

15 May 2023

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REF: OIA-12463

Dear ██████████

Request made under the Official Information Act 1982

Thank you for your email of 18 April 2023 requesting information regarding the “Mixed? Don’t Drive” advertising campaign under the Official Information Act 1982 (the Act). I will respond to each of your questions in turn:

- *A detailed breakdown of the expenses associated with the campaign, included but not limited to, costs for advertising, media buying, creative production, website development, public relations and any other relevant expenses.*

As at 31 March 2023 the total spend on the *Mixed? Don’t Drive* campaign was \$2,507,133 excluding GST. The total figure comprises of \$788,039 for the production of the campaign including audio visual, radio, digital, social media, print and out of home assets. This amount differs from our previously released figure due the addition of radio assets developed after the initial production of the campaign. The associated media cost is \$1,719,094.

There was no website development associated with this campaign.

- *Associated costs for any external agencies or contractors hired to assist with the campaign. Please include the company name and the reason for which they were hired.*

The campaign was developed by Clemenger BBDO who were contracted by Waka Kotahi NZ Transport Agency to produce the campaign. The contracting process was undertaken in accordance with the Government’s procurement standards when the contract was last awarded in 2013. OMD, our former contracted media agency, was used to launch this campaign. The media planning and booking for the campaign is now delivered through our current media agency MBM.

- *An overview of the campaign’s goals, objectives and intended outcomes, as well as any performance metrics or key performance indicators used to evaluate its success.*

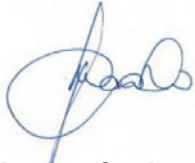
The goal of the campaign is to reduce deaths and serious injuries on our roads as a result of people mixing substances and driving.

The *Mixed? Don't Drive* campaign aims to increase the public's understanding of the multiplicative effect of mixing substances and driving. Success for this campaign is measured through our ongoing advertising tracking and our media objectives. Advertising tracking measures prompted awareness, key message takeout and the public's attitude to mixing substances and driving through questions such as *To what extent do you think driving after taking strong medication with other drugs or alcohol affects your driving?*

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.corespondence@nzta.govt.nz.

Yours sincerely



Lauren Cooke

National Manager, Education and Marketing