



Ministry of Defence

Army Policy and Secretariat
Army Headquarters
IDL 24 Blenheim Building
Marlborough Lines
Andover
Hampshire, SP11 8HJ
United Kingdom

Ref: Army/PolSec/R/C/FOI2023/00063

E-mail: armyseccgroup@mod.gov.uk

Website: www.army.mod.uk

20 January 2023

Dear [REDACTED],

Thank you for your email of 3 January 2023 in which you requested the following information:

- a) The actual spend by the British Army on television advertising for the financial years 2020/21.
- b) The actual spend by the British Army on advertising on Facebook/Instagram/Twitter/TicTok/Snapchat for the financial years 2020/21 (amounts individually if possible).

I know this information has been provided for previous years but nothing available in reference to the years above.

I would also like the above information for the most recent financial year (2022/21), however I understand that this data may still be being processed.

If you also have a breakdown on all the military TV adverts released during this period, that would be great. Just the links or names of the advert would be necessary.

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 information in scope of your request is held and provided at Annex A.

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). 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,

[REDACTED]

Army Policy & Secretariat

Annex A

Media Name	Total cost of each media per financial year (rounded to the nearest whole pound)		
	2020/2021	2021/2022	2022/2023*
Television	4,429,579	2,524,105	1,575,000
Facebook	494,972	532,997	440,000
Twitter	129,276	196,165	90,000
Snapchat	204,344	388,521	410,000

*Financial year 2022/2023 refers to April – September. The data for the final quarter is not currently available.

TV advertisements released 2020 – 2022

All Army advertisements can be found on the Army Jobs YouTube. Please see it here:
<https://www.youtube.com/@talive>

- 2020 – Army Confidence (1 x advertisement)
- 2020 – The Best Step Up (Army Nightingale /Pandemic work)
- 2021 – Fail, Learn, Win, (2 x advertisements)
- 2021 – Soldier is a Soldier. (Female campaign)
- 2021 – Reserved for More (Reserve campaign)
- 2022 – Nothing can do what a Soldier can do (1 x advertisement).

A further 'Nothing can do what a Soldier can do' advertisement was launched in January 2023).