

25 July 2023

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REF: OIA-13007

Dear ██████████

Request made under the Official Information Act 1982

Thank you for your email of 29 June 2023 requesting information regarding Waka Kotahi NZ Transport Agency's "So you think you can drive?" campaign under the Official Information Act 1982 (the Act). I will respond to each part of your request in turn:

- *How much has been spent on this campaign so far? And, how much is budgeted for this campaign?*

The *So you think you can drive?* campaign (the campaign) was launched on 19 June 2023 with an initial six-week flight (advertising run) at a projected total cost of \$370,553.15 excluding GST. Future flights of this campaign may be considered once this first flight has finished and has been evaluated.

- *How many videos have been produced for this campaign?*
 - *Please breakdown the costs of these videos including editing, production, creative design.*

Four 15-second videos and one six-second video have been produced for this campaign. In addition, two static creative assets and five animated creative assets for social, digital and out of home channels have been produced. These assets have been adapted for various display sizes.

The cost breakdown is:

- Creative concept development - \$34,002.50
- Production - \$120,177.60.

- *How much did Waka Kotahi pay for the logo design for the 'So you think you can drive' campaign?*

We have interpreted "logo design" to be the "So you think you can drive?" banner, which was included in the creative concepting costs outlined above.

- *How much was the actor in the videos paid?*

We have interpreted “actor” to mean the “host/quiz master” in the video. As the amount the actor was paid is subject to an obligation of confidence and is commercially sensitive, this information is withheld under the following sections of the Act:

- 9(2)(ba)(i), as the withholding of the information is necessary to protect information which is subject to an obligation of confidence, where making it available would be likely to prejudice the supply of similar information, and it is in the public interest that such information should continue to be supplied; and
- 9(2)(b)(ii), as the withholding of the information is necessary to protect information where the making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information.

With respect to the information that has been withheld, I do not consider there are any other factors which would render it desirable, in the public interest, to make the information available.

- *How much has been spent advertising these videos?*
 - *Please include how much has been spent on social media boosting.*

The media spend for the first flight of this campaign is \$216,373.05 excluding GST.

The videos have not been “boosted”. The campaign was planned in advance and media was booked at that time.

- *What platforms (including social media) have these videos been posted to?*
 - *How many views and interactions have these videos garnered?*

The videos, static and animated assets have been placed across the following platforms:

- Tik Tok
- Meta – Facebook and Instagram
- Snapchat
- YouTube and YouTube Masthead
- Digital advertising channels (Student Job Search and My Mahi)
- Digital out of home channels (billboards at university and on school campuses).

The campaign was launched on 19 June 2023 for an initial six-week flight. The campaign is still running as of the date of this response but as at 10 July 2023 the information is as follows:

Meta:

Total Impressions	Video Plays	Post Engagement
6,426,530	2,245,989	569,725

Snapchat:

Total Impressions	Video Plays
2,086,643	274,655

Tik Tok:

Total Views <i>(2-second video view)</i>	Post Engagement <i>(Likes, comments, save)</i>
5,849,107	42,717

YouTube:

Video Starts	Completed Views
895,910	770,065

YouTube Masthead:

Video Starts	Completed Views
390,546	849

Digital display:

Impressions	Clicks
248,512	3038

- *What is the purpose of this campaign?*

This campaign seeks to raise awareness of, and engagement with, the *Drive* education programme. *Drive* is a free education tool to help people learning to drive become safe, skilled and licensed drivers. The target audience is 16 to 24 year-olds, an age group that is overrepresented in deaths and serious injuries on our roads.

Under section 28 of the Act, you have the right to ask the Ombudsman to review my decision to withhold part of this information. The contact details for the Ombudsman can be located at www.ombudsman.parliament.nz.

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 us by email to official.correspondence@nzta.govt.nz.

Yours sincerely



Lauren Cooke
National Manager, Education and Marketing