 did not have a radio component, so your request for this information cannot be provided. Further, social media advertising costs for both campaigns are unable to be separated out from those of other 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

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

Andrew Caseley
Chief Executive