

DWP Central Freedom of Information Team  
e-mail: [freedom-of-information-request@dwpgsi.gov.uk](mailto:freedom-of-information-request@dwpgsi.gov.uk)

Our Ref: Fol 0533

Date: 02/03/2018

Dear Trudy Baddams

Thank you for your Freedom of Information request of 8 February 2018. You asked:

Dear Department for Work and Pensions,

What Dates/Times/Channels was the TV advert shown re women's pension age hike ?

Yours faithfully,

Trudy Baddams

### **DWP Response**

The Department did not use TV advertising in relation to the increase in women's State Pension age. The Department did run a Pensions Education Campaign from 2001 to 2004, the campaign used press advertising and direct marketing.

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

Yours sincerely,

DWP Strategy Fol Team

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### **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@dwpgsi.gov.uk](mailto: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 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  
[www.ico.gov.uk](http://www.ico.gov.uk)