



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

OIA-2024-5197

4th December 2024

[redacted]
[redacted]@taxpayers.org.nz

Dear [redacted]

I refer to your email of 6 November 2024 requesting, under the Official Information Act 1982 (OIA), the following information:

A breakdown of the costs associated with producing the Codeword Campaign, including but not limited to staff, actors, filming expenses, and any other production-related expenses. A breakdown of the costs for advertising the Codeword Campaign across different mediums, including television ads, internet ads, social media boosting, and updates to the Defence Force website... Annual costs associated with the upkeep and ongoing management of the Codeword Campaign from 2022 to the present.

As noted in the response of 17 October 2023, the Codewords advertising campaign was produced for the New Zealand Defence Force (NZDF) by Clemenger BBDO. Work on that campaign is now complete although it will remain in market until the end of this year. Of the total cost to date of \$4.75 million, \$1.52 million was for production and \$3.23 million was for distribution across various media platforms including cinema, magazines, radio, billboards, and digital/internet channels. A further breakdown is not available as this information is not held by the NZDF.

The number of views and engagement each Codeword Campaign ad has received across all advertising mediums (e.g., TV, social media, websites), broken down by year since 2022.

As the contract with Clemenger BBDO is now complete, data as requested is no longer available as this information is not held by the NZDF. The following tables provide a breakdown of the 70,390,318 views (from August 2022 – June 2023) reported in the response of 17 October 2023.

Tables A and B provide the number of views for the establishment phase of the campaign.

A	Site	Views
Long Form Stories	Tiktok	4,218,010
	Facebook	2,735,039
	Youtube	3,345,825
	All others	10,298,874

B	Site	Views
Campaign Teaser	Tiktok	6,072,902
	Tradedesk	296,863
	Facebook	4,862,701
	Masthead	601,288
	Youtube	3,529,499
	Discovery	1,364,010
	TVNZ	1,296,514
	Teads	534,186
	Fandom	886,475
	Twitch	251,744
	SJS	124,942
	My Mahi	56,231
	Vevo	48,897

Tables C to F provide the number of views for the trigger phase of the campaign.

C	Site	Views
Scannable video	Youtube	1,141,109
	TVNZ	696,417
	VDX	69,044
	Playground XYZ	332,207
	Discovery	618,585

D	Site	Views
Individual Stories	Tiktok	7,257,420
	Facebook	3,458,395
	Snapchat	4,446,555
	Youtube	1,445,767

E	Site	Views
Service trailers	Tiktok	10,651,342
	Spotify	1,003,005
	Snapchat	2,476,035
	Facebook	3,091,402
	Youtube	894,317

F	Site	Views
Remarketing	Facebook	2,550,682
	Display	1,035,915

*Annual recruitment levels for each branch of the Defence Force (Army, Navy, Air Force) since the Codeword Campaign's launch.
Total Defence Force personnel numbers and turnover rates per year from the start of the campaign to the present.*

The purpose of the Codewords campaign is to raise the perception of the NZDF as a career option. Since the beginning of the Codewords campaign, 44,000 account profiles were created on the Defence Careers website.

Reporting on the number of Regular Force NZDF personnel is publicly available in annual reporting to the Foreign Affairs, Defence and Trade Select Committee¹. A table providing the numbers of full time equivalent Regular Force positions by financial year is reproduced below:

Service	FY19/20	FY 20/21	FY 21/22	FY 22/23	FY 23/24
Navy	2296.7	2234.7	2188.3	1999.6	2063.2
Army	4774.1	4575.1	4404.1	4150.4	4222.6
Air Force	2488.6	2490.9	2423.5	2339.0	2357.1

Total NZDF personnel numbers are publicly available in Annual Reports². The 12-month rolling attrition rates as at 31 October are provided in the below table:

Date	Regular Force	Civilian
31/10/2022	15.8%	15.4%
31/10/2023	12.7%	13.0%
31/10/2024	7.9%	10.3%

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

GA Motley

Brigadier

Chief of Staff HQNZDF

¹ <https://www.parliament.nz/en/pb/sc/scl/foreign-affairs-defence-and-trade/tab/submissionsandadvice>

² <https://www.nzdf.mil.nz/media-centre/search-our-libraries/documents/?search=annual+report&sort=date>