



Ministry of Defence

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Ref. FOI2021/02701

[REDACTED]

25 March 2021

Dear [REDACTED]

Thank you for your e-mail of 26 February 2021, in which you request the following:

In response to your advice for reducing the scope of my request, I would now like to resubmit my request and target the central MOD department for communications i.e. the Directorate for Defence Communications.

I am still requesting that you provide this information for the calendar years 2019 and 2020. However, if it is not possible for you to do so within the limits dictated by the FOI Act because your financial expenditure is recorded in financial years, please provide that information by financial year i.e. April 2019 to 2020 and April 2020 to 2021, up to the most recent date you are able to provide this information for in the financial year 2020-21.

In the interests of clarity, I am writing my request below in full. If you could confirm that you have received this message and are now working on responding to my request, that would be much appreciated.

Under the Freedom of Information Act 2000 I seek the following information on advertising spending:

1. The total amount of money the Directorate for Defence Communications has spent on advertising and marketing.

I would like this information for the last two years, broken down by year i.e. 2019 and 2020.

2. If it is possible to provide, the total amount of money the Directorate for Defence Communications has spent on advertising and marketing, broken down by type of advertising platform e.g. TV, radio, social media etc.

I would like this information for the last two years, broken down by year i.e. 2019 and 2020.

3. If it is possible to provide, the total amount of money the Directorate for Defence Communications has spent on advertising and marketing through each of the following: Google, Facebook, Twitter.

I would like this information for the last two years, broken down by year i.e. 2019 and 2020.

4. Information on the Directorate for Defence Communications' most expensive advertising campaign in 2019. For this campaign I would like to know:

The name of the campaign

The advertising platform(s) used for the campaign e.g TV, radio, social media etc.

The total amount of money spent on the campaign

5. Information on the Directorate for Defence Communications' most expensive advertising campaign in 2020. For this campaign I would like to know:

The name of the campaign

The advertising platform(s) used for the campaign e.g TV, radio, social media etc.

The total amount of money spent on the campaign

I would prefer to receive this information electronically, preferably as a data set, eg. in Excel, NOT as a PDF.

I am treating your correspondence as a request for information under the Freedom of Information Act 2000 (FOIA). A search has been conducted and I can confirm we do hold information within the scope of your request.

The total amount of money the Directorate for Defence Communications (DDC) has spent on advertising and marketing in 2019 was £21,371.22. Of that total £8,771.22 related to Facebook spend, and £12,600 related to print media platform spend.

The total amount of money DDC has spent on advertising and marketing in 2020 was £18,235.73. All related to Facebook spend.

The most expensive DDC campaign in 2019 was £9,600 for the D-Day 75 campaign. In June of 2019 Defence marked 75 years since the invasion of occupied Europe by Allied forces. The campaign aimed to pay tribute to our remaining veterans in the presence of world leaders in events in France and in the UK. Spend related to this campaign was used to increase awareness of the anniversary to a younger audience and offer practical information about how the general public including veterans could mark the occasion and get involved.

The most expensive DDC campaign in 2020 was £10,000 for the 2020 Covid Support Force campaign. Defence summarised the involvement of the Armed Forces in the fight against COVID-19 and paid tribute to those who had supported the NHS throughout a busy year. The aim was to increase awareness of the role of Armed Forces personnel and highlight their versatility and commitment.

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.gov.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,

DDC – Secretariat Parliamentary