

6 April 2023

[REDACTED]
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REF: OIA-12267

Dear [REDACTED]

Request made under the Official Information Act 1982

Thank you for your email of 20 March 2023 requesting the following information under the Official Information Act 1982 (the Act):

I was recently told by a source that the total spend on both creative and media across Waka Kotahi's various transport safety campaigns was around \$90m.

Is that accurate? Either way – could you please provide a breakdown of the spending over the past five years (or longer, if it's to hand), along with which agencies and media companies it was spent with.

The table appended to this letter provides the actual spend across creative and media in relation to the Waka Kotahi NZ Transport Agency road safety campaigns over the last five years.

I trust this fulfils your request.

In line with Waka Kotahi policy, this response will soon be published on our website, with personal information removed.

If you would like to discuss this reply with Waka Kotahi, please contact Andy Knackstedt, Senior Manager Media, by email to andy.knackstedt@nzta.govt.nz.

Yours sincerely



Lauren Cooke
National Manager Education & Marketing

OIA-12267 Appendix

Vendor Name	2019 (\$)	2020 (\$)	2021 (\$)	2022 (\$)	2023* (\$)	Total
BOP Business Publications	0	0	3,000	0	0	3,000
Clemenger BBDO Ltd	5,887,404	4,297,742	3,109,599	3,390,395	504,405	17,189,546
Daylight Creative Limited	0	0	0	38,000	0	38,000
Foote Cone & Belding Ltd	0	0	1,973,944	4,494,573	3,331,509	9,800,026
G Media Publishing Limited	0	0	0	3,885	0	3,885
MBM	0	0	0	0	5,906,915	5,906,915
Mediboard Ltd	0	0	0	0	6,976	6,976
OMD New Zealand Ltd	11,871,028	12,840,076	12,591,444	14,373,338	3,315,990	54,991,875
Strategy Design & Advertising	224,076	724,550	669,422	279,158	900	1,898,106
Strategy Media	506,767	677,230	609,777	628,415	0	2,422,190
The Eldernet Group	0	0	0	0	4,600	4,600
Waterford Press Ltd	0	0	0	0	6,573	6,573
Total	18,489,275	18,539,598	18,957,186	23,207,764	13,077,868	92,271,691

**up to 28 February 2023*