



Headquarters
New Zealand Defence Force
Defence House
Private Bag 39997
Wellington Mail Centre
Lower Hutt 5045
New Zealand

OIA-2023-4828

17 October 2023

Dear [REDACTED]

I refer to your email of 19 September 2023 requesting, under the Official Information Act 1982 (OIA), the following information:

A breakdown of the cost [sic] of the Codeword Campaign including but not limited to: Any staff, actors hired, filming or any other cost relevant to filming the videos. A breakdown for the cost of advertising the Codewords Campaign including: TV ads, internet ads, social media boosting, updating the defence force website. Recruitment levels for each of the defence services each year since these ads were rolled out if this is the purpose. (Please also clarify the exact purpose). How many views each of these views have had across each ad medium.

The Codewords advertising campaign is produced for the New Zealand Defence Force (NZDF) by Clemenger BBDO. The goal of the recruitment campaign is to raise awareness of the NZDF as a career option. It commenced in August 2022 and is currently ongoing. As at 31 July 2023, the spend on the campaign was approximately \$1.86 million. Therefore a detailed breakdown of the costs of producing the Codewords ad campaign is withheld in accordance with section 9(2)(j) of the OIA to enable negotiations to continue without prejudice or disadvantage.

Since the beginning of the Codewords campaign there have been 70,390,318 views across a variety of social media applications and online media. No Codewords advertisements were run on television.

You have the right, under section 28(3) of the OIA, to ask an Ombudsman to review this response to your request. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Please note that responses to official information requests are proactively released where possible. This response to your request will be published shortly on the NZDF website, with your personal information removed.

Yours sincerely

AJ WOODS

Air Commodore
Chief of Staff HQNZDF