



Department
for Work &
Pensions

www.dwp.gov.uk

6 February 2018

Fol ref No: 91

Dear Lee Jefferson,

Thank you for your Freedom of Information request received on 9 January 2018.

Following our earlier question about advertising on Facebook and our response regarding the scope of your question, you have now asked:

Please kindly provide a list of other channels besides Facebook which the DWP used for advertising during 2017 and the cost incurred for advertising on those channels during 2017.

Thus the output would be {Advertising Channel} {Cost for advertising Channel}.

If the authority finds it easier to provide it by {Advertising Channel} {Campaign} {Cost} as it did specifically for Facebook this would be fine.

We kindly acknowledge the provision of the link below by the authority but we would appreciate precise figures - just as you were able to provide for Facebook (listed in background) which we deeply appreciated.

{<https://www.gov.uk/government/publications/dwp-payments-over-25000-for-2017>}

DWP response

Please find below the advertising spend for other channels used by these campaigns.

Campaign:	Channel	Cost
setting out the benefits of having a Workplace Pension	TV	£2,361,031.31
	Press	£59,454.00
	Radio	£691,810.00
	Out of Home	£181,870.73
	Digital Display (online)	£870,585.00
	Video on Demand	£482,788.62
	Search	£441,187.00

	Twitter	£9801.00
	Instagram	£25,581.32
encouraging people to use the Pension Wise guidance service	TV	£2,120,115.62
	Press	£262,348.28
	Radio	£645,787.71
	Digital Display (online)	£297,868.47
	Video on Demand	£260,642.82
	Search	£447,181.30
helping people understand their State Pension entitlement	Press	£502,718.00
	Radio	£742,000.00
	Digital Display (online)	£116,718.00
	Twitter	£970.00
	Search	£183,031.00
explaining how Universal Credit removes barriers to work	Digital Display (online)	£65,144.73
	Search	£328.86

In addition, we have identified an error in the Facebook spend information we provided in our earlier response on 5 January 2018. Additional invoices for activity in December 2017 had not been processed when the response was collated. The revised total Facebook spend for “encouraging people to use the Pension Wise guidance service” was actually £359,000.33, and not £332,653.25 as quoted. Please accept our apologies.

Yours Sincerely

DWP Fol Team

Your right to complain under the Freedom of Information Act

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

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