



Llywodraeth Cymru  
Welsh Government

ATISN 15330

3 August 2021

Dear

### **ATISN 15330: Advertising Expenditure**

Thank you for your request to the Welsh Government for information under the Freedom of Information Act (2000) received on 15 July. You requested information related to Covid-19 advertising expenditure specifically:

- *How much has been spent on media advertising in the financial year ending 31st March 2021.*
- *How much has been spent this financial year.*
- *Provide a breakdown of the costs by media channel.*

### **Response**

The below figures cover the Print, TV, Cinema, Radio, Out of Home (billboards etc), online and social media advertising spend undertaken by the Health and Social Services Department (only) of the Welsh Government between April 2020 and the end of July 2021.

In April 2020 all Covid-19 Print and Radio adverts were paid for by Public Health Wales. As such, we do not hold information on what was spent on those adverts.

The social media costs do not include any paid partnerships with influencers that may have been undertaken during this period.

The costs listed below exclude VAT.

Therefore, in regards to your first query regarding the financial year ending 31 March 2021, the Health and Social Services Department of the Welsh Government spent £2,600,612.46 on advertising related to Covid-19.

In regards to your second query regarding this financial year, between 1 April and 31 July 2021, the Health and Social Services Department of the Welsh Government spent £1,429,249.54 on advertising related to Covid-19.

Lastly, the breakdown by media channel is as follows:

<b>Platform</b>	<b>2020-21</b>	<b>Apr - July 2021</b>
Press / Print	£ 484,396.65	£ 162,472.20
TV	£ 625,216.44	£ 334,944.71
Radio (includes digital and community radio)	£ 312,496.55	£ 240,886.35
Cinema	£ -	£ 21,600.00
Out Of Home (billboards, bus stops etc)	£ 475,076.87	£ 418,142.02
Online display advertising	£ 140,744.73	£ 49,096.32
Facebook and Instagram	£ 286,937.77	£ 68,584.67
TikTok	£ 23,561.95	£ 19,786.95
Twitter	£ 81,381.28	£ 25,151.09
Snapchat	£ 43,115.53	£ 18,023.66
LinkedIn	£ 2,285.23	£ -
Google search advertising	£ 11,577.31	£ 34,739.85
YouTube	£ 113,822.15	£ 35,821.72
	£ 2,600,612.46	£ 1,429,249.54

## Next Steps

If you are 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  
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,