



**MINISTRY OF SOCIAL
DEVELOPMENT**
TE MANATŪ WHAKAHIATO ORA

5 December 2023

Tēnā koe

On 30 October 2023, you emailed the Ministry of Social Development (the Ministry) requesting, under the Official Information Act 1982 (the Act), the following information:

- *Please provide a breakdown of the funds spent on the 'Love Better' campaign to date including any funds paid to partners, and administrative or other costs not related to specific initiatives.*

On 3 November 2023, you emailed the Ministry again, requesting to add the following details to your request:

- *Can you please include in this request the amounts paid to VICE and other media or social media outlets for sponsored content to date.*
- *The current Cost per Click, Cost per Mile, and engagement rate on paid Love Better advertisements on Meta and Google, if applicable.*

General information about Love Better

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

Breakdown of funds spent on the Love Better campaign to date

In Budget 2019, the Government invested \$30.75 million over four years in three Ministry funded initiatives for family violence prevention work, 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.

As of 31 October 2023, \$8,069,050 has been spent on the campaign since development started in 2019. Please find below **Appendix One**, containing a breakdown of current and forecast expenditure on the Love Better campaign from 2019/20 until 2024/25.

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

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 the call out phase, including support for young people, and all advertising and promotion of the campaign.

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

Spend on partnerships

The costs outlined below are included in the Ministry's contract with Clemenger BBDO and are not additional costs. The breakdown provides total costs for the partnerships rather than a detailed breakdown of pricing.

A further breakdown is refused under section 9(2)(b)(ii) of the Act as, if released, it would be likely to prejudice the commercial position of the person who supplied or who is the subject of the information. The greater public interest is in ensuring that the commercial position can be maintained.

VICE partnership

Cost: \$1,000,000

Deliverables:

- Video production and amplification
- Written article production and amplification
- Design of assets
- Vice website 'vertical' production
- TikTok channel creation and management
- Talent acquisition
- VICE network promotion (across Pedestrian Group assets)

SYSCA partnership

Cost: \$150,000

Deliverables:

- Podcast content
- Social content
- eDM content (newsletter)

Mai FM (via Mediaworks) partnership

Cost: \$100,000

Deliverables:

- Audio content and amplification across radio
- Social content and amplification
- Written article production and amplification
- Mai FM website 'belt' production
- Talent acquisition

Fresh (via TVNZ) partnership

Cost: \$110,000

Deliverables:

- Video content and amplification across linear TV, VOD and online video
- Social content and amplification
- Web content
- Talent acquisition

The current cost per click, cost per mile and engagement rate on paid Love Better advertisements on Meta and Google, if applicable

Love Better content primarily lives on our main two social media channels, TikTok and Meta. We either amplify content from or direct traffic to these social platforms, rather than driving traffic to a Ministry website. For the same reason, we do not run Google search ads.

Due to this approach, our main social measurements are cost per mille¹ (CPM), reach and engagements/engagement rate.

TikTok statistics:

- CPM: \$2.75
- 642,000 TikTok accounts reached
- 4.25 million engagements (video views, reactions, comments, shares, saves)
- Engagement rate: 22% overall

Meta statistics:

- CPM: \$3.97
- 849,000 Instagram accounts reached
- 404,000 Facebook accounts reached
- 1.6 million engagements (video views, reactions, comments, shares, saves)
- Engagement rate: 8% overall

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.

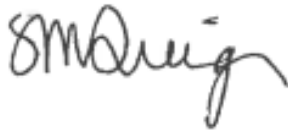
This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public. The Ministry will do this by publishing this letter on the Ministry's website. Your personal details will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

¹ "Cost per mille" is the cost an advertiser pays for one thousand views or impressions of an advertisement.

If you wish to discuss this response with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with this response regarding the Love Better campaign spending, 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 or 0800 802 602.

Ngā mihi nui

A handwritten signature in black ink, appearing to read 'Magnus O'Neill', written in a cursive style.

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Magnus O'Neill
General Manager
Ministerial and Executive Services

Appendix One: Breakdown of spending on the Love Better campaign from 2019/20 to 2024/25, broken down by expense.

Expense	2019/20	2020/21	2021/22	2022/23	2023/24	2024/25
Literature review	60,000	-	-	-	-	-
Research and evaluation	-	350,000	-	300,000	300,000	300,000
Clemenger BBDO	-	500,000	500,000	2,240,000	2,260,000	1,901,000
Youthline	-	-	-	150,000	150,000	TBC
RespectEd	-	-	-	16,500	-	TBC
Expert advice from counsellors	-	-	-	-	2,550	TBC
Voyage Digital	-	-	-	-	800,000	TBC
Out of Home advertising development	-	-	-	-	200,000	-
FTE	-	-	-	120,000	120,000	120,000
TOTAL at 31 October	60,000	850,000	500,000	2,826,500	3,832,550	2,321,000

Notes:

- Spend on Clemenger BBDO in F20 and F21 supported campaign development.
- Spend on Clemenger BBDO from F22 supports all other costs of delivery of the campaign, including pre-launch production, and media and advertising services.
- The \$800,000 spend on Voyage Digital is contracted, but only \$303,000 has been invoiced and paid as of 31 October 2023. The remainder will continue to be invoiced incrementally, as agreed, through F24. Only the \$303,000 is included in the total spend to date noted above the table.
- Research and evaluation for F25 is committed expenditure via a signed contract with Kantar Public.
- Clemenger BBDO spend for F25 is forecasted expenditure. This has not yet been spent but is forecast for the continuation of the campaign in F25.
- FTE costs are estimated based on funding allocated. Work is undertaken by a range of roles which this funding supports.