



Department for
Digital, Culture,
Media & Sport

Freedom of Information Team
Department for Digital, Culture, Media & Sport

4th Floor
100 Parliament Street
London SW1A 2BQ
E: foi@dcms.gov.uk

Tel: 020 7211 6111

www.gov.uk/dcms

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Mr John Hughman
request-727817-7d6603cb@whatdotheyknow.com

Dear Mr Hughman,

Thank you for your correspondence of 16 February, in which you made the following request for information:

Under the Freedom of Information Act 2000 I seek the following information on advertising spending:

1. The total amount of money your department has spent on advertising and marketing.

I would like this information for the last two years, broken down by year i.e. 2019 and 2020.

2. If it is possible to provide, the total amount of money your department has spent on advertising and marketing, broken down by type of advertising platform e.g. TV, radio, social media etc.

I would like this information for the last two years, broken down by year i.e. 2019 and 2020.

3. If it is possible to provide, the total amount of money your department has spent on advertising and marketing through each of the following: Google, Facebook, Twitter.

I would like this information for the last two years, broken down by year i.e. 2019 and 2020.

4. Information on your department's most expensive advertising campaign in 2019. For this campaign I would like to know:

The name of the campaign

The advertising platform(s) used for the campaign e.g. TV, radio, social media etc.

The total amount of money spent on the campaign



**5. Information on your department's most expensive advertising campaign in 2020.
For this campaign I would like to know:**

The name of the campaign

The advertising platform(s) used for the campaign e.g TV, radio, social media etc.

The total amount of money spent on the campaign

We have dealt with your request under the Freedom of Information Act 2000 (the Act). I can confirm that the Department for Digital, Culture, Media and Sport (DCMS) has all information within scope of your request.

1. 2019: £302,870.86

2020: £418,143.92

2. 2019:

Trade Events: £203,979.59

Electronic direct mail marketing: £92,404.27

Social Media: £6,487

2020:

Social media: £61,590.17

Search: £29,499

Digital Display: £30,069.75

Publishing: £128,752.10

Out of Home: £39,601

Radio: £37,781

Direct email marketing: £63,315.90

Partner Marketing: £27,535

3. 2019:

Twitter: £2,621

Facebook: £2,463

Google: N/A

2020:

Facebook: £47,972

Google: £26,499

Twitter: £3,675

4. Get Ready for Brexit.

Trade events and electronic direct mail marketing. In addition on this campaign we also worked across government on digital advertising channels. This included tv, radio, social media, print marketing and events to reach target audiences in the UK and EU to streamline costs and ensure value for money for the taxpayer. Please see the [NAO report](#) for further information.

DCMS spent £562,000 on the Get Ready for Brexit campaign. This is the total cost of the campaign, which includes advertising and marketing costs, in addition to other campaign costs such as production/website development etc.

5. Broadband Upgrade Fund Pilot

Audio, out of home, publishing, digital display, social, search

£415,000. Again, this is the total cost of the campaign, which includes advertising and marketing costs, in addition to other campaign costs such as production/website development etc.

Yours sincerely,

Freedom of Information Team
Department for Digital, Culture, Media and Sport

Complaints and comments

As is customary in our replies, I should explain that if you are dissatisfied with any aspect of our response to your request for information, and/or wish to appeal against information being withheld from you, please send full details within two calendar months of the date of this response to: foi@dcms.gov.uk. You have the right to ask the Information Commissioner's Office (ICO) to investigate any aspect of your complaint. Please note that the ICO is likely to expect internal complaints procedures to have been exhausted before beginning an investigation.