



# Ministry of Defence

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Ref: FOI2019/02310  
ArmySec/13/04

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Ms Millie Grace Whittaker  
request-554122-  
4c52d402@whatdotheyknow.com

30 July 2019

Dear Ms Whittaker,

Thank you for your email of 20 February in which you requested the following information:

- "1) Please could I know the budget used per year since 2000 for your advertising campaigns.*
- 2) The record of recruits who have said they joined due to your advertisements.*
- 3) The target demographic*
- 4) Which, if any regions are targeted more than others?*
- 5) Which advertisement (print, online, radio, tv) has been recorded as most successful.*
- 6) The record of the number of times your advert has been played on TV, by which broadcaster and which region."*

I am treating your correspondence as a request for information under the Freedom of Information Act (FOIA) 2000 and I have therefore considered whether the Department holds any recorded information in respect to your request. I can confirm that MOD holds some information relating to your request and I have provided this below.

1) Not held. Under Section 16 (Advice and assistance), you may find it useful to know that although the budget since 2000 is not held, the actual expenditure for both marketing and advertising conducted under the Recruiting Partnering Project (which commenced in 2012) can be found in the following table. Please note that this expenditure is far wider than simply advertising campaigns:

Actual Expenditure for marketing and advertising							
11/12	12/13	13/14	14/15	15/16	16/17	17/18	18/19
-	0.140	0.904	16.321	17.768	12.704	17.200	17.000

2) Not held. We do not currently capture this information.

3) Withheld under Section 21 of the Act (reasonably accessible by other means). You may find this information within the following link:

[http://qna.files.parliament.uk/qna-attachments/1089480/original/ArmyCapita\\_Jan-Feb\\_ALL\\_MEDIA\\_051118-REDACTED.pdf](http://qna.files.parliament.uk/qna-attachments/1089480/original/ArmyCapita_Jan-Feb_ALL_MEDIA_051118-REDACTED.pdf)

4) Withheld under Section 21 of the Act (reasonably accessible by other means). You may find this information within the following link:

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5) Not held.

6) Not held.

If you have any queries regarding the content of this letter, please contact this office in the first instance. Following this, if you wish to complain about the handling of your request, or the content of this response, you can request an independent internal review by contacting the Information Rights Compliance team, Ground Floor, MOD Main Building, Whitehall, SW1A 2HB (e-mail [CIO-FOI-IR@mod.uk](mailto:CIO-FOI-IR@mod.uk)). Please note that any request for an internal review should be made within 40 working days of the date of this response.

If you remain dissatisfied following an internal review, you may raise your complaint directly to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act. Please note that the Information Commissioner will not normally investigate your case until the MOD internal review process has been completed. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website at <https://ico.org.uk/>.

Yours sincerely,

Manning Leader  
Army Secretariat