

OC190102 Brad Flahive

On 30 January 2019, the Ministry of Transport received the below OIA request from Ben Flahive, a journalist with Stuff:

Please provide the total amount of spending on advertising in the past five financial years, by year, including financial year 2018/19 to date.

For each year, please break this down into how much of each annual spend was used in each of the following categories:

- 1. Facebook and Facebook-owned properties (Instagram, WhatsApp)*
- 2. Social media influencers*
- 3. Other social media (e.g. Snapchat)*
- 4. Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)*
- 5. Other online advertising*
- 6. Television*
- 7. Radio, including podcasts*
- 8. Outdoor (e.g. billboards, buses)*

*I anticipate receiving this information within 20 working days. **Please ensure answers are provided using only the [questionnaire form](#).***

The total amount of spending on advertising in the past five financial years, by year, including financial year 2018/19 to date.

Financial Year: July 1, 2013 - June 30, 2014	
	Amount spent (\$)
1. Facebook and Facebook-owned properties (Instagram, WhatsApp)	0.00
2. Social media influencers	0.00
3. Other social media (e.g. Snapchat)	0.00
4. Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)	0.00
5. Other online advertising	22,186.29
6. Television	0.00
7. Radio, including podcasts	0.00
8. Outdoor (e.g. billboards, buses)	0.00

Financial Year: July 1, 2014 - June 30, 2015	
	Amount spent (\$)
1. Facebook and Facebook-owned properties (Instagram, WhatsApp)	0.00
2. Social media influencers	0.00
3. Other social media (e.g. Snapchat)	0.00
4. Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)	0.00
5. Other online advertising	2,760.50
6. Television	0.00
7. Radio, including podcasts	20,000.00
8. Outdoor (e.g. billboards, buses)	0.00

Financial Year: July 1, 2015 - June 30, 2016	
	Amount spent (\$)
1. Facebook and Facebook-owned properties (Instagram, WhatsApp)	0.00
2. Social media influencers	0.00
3. Other social media (e.g. Snapchat)	0.00
4. Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)	0.00
5. Other online advertising	11,851.74
6. Television	0.00
7. Radio, including podcasts	0.00
8. Outdoor (e.g. billboards, buses)	0.00

Financial Year: July 1, 2016 - June 30, 2017	
	Amount spent (\$)
1. Facebook and Facebook-owned properties (Instagram, WhatsApp)	6,562.50
2. Social media influencers	0.00
3. Other social media (e.g. Snapchat)	0.00
4. Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)	0.00
5. Other online advertising	13,318.85
6. Television	0.00
7. Radio, including podcasts	0.00
8. Outdoor (e.g. billboards, buses)	0.00

Financial Year: July 1, 2017 - June 30, 2018	
	Amount spent (\$)
1. Facebook and Facebook-owned properties (Instagram, WhatsApp)	12,600.00
2. Social media influencers	0.00
3. Other social media (e.g. Snapchat)	720.00
4. Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)	0.00
5. Other online advertising	85,892.22
6. Television	0.00
7. Radio, including podcasts	5,000.00
8. Outdoor (e.g. billboards, buses)	0.00

Financial Year: July 1, 2018 - to date	
	Amount spent (\$)
1. Facebook and Facebook-owned properties (Instagram, WhatsApp)	100.00
2. Social media influencers	0.00
3. Other social media (e.g. Snapchat)	479.69
4. Search engine marketing (broken down by which search engine was used e.g. Google, Bing, Yahoo! etc)	0.00
5. Other online advertising	10,075.90
6. Television	0.00
7. Radio, including podcasts	0.00
8. Outdoor (e.g. billboards, buses)	0.00