



Ministry
of Defence

Ministry of Defence
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Our Ref: FOI2016/01033

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Dear [REDACTED]

Thank you for your e-mail of 22 January 2015 requesting the following information:

For each of 2012-13, 2013-14 and 2014-15, please could you supply me with details of:

1. *Your total spending on advertising*
2. *Your total spending on advertising with Facebook*
3. *Your total spending on advertising with Twitter*

I am treating your correspondence as a request for information under the Freedom of Information Act 2000 (FOIA).

A search for the information has now been completed within the Ministry of Defence (MOD) and I can confirm that all the information in scope of your request is held.

The following tables outline total spend on advertising and on Facebook and Twitter advertising by MOD¹ and the Armed Forces for the financial years 2012/13, 2013/14 and 2014/15. The vast majority of advertising spend is in direct support of Armed Forces recruitment campaigns.

Total advertising spend²:

	FY 2012-13 ³	FY 2013-14	FY 2014-2015
Total	£14.125 million	£30.269 million	£27.244 million

Facebook advertising spend:

	FY 2012-13	FY 2013-14	FY 2014-2015
Total	£157,000	£402,000	£833,000

Twitter advertising spend:

	FY 2012-13	FY 2013-14	FY 2014-2015
Total	£34,000	£75,000	£77,000

¹ Including MOD and Ministry of Defence Police. Excluding Defence Science and Technology Laboratory, United Kingdom Hydrographic Office and Defence Support Group – trading funds sponsored by the Ministry of Defence. (The Defence Support Group trading fund ceased to be a legal entity on 31 March 2015).

² All figures are rounded to the nearest £1,000.

³ Figure for FY12/13 includes DSTL.

If you are not satisfied with this response or you wish to complain about any aspect of the handling of your request, then you should contact me in the first instance. If informal resolution is not possible and you are still dissatisfied then you may apply for an independent internal review by contacting the Information Rights Compliance team, 1st Floor, MOD Main Building, Whitehall, SW1A 2HB (e-mail CIO-FOI-IR@mod.uk). Please note that any request for an internal review must be made within 40 working days of the date on which the attempt to reach informal resolution has come to an end.

If you remain dissatisfied following an internal review, you may take your complaint to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act. Please note that the Information Commissioner will not investigate your case until the MOD internal review process has been completed. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website www.ico.org.uk

Yours sincerely,

DDC Secretariat Parliamentary