



29 April 2021

Email: request-742567-a87cb9d6@whatdotheyknow.com

Dear Isha Gupta,

FREEDOM OF INFORMATION REQUEST

Thank you for your request for information received on 30 March 2021 about advertising and marketing expenditure.

The University's response is provided below.

Please could you provide a breakdown of advertising and marketing expenditure by line item. If this could be submitted as an excel that would be much appreciate. Ideally this would cover the following questions:

- 1. What has been the total annual budget for marketing over the last 5 years (2017-2021)?**
- 2. How much of the marketing budget is spent on in-house marketing and how much is spent on 3rd party providers (e.g. Agencies)?**
- 3. What are they types of third party services used e.g. (managed marketing services, content creators, self-service platforms) and how is the expenditure distributed among them?**
- 4. How much of the marketing budget is spent on digital advertising and how much is spent on traditional advertising methods?**
- 5. What is the segmentation of digital expenditure by channel (e.g. how much is spent on Facebook ads, Google ads etc.) ?**

If this request is too wide or unclear, I would be grateful if you could contact me. If any of this information is already in the public domain, please can you direct me to it, with page references and URLs if necessary.

The University can confirm that it holds some information on spend and budget as requested.

However, after careful consideration, the University has concluded that this information should be withheld under Section 43(2) of the Freedom of Information Act and your request is therefore refused.

We regard the information requested to be commercially sensitive. This information may be of use to competitors and would be likely to prejudice the University's commercial interests. It is therefore being withheld under section 43(2) of the Freedom of Information Act. In consideration of the arguments for disclosing or withholding the information, the finding was that public interest in withholding the information outweighed the public interest in releasing the information.

If you are dissatisfied with the way in which your request has been handled, you may request an internal review and should contact me again in the first instance.

If you then believe that your request has not been dealt with properly, you may apply to the Information Commissioner for a decision at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire SK9 5AF.

Yours sincerely

J Anstee