



Mr Paul Jones  
[request-988526-2a14994f@whatdotheyknow.com](mailto:request-988526-2a14994f@whatdotheyknow.com)

Date  
11 July 2023

Post Office  
100 Wood Street,  
London, EC2V 7ER

**Classification:**  
Public

Dear Mr Jones,

## Freedom of Information Request – FOI2023/00321

We are writing in response to your email received by Post Office Limited (“**Post Office**”) on 08 June 2023, which has been dealt with under the terms of the Freedom of Information Act 2000 (“**FOIA**”).

In your email you have requested the information shown in bold below:

**“Could you please supply details of adverts which have appeared in National Papers and television which relate to the Post office banking services. I require only the past years campaigns. I have enquired on twitter with your media team and they have told that the Post Office advertise this regularly as do all of the banking partners.”**

We can confirm that Post Office does hold some information you have requested.

We use a range of channels, nationally and locally. We’ve tested and assessed results from several activities, including joint activity with the Banking industry.

Over the last 12 months we’ve delivered:

- Out Of Home advertising, in locations where banks have closed and in proximity to Post Offices.

- National and local media interviews and articles, across print, radio and online, talking about the importance of cash, our cash tracker, and partnership with the Trussell Trust.
- Social media advertising, across Facebook and Instagram.
- Local events, where Postmasters, Area Managers, local representative councils and MP's run focus days providing information to the local community. Postmasters also visit local bank branches. For example, this activity has delivered an increase in footfall of c. 15%, where customers previously unaware now use Post Office.
- Branch merchandising, including feather flags, posters, leaflets and a toolkit with promotional materials.
- Website updates, promoting the range of Banking services.

In addition, we work with Banks who have adapted their websites and reference Post Office in the communications they send to their customers when branches are closing. For example, NatWest, Barclays, and Lloyds send text messages to customers.

We've not paid to advertise Banking services on TV or in national papers over the last 12 months, as it can be expensive, deliver low returns, and be unsustainable.

For example, in 2019 the industry (all the major banks and UK Finance) and Post Office ran two significant trials:

- 1) In the North West of England and North Wales (chosen due to its mixed rural, provincial, wealthy urban, industrial, and urban deprived locations) a series of radio advertisements ran over a 3-month period, addressing a potential population of over 4 million, together with billboard and bus shelter/train station advertising. Awareness was surveyed before and after the campaign – revealing a less than 2% increase in awareness of Post Office banking services.
- 2) In South East Scotland around Dumfries and Galloway, a door-drop and newspaper campaign to over 100,000 homes were conducted over a 2-month period. Awareness surveyed before and after that campaign revealed a lower awareness.

In summary, targeted and timely activity had a far greater impact on awareness.



If you are dissatisfied with the handling of this response, you do have a right to request an internal review. You can do this by writing to the address above within 40 working days of receipt of this response stating your reasons for your internal review request or alternatively, by emailing [information.rights@postoffice.co.uk](mailto:information.rights@postoffice.co.uk).

If, having requested an internal review by Post Office, you are still not satisfied with our response you also have a right of appeal to the Information Commissioner at:

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

Telephone: 0303 123 1113  
<https://ico.org.uk>

Yours sincerely,

Information Rights Team  
[information.rights@postoffice.co.uk](mailto:information.rights@postoffice.co.uk)  
<https://corporate.postoffice.co.uk/en/governance/access-to-information/access-to-information/>

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