



Ministry
of Defence

Navy Command FOI Section
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FOI 2016/05657

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[REDACTED]
Via email: [REDACTED]

25 July 2017

Dear [REDACTED]

Request for Information

Further to our interim correspondence to you of 27 June 2017 in response to your request of 30 May 2017 in which you requested the following information:

“the campaign media brief you provided to the ad agency commissioned to produce the ‘Made in the Royal Navy’ ad.”

Your enquiry is being treated as a request for information under the Freedom of Information Act 2000.

As explained in the interim letter, a search for the information was completed by the Ministry of Defence and confirmed that information in scope of your request was held, however a further period of time was necessary to consider whether the information sought should be withheld under the qualified exemption s43 – Commercial Interests – of the Act. We have now conducted and completed the Public Interest Test (PIT) and concluded that the public interest favours releasing the information on this occasion. Whilst there is strong public interest in withholding the information for the Royal Navy initial ‘Made in the Royal Navy’ campaign brief, it is felt that the promoting accountability/transparency and public engagement reason(s) are more compelling and show that the information should be released.

Therefore, please find at Annex A below the campaign media brief first formulated for the “Made in the Royal Navy” campaign.

Some personal information of has been withheld under section 40(2) of the FOI Act (personal data). Section 40(2) applies to personal data relating to third parties. The release of personal information relating to other individuals would contravene the principles of the Data Protection Act 1998, namely Principle 1 – personal data shall be processed fairly and lawfully and not unless certain specified conditions are met, and Principle 2 – personal data

shall be obtained and processed only for specified and lawful purposes and not further processed in a manner incompatible with the purposes.

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 this office 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, <http://www.ico.org.uk>.

Yours sincerely

Navy Command Secretariat – FOI Section



Ministry of Defence

Marketing Agency Project Brief

5 x Tier 2 VOD and Web collateral

Service: *Royal Navy*

Contact: *National Campaigns Manager – [REDACTED]*

Agency: *Submitted to WCRS*

Date Submitted: *08 May 15*

Date to Flight: *01 July 15 (Ratings and Submariner)
01 September 15 (Officer)*

Project Summary:

Produce 5 x Tier 2 60 second film creative for Royal Navy (RN) Ratings and RN Officer to include Submariner (Generic) as a priority.

Key Deliverables:

Produce Tier 2 film creative as follows:

1. MITRN RN Rating Chef – Evolution of Food; Rugby; School Report; Submariner, RN Officer
2. Timelines as per CNR Marketing as above
3. Deliver creative executions to target CNR defined Segments for RN Ratings and RN Officer

Key Messages (including Call to Action):

- RN Ratings existing Key Messages and CTA
- RN Officer existing Key Messages and CTA

Customer Value Proposition:

A totally unique lifestyle, competitive pay, camaraderie, unrivalled leave, career progression.

Audience:

RN Rating – Male/Female 16 – 24 year olds. Potential Ratings are in a period of transition in their lives and ready to make commitments. They are physically active but also enjoy relaxing activities. They like to consult multiple sources before making a decision as they are easily influenced. Consume print content from time to time. They are non-committal and lack knowledge of the Armed Forces.

RN Officer – 18 – 24 year olds. Primarily graduates but some at sixth form. Graduates are looking to kick start their careers. They have educated interests and enjoy sport. They are motivated to succeed in life and conscious of their well-being. Active online with a particular fondness for imagery. Light consumers of print.

Have some knowledge of the Armed Forces but can't imagine themselves doing it.

Coverage:

RN Officer - National/Regional/Bespoke
RN Rating - National/Regional/Bespoke

Preferred Media:

TV, VOD, Digital

Creative (including re-purposing of existing materiel and production of media neutral creative):

Based on MITRN produce 5 x 60 second Tier 2 films. For RN Ratings Chef – Evolution of Food, Rugby, School Report film creative. For RN Officer a generic Officer film creative. For Submariner a generic film creative but mainly focusing on Ratings.

Owned/No Cost/Low Cost Media Opportunities:

Web Site landing page – all captured collateral will be accessed for potential social media content

Indicative Budget:

The overall budget available for the production of the RN Rating Chef, Rugby, School Report, Submariner and RN Officer is

Key Performance Indicators:

To be agreed

Evaluation:

To be agreed

Timing and Deadlines:

Work to be completed by 01 Jul 15 for RN Rating Chef, Rugby, School Report and Submariner (Priority)
01 Sep 15 for RN Officer.

Approvals:



Discussed and Agreed:

For MOD:
Signature:
Name:
Title:

Date:

For Agency:
Signature:
Name:
Title:

Date: