



Ministry of Defence

Ref: FOI2020/08958

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

E-mail:
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Ministry of Defence
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12 August 2020

Dear [REDACTED]

Thank you for your E-mail of 5 August requesting the following information:

"Please disclose a list of advertising campaigns undertaken by the DDC in 2019-20 with a short summary of the purpose of each campaign and the start date of each campaign".

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 (MOD) does hold information within the scope of your request.

This request is a clarification of your previous FOI reference FOI2020/07576.

The information requested for financial year 2019/2020 for DDC advertising campaigns is shown below:

1 March 2019	Small Business Saturday Social Media Boost.
19 September 2019	Boosting National Inclusion Week.
18 December 2019	Events Christmas Activity Social Media Boost.
12 February 2020	Global Britain in Action.
13 February 2020	Force for good Innovation Social media boost.
13 February 2020	Force for good People Social media boost.
13 February 2020	LGBT Social Media Boost.
21 February 2020	Paid for Social Media – VE Day Boost.
11 March 2020	Armed Forces Day social media boost.

The total cost of these advertising campaigns was £40,434.90.

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 us in the first instance at the address above. 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.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 normally 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,

DDC Secretariat Parliamentary.