



Llywodraeth Cymru  
Welsh Government

ATISN 15440

15 September 2021

Dear

### ATISN 15440 – Cost of Goldie Looking Chain Vaccination Campaign

Thank you for your request to the Welsh Government for information under the Freedom of Information Act (2000) received on 19 August. You requested the following -

- *How much money was spent on the Goldie Looking Chain vaccination campaign, including how much the band was paid, how much was spent on production, how much was paid to the agency that created the concept and how much has/is planned to be spent on the marketing campaign.*

### Response

Please find below a breakdown of the costs incurred as part of the Goldie Lookin Chain “Get the Jab done” promotional activity.

Activity	Cost
<b>Public Relations Agency fee</b> (includes partnership management, contract negotiation, film management, Behind the Scenes filming and editing, influencer marketing, PR amplification, social listening, management of the Media Wales partnership and evaluation)	<b>£13,000</b>
<b>Goldie Lookin Chain</b> (includes script writing, performance, filming, social media publication, media interviews and right to use the videos on Welsh Government channels)	<b>£7,000</b>
<b>Media Wales partnership</b> (includes advertorial article, digital display ads, Facebook campaign, pre-roll video ads, and programmatic display ads)	<b>£10,713</b>
<b>Influencer amplification</b>	<b>Costs covered by existing contracts</b>
<b>Photography costs</b>	<b>£471</b>

<b>Film venue costs</b>	<b>£230</b>
<b>Media monitoring</b>	<b>£322</b>
<b>Translations</b>	<b>£53</b>
<b>Total</b>	<b>£31,789</b>

## Next Steps

The request you sent me contains personal information about you - for example, your name and address. The Welsh Government will be the data processor for this information and, in accordance with the General Data Protection Regulation, it will be processed in order to fulfil our public task and meet our legal obligations under the Act to provide you with a response.

We will only use this personal information to deal with your request and any matters which arise as a result of it. We will keep your personal information and all other information relating to your request for three years from the date on which your request is finally closed. Your personal information will then be disposed of securely.

Under data protection legislation, you have the right:

- to be informed of the personal data we hold about you and to access it
- to require us to rectify inaccuracies in that data
- to (in certain circumstances) object to or restrict processing
- for (in certain circumstances) your data to be 'erased'
- to (in certain circumstances) data portability
- to lodge a complaint with the Information Commissioner's Office (ICO) who is our independent regulator for data protection

For further information about the information which the Welsh Government holds and its use, or if you wish to exercise your rights under the GDPR, please see contact details below:

Data Protection Officer  
Welsh Government  
Cathays Park  
CARDIFF  
CF10 3NQ  
Email: [DataProtectionOfficer@gov.wales](mailto:DataProtectionOfficer@gov.wales)

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,