

Mr R Manthorpe
request-602089-4c370023@whatdotheyknow.com

11 September 2019

Our Ref: FOI/1920/035

Dear Mr Manthorpe

Your Freedom of Information Request

Thank you for your email, which was received by the University on 7 September 2019. The University's response is set out in the enclosed document.

Your right to seek a review

Should you be dissatisfied with the way in which the University has dealt with your request, you have the right to require us to review our actions and decisions. If you wish to request a review, please contact the General Counsel, Aston University, Birmingham, B4 7ET or e-mail: foi_requests@aston.ac.uk within 40 working days. Your request must be in a recordable format (letter, email, audio tape, etc). You will receive a full response to your request for review within 20 working days of its receipt.

If you are dissatisfied with the way in which we have handled your request for review you may ask the Information Commissioner to review our decision. You must submit your complaint in writing to the Commissioner within 6 months of receiving the response to review letter. The Commissioner may be contacted at:

Address: Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire SK9 5AF

Tel: 0303 123 1113 / 01625 545 745 (+44 1625 545 745 if calling from overseas)
Fax: 01625 524 510

E-mail: notification@ico.gsi.gov.uk
Website: <http://www.ico.gov.uk/>

Yours sincerely

Alice Mineyko
Counsel

Your request	Our response
<p>Can you please tell me how much money you spent on advertising for clearing in 2019.</p> <p>Can you please provide subtotals for the following categories (feel free to break them down further if that's appropriate):</p> <ol style="list-style-type: none"> 1. Facebook 2. Instagram 3. Google - that is, search advertising 4. YouTube 5. Snapchat 6. Twitter 7. Other social networks (please specify) 8. Amazon 9. Online - that is, on websites excluding social networks, or those websites those listed above (this includes advertising using Google's ad network) 10. Television 11. National newspapers 12. Local newspapers 13. Magazines 14. Posters and billboards 15. Radio 16. Public transport billboards <p>For the online forms of advertising, can you also tell me how many clicks each advertisement received. Can you also provide any other data you have which indicates the engagement with each ad.</p> <p>For Google advertising, can you list which keywords you advertised against. Can you please indicate the cost-per-click in each case.</p> <p>For Facebook, can you please supply</p> <ul style="list-style-type: none"> - A list of the interests and/or demographics you targeted - If you used custom audiences, where you derived the data to make that custom audience from <p>Can you also provide an example of an ad in each of the above formats.</p>	<p>We confirm that we hold the information requested in these questions, but we consider that it would be contrary to the commercial interests of the University to release it. Information on how much Aston spends on its student recruitment activities could be used by our competitors to assess the effectiveness of the University's recruitment strategies. This would be likely to provide them with a competitive advantage, which in turn would be likely to harm the financial position of the University. We therefore claim the exemption available under section 43(2) of the Freedom of Information Act 2000 and will not be releasing the information.</p> <p>We have considered carefully whether it would be in the public interest for us to provide you with the information, despite the section 43(2) exemption being applicable. The University acknowledges that there is a legitimate public interest in the interests of transparency and accountability. However, there is also a public interest in protecting the ability of universities to compete on a level playing field and to ensure that there is fair competition between them. We have concluded that the balance of the public interest in this case lies in withholding this information.</p>
	<p>Please see Appendix 1.</p>



Aston University


BIRMINGHAM UK

Appendix 1


Sample advertisements

1. Facebook - see below
2. Instagram - see below
3. Google - that is, search advertising - see below
4. YouTube- see below
5. Snapchat – not used
6. Twitter - see below
7. Other social networks (please specify) – not used
8. Amazon – not used
9. Online - that is, on websites excluding social networks, or those websites those listed above (this includes advertising using Google's ad network) - see below
10. Television – not used
11. National newspapers – not used
12. Local newspapers – not used
13. Magazines – not used
14. Posters and billboards – not used
15. Radio – not used
16. Public transport billboards – not used

1. Facebook

 **Aston University** is 😄 feeling excited. ⋮
16 August at 08:29 · 🌐

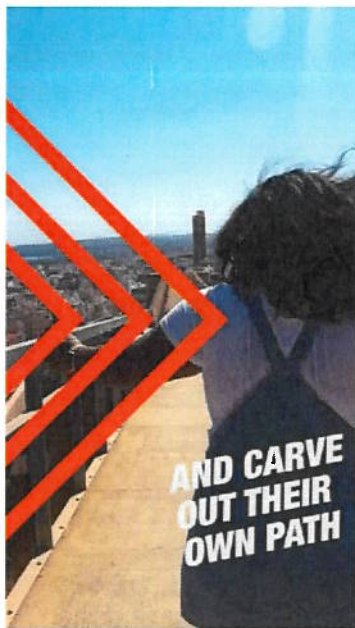
📞 Our phone lines are now OPEN! Make sure you're calling 0800 917 5923 for our Clearing hotline - or you can message us on Facebook, Twitter and now INSTAGRAM! Get messaging!



👍 11 2 shares

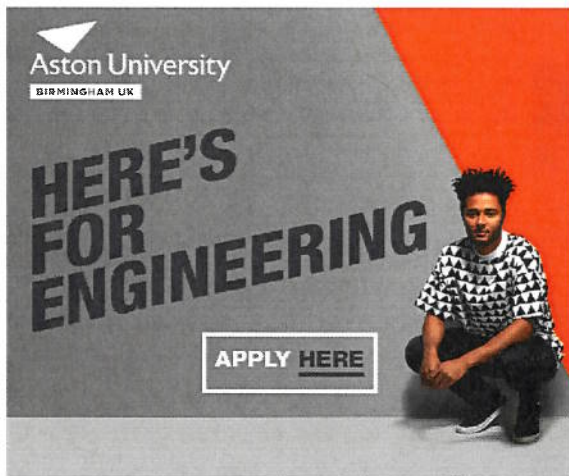
👍 Like 💬 Comment ➦ Share

2. Instagram Story ad



3. Paid display i.e. Google

MPU



LEADERBOARD



MOBILE BANNER

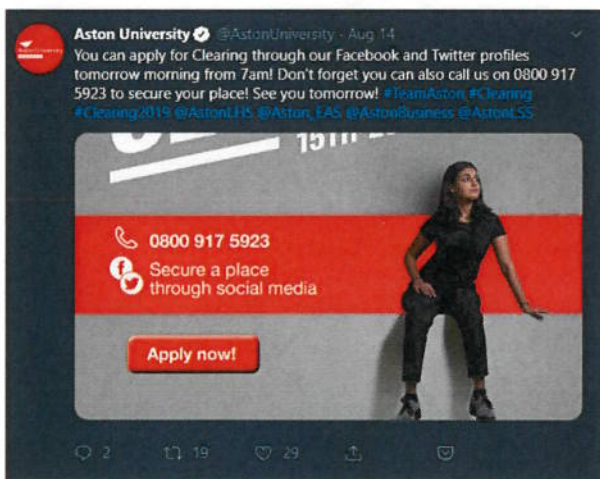


4. YouTube pre roll

<https://www.youtube.com/watch?v=brl0Orelhqc>



6. Twitter



9. Online

Shared across digital channels throughout Clearing.

