



Ministry  
of Defence

Army Secretariat  
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**Ref: FOI2020/08997/R/O**

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XXXXXXXXXXXXXXXXXXXX  
XXXXXXXXXXXXXXXXXXXX

3 September 2020

Dear XX XXXX,

*Thank you for your email of 5 August in which you requested the following information:*

*a) The actual spend, by the British Army on above the line advertising for the financial years 2018/19, 2017/18.*

*In addition, if held:*

*c) The actual spend by the British Army on advertising on Facebook/Instagram for the financial years 2018/19, 2017/18.*

*d) The actual spend by the British Army on advertising on Twitter for the financial years 2018/19, 2017/18.*

*e) The actual spend by the British Army on advertising on Snapchat for the financial years 2018/19, 2017/18.*

*f) The actual spend by the British Army on advertising on TikTok for the financial years 2018/19, 2017/18.*

*In addition, I would like the above information for the most recent financial year (2019/20), however I understand that this data may still be being processed.*

I am treating your correspondence as a request for information under the Freedom of Information Act (FOIA) 2000. A search for the information has now been completed within the Ministry of Defence, and I can confirm that the MOD holds information within the scope of your enquiry.

Data for the financial years 2018/19 and 2019/20 can be found in the PDF attached to this letter.

Data for the financial year 2017/18 is exempt from release under Section 21 of the Freedom of Information Act (FOIA), because it is reasonably accessible to you by other means. This information is already in the public domain, where it can be found at [www.parliament.uk](http://www.parliament.uk) in a written answer to Parliamentary [Question 134413](#), asked by Liz Saville Roberts MP on 27 March 2018. Under Section 16 of the FOIA (Advice and Assistance), it may be helpful for you to know that it is not possible to produce data for the financial year 2017/18 according to the specific parameters set out in your request. This is because data for that year was produced by a previous advertising contractor who no longer provides this service for the Ministry of Defence.

Under Section 16, you may also find it useful to know that Government advertising is used to support the Government's priorities and helps deliver its programmes – in this case, British Army recruitment.

If you have any queries regarding the content of this letter, please contact this office in the first instance. Following this, 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](mailto: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,

Manning Team,  
Army Secretariat

**Recruiting Group Paid Advertising Costs**

<b>Media type:</b>	<b>Nov - Dec 2018</b>	<b>Jan - Mar 2019</b>	<b>Apr - Jun 2019</b>	<b>Jul - Sep 2019</b>	<b>Oct - Dec 2019</b>	<b>Jan - Mar 2020</b>	<b>Apr - Jun 2020</b>
<b>DISPLAY (inc VOD+ Digital Audio)</b>	496,670	796,215	658,000	736,000	1,168,072	943,965	896,010
<b>OOH</b>	1,000	286,000		299,000		152,614	
<b>RADIO</b>		388,980	604,750	688,700	314,698	205,590	251,328
<b>Biddable Facebook</b>	86,797	144,628	116,508	80,338	192,858	186,750	137,684
<b>Biddable Snapchat</b>	27,482	52,421			80,020	50,000	61,502
<b>Biddable Twitter</b>	17,644	37,787	56,132	35,346	66,670	45,016	40,303
<b>Paid Search (PPC)</b>	79,013	130,519	124,531	159,169	197,245	218,319	292,283
<b>Adobe Fees</b>			71,071	48,661			
<b>Television</b>	540,000	1,452,500	844,300	745,000	273,512	1,214,133	692,377