

FOI Request – FOI1920/09/02

I refer to your Freedom of Information request received on 9th September 2019

Your Request

Under the Freedom of Information Act, can you please tell me how much money you spent on advertising for clearing in 2019.

Can you please provide subtotals for the following categories (feel free to break them down further if that's appropriate):

1. Facebook
2. Instagram
3. Google - that is, search advertising
4. YouTube
5. Snapchat
6. Twitter
7. Other social networks (please specify) 8. Amazon 9. Online - that is, on websites excluding social networks, or those websites those listed above (this includes advertising using Google's ad network) 10. Television 11. National newspapers 12. Local newspapers 13. Magazines 14. Posters and billboards 15. Radio 16. Public transport billboards

Can you also provide an example of an ad in each of the above formats.

For the online forms of advertising, can you also tell me how many clicks each advertisement received. Can you also provide any other data you have which indicates the engagement with each ad.

For Google advertising, can you list which keywords you advertised against. Can you please indicate the cost-per-click in each case.

For Facebook, can you please supply

- A list of the interests and/or demographics you targeted
- If you used custom audiences, where you derived the data to make that custom audience from

University's Response

Further to Section 1 of the Freedom of Information Act 2000 (the "Act") we confirm that the information requested is held by the University of Sunderland (the "University").

The University is withholding this information however as per section 43.2 of the Act. Section 43.2 exempts information from disclosure where the release of this information would or would likely commercially prejudice the public authority or any other person.

To release this level of detailed information would in effect be to release the University's recruitment strategy. In the current higher Education climate this would severely disadvantage the University with particular reference to other regional or national Universities who may be wishing to attract similar students.

If you have any further enquiries about this matter, please do not hesitate to contact us on 0191 515 2627, or by emailing sunfoi@sunderland.ac.uk.

Kind regards,
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