

DWP Central Freedom of Information Team

e-mail: freedom-of-information-request@dwp.gsi.gov.uk

Our Ref: FOI2018/06800

27 November 2018

Dear Natasha Clark,

Thank you for your Freedom of Information (Fol) request received on 23 October. You asked:

Could you please provide a list of channels the DWP has used for advertising Universal Credit in the last 12 months, and the amount spent for those channels?

E.g. TV advertising, radio, online adverts, Google ads/search, and the amount spent in the last 12 months.

DWP Response:

DWP is the largest Government Department providing services to around 22 million people. As with other government departments, DWP has a responsibility to communicate policy and essential information to customers and other key audiences.

The 'Opening Up Work' campaign aims to increase understanding of how Universal Credit removes barriers to work and career progression, and to provide information to help people make a claim. Please find below total advertising spend for the 2018/19 financial year to date.

Channel	Spend
Biddable (Search and Facebook)	£465,087
Display (Native and Display)	£458,132
Out Of Home	£709,171
Radio	£307,757
Local Press	£137,914

If you have any queries about this letter, please contact me quoting the reference number above.

Yours sincerely,

DWP Central Fol Team

Your right to complain under the Freedom of Information Act

If you are not happy with this response you may request an internal review by e-mailing freedom-of-information-request@dwp.gsi.gov.uk or by writing to DWP, Central FoI Team, Caxton House, Tothill Street, SW1H 9NA. Any review request should be submitted within two months of the date of this letter.

If you are not content with the outcome of the internal review you may apply directly to the Information Commissioner's Office for a decision. Generally the Commissioner cannot make a decision unless you have exhausted our own complaints procedure. The Information Commissioner can be contacted at: The Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow Cheshire SK9 5AF
https://ico.org.uk/Global/contact_us or telephone 0303 123 1113 or 01625 545745