



23 June 2023

Tēnā koe

On 25 May 2023, you emailed the Ministry of Social Development (the Ministry) requesting, under the Official Information Act 1982 (the Act), information about the 'Love Better' campaign.

You have asked a range of questions which I have numbered for easy reference and will answer further in this letter.

Love Better is a primary prevention campaign aimed at fostering safe, positive, and equal relationships. It is a whole-of-population campaign that aims to shift harmful discourses and behaviours around relationships that are universal and affect all young people.

The Ministry developed a plan to ensure social marketing, youth development and prevention approaches followed best practice, which included an extensive literature review (refer [Beres, Pearman-Beres & Johns, 2020](#)) and formative audience research. As a result of the research and input from a number of key academics, the Ministry partnered with Clemenger BBDO to develop a primary creative concept and a proposal for execution.

The campaign involves multiple phases, connected by the universal Love Better platform that speaks to all young people. Young people helped shape the campaign and are working with our agencies and partners to develop Love Better content. You may be interested in reading more about the Love Better campaign here - [www.msd.govt.nz/about-msd-and-our-work/work-programmes/initiatives/family-and-sexual-violence/youth-campaign-love-better.html](http://www.msd.govt.nz/about-msd-and-our-work/work-programmes/initiatives/family-and-sexual-violence/youth-campaign-love-better.html).

- 1 How many emails has [lovebetter@msd.govt.nz](mailto:lovebetter@msd.govt.nz) received since it was setup?

This email address was set up for government organisations, service providers and media who may wish to contact the Ministry with queries. It is administered and monitored by Ministry staff. Since the email address was

set up and shared publicly, we have received 48 emails mainly from service providers and media.

*2 What is the budget for this campaign?*

In Budget 2019, the Government invested \$30.75 million over four years in three Ministry funded initiatives that work to prevent family violence, with \$7.25 million being allocated to the Campaign for Action on Family Violence. A proportion of this funding was allocated to the creation and development of the Youth Campaign – Love Better.

In Budget 2022, the Government invested a further \$37.625 million over three years in Ministry funded family violence prevention initiatives. Of this, \$9.51 million was allocated to develop and implement prevention approaches for young people.

*3 What has been spent so far?*

*4 Please provide a breakdown of costs, eg marketing, focus groups/research, staffing to date*

At 30 May 2023, \$3.81 million has been spent on the campaign since development started in 2019. This is broken down as follows:

<b>Expense</b>	<b>2019/20</b>	<b>2020/21</b>	<b>2021/22</b>	<b>2022/23</b>
Literature review	60,000	-	-	-
Research and evaluation	-	350,000	-	-
Clemenger BBDO	-	500,000	500,000	2,240,000
Youthline	-	-	-	150,000
RespectED				16,500
Expert advice from counsellors	-	-	-	2,250
<b>TOTAL at 30 May 2023</b>	<b>60,000</b>	<b>850,000</b>	<b>500,000</b>	<b>2,408,750</b>
<b>Notes:</b>				
<ul style="list-style-type: none"> <li>• Spend on Clemenger BBDO in F20 and F21 supported campaign development.</li> <li>• Spend on Clemenger BBDO in F22 supports all other costs of delivery of the campaign, including pre-launch production and media and advertising services.</li> </ul>				

*5 How many staff are dedicated to this project?*

Staffing has fluctuated throughout the campaign and numbers are illustrated as follows:

- FTE for the period 2019 – July 2022 = 0.5
- FTE for the period July 2022 – October 2022 = 1
- FTE for the period October 2022 to date = 2

*6 What is the methodology for assessing the efficacy of the programme?*

Part of the funding we received to support the youth campaign out of Budget 2022 will be used for evaluation. We are currently developing an evaluation

framework with our external partners, Clemenger BBDO and Kantar Public. This framework will guide how we measure campaign success in both the short-term and the long-term.

We expect this quantitative and qualitative evaluation to include measuring shifts in behaviour and attitudes against a benchmarking survey that was conducted with 900 young people prior to the campaign being launched.

Kantar Public is also undertaking ongoing research to support the continued development of the campaign in real-time. This will be one of the metrics used to gather information about current trends and what young people are telling us they need support with; alongside the data from social and digital media which tells us how many young people we are reaching, what content they are most engaged in, trending topics, and sentiment.

*7 What is the advertising spend (including social media boosting) so far on this programme?*

We have contracted Clemenger BBDO to deliver the campaign with support from secondary media partners, VICE and Shit You Should Care About (SYSCA).

To date, this contract has delivered the following outputs for the youth campaign: strategy development, creative concept development, brand, logo and imagery development, stakeholder presentations and supporting material for call out phase, including support for young people and advertising or promotion of the campaign.

Clemenger BBDO has also managed work undertaken by the secondary media partners, VICE and SYSCA, including, engagement with young people production of material for social media channels, 'hero' videos, editorial content, podcasts, and promotion of the campaign.

For current spend on Clemenger BBDO please see the above table provided in response to Questions 3 and 4. For costs associated with social media boosting, please see my response to Question 8 below.

*8 Cost of producing logos and website design.*

Development of the Love Better lock up and branding was included in overall campaign delivery costs met by our current contract with Clemenger BBDO. Specific costs associated with the brand development cannot be provided.

The campaign does not currently have a dedicated website. Instead, one of our secondary media partners (VICE) has provided a dedicated Own the Feels page or vertical on their website which houses their editorial content.

9 *Social media impressions for love better before and after advertising. Include Facebook, Twitter and TikTok.*

The following illustrates what is and has been happening in social media.

*Own The Feels Podcasts:*

- 6 podcasts delivered with 66,198 listens.
- Corresponding Instagram metrics (posts) received 3,635,024 impressions and no boosts.
- Corresponding Instagram metrics (stories) received 849,811 impressions and no boosts.
- Corresponding Newsletter Metrics include, reach of 195,762 with a 91% open rate.

*Own the Feels editorial and TikTok:*

- Own the Feels editorial stats for 22 March – 14 April = 84,030 reads
- TikTok Impressions for 22 March – 28 May = 35 videos loaded with 5,343,175 impressions and 13 videos boosted at a cost of \$18,139.29.

*Love Better Facebook and Instagram:*

Facebook and Instagram – 23 posts loaded with 7,193,694 impressions and 16 posts boosted at a cost of \$20,335.56

*10 Cost of video advertisement.*

Love Better is a social marketing campaign which pushes out multiple videos, editorial and podcasts through media. As indicated in my responses to Questions 6 and 8 above.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public. The Ministry will do this by publishing this letter on the Ministry's website. Your personal details will be deleted, and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, please feel free to contact [OIA\\_Requests@msd.govt.nz](mailto:OIA_Requests@msd.govt.nz).

If you are not satisfied with this response about the Love Better Campaign, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or 0800 802 602.

Ngā mihi nui

A handwritten signature in blue ink that reads "Mark Henderson". The signature is written in a cursive style with a large, stylized initial "M".

Mark Henderson  
**General Manager**  
**Safe Strong Families and Communities**