



Ministry of Defence

Air Command Secretariat
Spitfire Block
Headquarters Air Command
Royal Air Force
High Wycombe
Buckinghamshire
HP14 4UE

20170728-FOI 05830 [REDACTED]

8 August 2017

Dear [REDACTED]

Thank you for your email of 12 June, which has been considered to be a request for information under the Freedom of Information (FOI) Act 2000; I have been asked to reply on behalf of the Ministry of Defence (MOD).

In your email you requested the following:

"The information I am requesting relates to the briefs provided by Capita to advertising agencies who created the following British Army recruitment advertising campaigns:

- Normal Days (2015)
- Be a Better You (2016)
- This is Belonging (2017)

I am also asking the the briefs provided to the advertising agencies who create the following Royal Navy and RAF recruitment campaigns:

- Made in the Royal Navy (commenced 2014)
- No Ordinary Job (RAF, 2016)"

A search has now been completed within the MOD, and I can confirm that some information in scope of your request is held.

At Annex A, please find the campaign media brief first formulated for the "*Made in the Royal Navy*" campaign. Some personal information has been withheld under section 40(2) of the FOI Act (third-party personal data). Section 40(2) is an absolute exemption and there is therefore no requirement to consider the public interest in making a decision to withhold the information.

Under Section 21 of the FOI Act, details of the Army's advertising briefs for "*Be a Better You*" and "*This is Belonging*" is exempt from release as it is reasonably accessible to you by other means. This information is already in the public domain and may be found on the Gov.uk website at the following addresses:

www.gov.uk/government/uploads/system/uploads/attachment_data/file/622526/2015-01063.pdf

www.gov.uk/government/uploads/system/uploads/attachment_data/file/622523/2017-02411.pdf

"Normal Days" is not a recognised advertisement campaign, therefore, no information is held.

No information is held relating to the briefs provided to the advertising agency for the RAF's *"No Ordinary Job"* advertising campaign. Under Section 16 of the FOI Act (the duty to provide advice and assistance), no information is held in scope of your request as the brief was given verbally to the advertising company. Subsequent documents between the RAF and the advertising company are likely to be exempt from release under Section 43(2) of the FOI Act (commercial interests).

If you have any queries regarding the content of this letter, please contact this office in the first instance

If you wish to complain about the handling of your request, or the content of this response, you can request an independent internal review by contacting the Information Rights Compliance team, Ground Floor, MOD Main Building, Whitehall, SW1A 2HB (e-mail CIO-FOI-IR@mod.uk). Please note that any request for an internal review should be made within 40 working days of the date of this response.

If you remain dissatisfied following an internal review, you may raise your complaint directly to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act. Please note that the Information Commissioner will not normally investigate your case until the MOD internal review process has been completed. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website at <https://ico.org.uk/>.

Yours sincerely,

Air Command Secretariat



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:

[Redacted]

Discussed and Agreed:

For MOD:

Signature:
Name:
Title:

Date:

For Agency:

Signature:
Name:
Title:

Date: