

Our Ref: ATISN 14629  
Date: 9 December 2020

Dear

**ATISN 14629: Christmas drinks campaign.** The information you requested is enclosed.

Should you be dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit,  
Welsh Government,  
Cathays Park,  
Cardiff,  
CF10 3NQ

or Email: [Freedom.ofinformation@gov.wales](mailto:Freedom.ofinformation@gov.wales)

Please remember to quote the ATISN reference number above.

You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely,

## **Xmas drinks campaign information**

1. How much money was spent producing the 2020 Welsh Drinks Christmas TV campaign? (a breakdown of what these costs were for would be most welcome.)

The Welsh Drinks Christmas TV campaign incurred no costs as no TV advertising slots were booked with the broadcasters. The video was already produced to support the social media campaign, which has been running since Mid-November and will continue to run throughout December as planned.

2. Considering the late cancellation of this campaign, what costs have still been paid in relation to the 2020 Welsh Drinks Christmas TV campaign?

As above, no costs were paid in relation to the Welsh Drinks Christmas TV campaign as no advertisement slots were booked with the broadcasting companies.