



Ministry
of Defence

Ministry of Defence
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Our Ref: FOI2019/5610

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[REDACTED]

24 May 2019

Dear [REDACTED]

Thank you for your e-mail of 13 May 2019 requesting the following information:

“Can the department provide the details of all public relations campaigns the Directorate of Defence Communications (DDC) has operated since January 2017?”

Can you provide the cost of the campaign, the theme and target audience, the target country, and the name of any third-party communications agencies involved?”

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

I can confirm that the Ministry of Defence does hold information within the scope of your request.

DDC Public Relations activity incurring a media cost for the period requested is shown in the tables below for each financial year.

Financial Year 2018/2019

Date of invoice	Subject	Total (excl. VAT)
10 August 2018	Berlin Airlift 70 th Anniversary	900.23
10 July 2018	Armed Forces Day	2,000.00
10 July 2018	Berlin Airlift 70 th Anniversary	599.64
27 February 2019	Small Business Saturday	742.59
8 March 2019	Armistice 100	2,499.96
28 March 2019	Apprenticeship Week International Women’s Day British Science Week	4,473.90
Total		11,216.32

Financial Year 2017/2018

Date of invoice	Subject	Total £ (excl. VAT)
23 June 2017	Armed Forces Day	111.64
26 June 2017	Armed Forces Day	178.98
26 June 2017	Armed Forces Day	112.09
26 June 2017	Armed Forces Day	116.55
21 August 2017	Armed Forces Day and Reserves Day	5,049.71
25 September 2017	Armed Forces Day	2,500.01
10 October 2017	Invictus	997.96
15 December 2017	Cambrai 100	2,500.01
15 December 2017	Remembrance	2,500.01
26 March 2018	National Apprenticeship Week	2,997.49
26 March 2018	International Women's Day	88.90
Total		17,153.35

The target country and audience are the UK general public.

Regarding third party communications agencies involved in the above campaigns, Carat were contracted for financial year 2017/2018 and for 2018/2019 Carat and OMD Group.

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, Ground Floor, MOD Main Building, Whitehall, SW1A 2HB (e-mail CIO-FOI-IR@mod.gov.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