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[Redacted]

By email: [Redacted]

Our ref: FOI2024/17274  
3 October 2024

Dear [Redacted],

**REQUEST FOR INFORMATION: Spend on digital advertising and social media campaigns over the last three years**

Thank you for your request for information of 16 September 2024 about the spend on digital advertising and social media campaigns over the last three years. We have handled your request under the Freedom of Information Act 2000 (FOIA).

Your information request and our response are set out below.

- The total amount spent on digital advertising (including Google, Facebook, Twitter, Instagram, and other social media platforms) for each financial year 2021/22, 2022/23, 2023/24.*
  - A breakdown of each campaign, including:*
  - The purpose of the campaign (e.g., public information, recruitment, policy promotion, etc.).*
  - The platform(s) used for the campaign.*
  - The total cost of each campaign.*

Details of the Defra campaigns and purpose broken down by the platforms requested (Google, Facebook, Twitter and Instagram) is provided in the excel spreadsheet (Annex C) from financial year 2021/22 to end of 2023/24 financial year.

- Any available data on the outcome or effectiveness of each campaign (e.g., click-through rates, engagement metrics, or other performance indicators).*
  - Copies of any reports or assessments regarding the effectiveness of these campaigns.*

Data on the effectiveness of the digital advertising spend broken down by the platforms requested (Google, Facebook, Twitter and Instagram) is provided in the excel spreadsheet (Annex C) from financial year 2021/22 to end of 2023/24.

Information disclosed in response to this FOIA request is releasable to the public. In keeping with the spirit and effect of the FOIA and the government's Transparency Agenda, this letter and the information disclosed to you may be placed on [GOV.UK](http://GOV.UK), together with

any related information that will provide a key to its wider context. No information identifying you will be placed on the GOV.UK website.

We attach Annex A, explaining the copyright that applies to the information being released to you, and Annex B giving contact details should you be unhappy with the service you have received.

If you have any queries about this letter please contact us.

Yours sincerely

[Redacted]

**Information Rights Team**

[InformationRequests@defra.gov.uk](mailto:InformationRequests@defra.gov.uk)

## Annex A

### Copyright

The information supplied to you continues to be protected by copyright. You are free to use it for your own purposes, including for private study and non-commercial research, and for any other purpose authorised by an exception in current copyright law. Documents (except photographs or logos) can be also used in the UK without requiring permission for the purposes of news reporting. Any other re-use, for example commercial publication, would require the permission of the copyright holder.

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Copyright in other documents may rest with a third party. For information about obtaining permission from a third party see the [Intellectual Property Office's website](#).

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## Annex B

### Complaints

If you are unhappy with the service you have received in relation to your request you may make a complaint or appeal against our decision under section 17(7) of the FOIA or under regulation 11 of the EIRs, as applicable, within 40 working days of the date of this letter. Please write to <sup>[Redacted]</sup> Head of Information Rights via email at [InformationRequests@defra.gov.uk](mailto:InformationRequests@defra.gov.uk) and they will arrange for an internal review of your case. Details of Defra's complaints procedure are on our website.

If you are not content with the outcome of the internal review, section 50 of the FOIA and regulation 18 of the EIRs gives you the right to apply directly to the Information Commissioner's Office (ICO) for a decision. Please note that generally the ICO cannot make a decision unless you have first exhausted Defra's own complaints procedure.

The ICO can be contacted using the following link:

<https://ico.org.uk/make-a-complaint/official-information-concerns-report/official-information-concern/>