



18 October 2023



Ref: OIA-2023/24-0173

Dear 

Official Information Act request relating to the promotion of Labour Party policies and social media engagement

Thank you for your Official Information Act 1982 (the Act) request received on 6 September 2023. You requested:

- Under the provisions of the Official Information Act, please advise:-*
- 1. The total staff of the Department as at 30 June 2017 and at 30 June 2023.*
 - 2. As a matter of course how much time collectively is spent by the Department on promoting Labour Party policies and people to the media and public.*
 - 3. How much was spent in time and money in each of the last 2 financial years on boosting individual Facebook and Instagram pages for Labour MPs and Cabinet Ministers.*
 - 4. In reference to your letter dated 30 May 2022 (your reference OIA-2021/22-1274):*
 - i. Please provide the contract with "a media agency" to engage social media influencers.*
and if not specified therein, copies of correspondence with this media agency on rules of engagement by those so employed.
 - ii. Is the Disinformation person still employed, and if so on what salary and how is this person's performance measured.*

The time frame for responding to your request was extended under section 15A of the Act by 10 working days because it necessitated a search through a large quantity of information and consultations were needed before a decision could be made on the request. Following this extension, I am now in a position to respond.

Question 1

The total number of staff working for the Department of the Prime Minister and Cabinet (DPMC) as at 30 June 2017 was 249, which includes 53 Ministry of Civil Defence & Emergency Management (MCDEM) staff. More information about this figure is publicly available in our 2017 Annual Report which you can find in this link www.dPMC.govt.nz/sites/default/files/2017-10/dPMC-annual-report-2017.pdf.

The total number of staff working for DPMC as at 30 June 2023 was 290, with an additional 159 staff working for the National Emergency Management Agency¹. More information about this will be available in our 2023 Annual Report which is soon to be publicly available on our website.

¹ NEMA is a departmental agency hosted by DPMC that was established on 1 December 2019 and which replaced the MCDEM business unit.

Questions 2 and 3

DPMC does not spend any time or money promoting Labour Party policies, or the social media pages of Members of Parliament, or Cabinet Ministers. The role of DPMC is to provide high-quality advice and support to the Executive (the Prime Minister, the Governor-General, and the Cabinet).

I am therefore refusing part 2 of your request in line with section 18(g) of the Act as the information requested is not held by DPMC.

You may wish to contact the Labour Party directly for more information about how they promote their policies, however, please be aware they are not subject to the Act. Their contact details can be found here: www.labour.org.nz/contact-us. Cabinet Ministers are subject to the Act, you can find a directory of current Ministers here www.beehive.govt.nz/ministers, if you would like to make requests about how much they spend on social media promotion.

Question 4 – part i

Please find below a list of contracts we are releasing that were in place between 1 March 2020 and 30 April 2022. We are releasing the documents within this date range as provided in our previous letter dated 20 May 2022. We are also releasing an email sent to OMD, the media agency contracted by DPMC, with guidelines for influencers. Some previous correspondence with the media agency is already publicly available and linked below.

There may be other correspondence with the media agency in scope of your request, however, to identify any relevant communications with the media agency would require us to search through a large quantity of information and each document returned would need to be opened and individually assessed. Given the numbers of documents returned, to assess these documents would place an undue strain on resources and would impair the efficient administration of DPMC. Accordingly, I am declining this part of your request under section 18(f) of the Act on the basis that, to identify and assess the documents for relevance alone, would require substantial collation and research.

I have decided to release the relevant parts of the documents listed below, subject to information being withheld as noted. The relevant grounds under which information has been withheld are:

1. section 9(2)(g)(ii), to prevent improper pressure or harassment, and
2. section 9(2)(k), to prevent disclosure or use for improper gain or advantage.

Item	Date	Document Description	Decision
1	14/02/2021	Advertising Service Orders – Advertising and Media Services – OMD AOG Unite Campaign	Released in full
2	19/02/2021	Advertising Services Order – Vaccine Campaign Advertising Media Service	Released in full
3	15/04/2021	Advertising Services Order – Vaccine Campaign Advertising Media Services – Variation 1	Released in full
4	25 June 2021	Advertising Services Order – Unite against COVID-19 and Vaccine Campaign Advertising Media Services	Released in full
5	17 September 2021	Advertising Services Order – Unite against COVID-19 and Vaccine Campaign Advertising	Released in full

		Media Services – Variation 1	
6	15 October 2021	Advertising Services Order – Unite against COVID-19 and Vaccine Campaign Advertising Media Services – Variation 2	Released in full
7	19 December 2021	Advertising Services Order – Unite against COVID-19 and Vaccine Campaign Advertising Media Services – Variation 3	Released in full
8	13 April 2022	Advertising Services Order – Unite against COVID-19 and Vaccine Campaign Advertising Media Services – Variation 4	Released in full
9	03 June 2022	Advertising Services Order – Unite against COVID-19 and Vaccine Campaign Advertising Media Services – Variation 5	Released in full
10	12 October 2021	Email and attachment – Guidance for influencers	Released with some information redacted under s9(2)(g)(ii) and s9(2)(k)

The following information is also covered by your request and is publicly available on the DPMC website.

Item	Date	Document Description	Website Address
1	07/09/2021	COVID-19 communications with Clemenger BBDO and OMD between 8-24 March 2020	www.dPMC.govt.nz/sites/default/files/2022-03/dPMC-roia-oia-2020-21-0688-material-re-clemengerbbod-omd.pdf

Question 4 – part ii

The person employed in the Senior Analyst Disinformation role advertised by DPMC in August 2021 has departed from that position.

In making my decision, I have considered the public interest considerations in section 9(1) of the Act. No public interest has been identified that would be sufficient to override the reasons for withholding that information.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

This response will be published on DPMC's the Department of the Prime Minister and Cabinet's website during our regular publication cycle. Typically, information is released monthly, or as otherwise determined. Your personal information including name and contact details will be removed for publication.

Yours sincerely



Clare Ward
Executive Director
Strategy, Governance and Engagement

Item	Date	Document Description	Page Number
1	14/02/2021	Advertising Service Orders – Advertising and Media Services – OMD AOG Unite Campaign	2
2	19/02/2021	Advertising Services Order – Vaccine Campaign Advertising Media Service	6
3	15/04/2021	Advertising Services Order – Vaccine Campaign Advertising Media Services – Variation 1	10
4	25 June 2021	Advertising Services Order – Unite against COVID-19 and Vaccine Campaign Advertising Media Services	12
5	17 September 2021	Advertising Services Order – Unite against COVID-19 and Vaccine Campaign Advertising Media Services – Variation 1	21
6	15 October 2021	Advertising Services Order – Unite against COVID-19 and Vaccine Campaign Advertising Media Services – Variation 2	24
7	19 December 2021	Advertising Services Order – Unite against COVID-19 and Vaccine Campaign Advertising Media Services – Variation 3	27
8	13 April 2022	Advertising Services Order – Unite against COVID-19 and Vaccine Campaign Advertising Media Services – Variation 4	30
9	03 June 2022	Advertising Services Order – Unite against COVID-19 and Vaccine Campaign Advertising Media Services – Variation 5	33
10	12 October 2021	Email and attachment – Guidance for influencers	36

Released under the Official Information Act 1982

AoG Advertising Services – Advertising Services Order (ASO) Variation

Part D

Variations to Part A or Part B.

Should the requirements to the Schedule of Services, Basis of Engagement or Conflict of Interest change, a Variation to the original ASO is required. This variation is to be accepted and signed by the client and provider.

Government Agency Name	Department of the Prime Minister & Cabinet
Provider Name	OMD
Variation Date	This variation will take effect on the date it is signed by both Parties.
Variation Number	4
Project or Campaign Name	Advertising and Media Services - OMD AOG Unite Campaign

Details of Variations to ASO

Variations to Part A

For Participating Government Agency (the Client) to complete and send to Provider.

Government Agency to Complete

Schedule of Services

<i>Briefly outline the services you are requesting from Provider. For example, Strategy and advice; Creative concept development; Production and design; Media strategy, planning and buying; project management; Measurement, reporting and analysis of campaign effectiveness etc.</i>	The schedule of services in the ASO are unchanged from the previous ASO.
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<i>Briefly outline any deliverables/outputs if known</i>	<p>The deliverables/outputs described in the ASO are replaced with the following:</p> <ol style="list-style-type: none"> a. A team of OMD staff who will assist in the planning and delivery of the Unite Against COVID-19 public media campaign. b. In the case of resurgence and Alert Level change, the ability to quickly; <ul style="list-style-type: none"> - develop assets and messaging to inform the New Zealand public via selected advertising media channels; and.
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Released under the Official Information Act 1982

- quickly strategies, book and deliver paid media channels to inform the New Zealand public.;
- c. Creation, production and deployment of a series of media assets for the Unite Against COVID-19 public media campaign, including but not limited to: social media content, radio advertisements, television advertisements, and physical media.

Basis of Engagement

Specify the basis of engagement for these services. For example:

- One off campaign or project
- Multi-stage campaign
- Partnership arrangement
- A sub group of providers for ongoing requirements

This is a variation to the original ASO with OMD. This ASO extends the maximum budget.

This engagement is for a continuation of the Unite Against COVID-19 campaign. This will include both proactive communication of public health messages, and also a state of readiness to support the COVID-19 Response Group Communications team in the event of an outbreak of community transmission.

Timing/Timeframes

Indicate the timeframe of engagement or where appropriate commencement dates of campaign or projects.

This is a variation to an existing Advertising Services Order (ASO) under the All-of-Government Advertising Services Contract for services to be provided during the months of January to June 2021.

Indicative Budgets

Set out indicative campaign or project budgets or annual budget [if known]. Detail whether this is an indicative budget, or if some of it is firm. The amount is up to the amount shown. A variation will be required if it goes over this amount.

This additional budget covered by this variation is up to \$5,600,000 to a maximum contract value of \$17,250,000. This in addition to the \$12m spent with the supplier during the initial emergency. Communications team have confirmed that budget is available, and the expenditure has been approved by the Minister for the COVID-19 Response.

Conflict of Interest Declaration

I, LINUS HJOBORG, have made diligent inquiry whether OMD NEW ZEALAND LIMITED has any actual, potential or perceived Conflict of Interest were it to provide the Services described in this Advertising Services Order (including this variation) and I have disclosed any actual, potential or perceived Conflict of Interest and how it will be managed below:

NIL

Additional Information Required and/or Assumptions Made

Provider agrees to deliver to the schedule of services under the basis of the engagement as outlined in this variation.

Provider Acceptance

Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in this variation.

Name of Authorised Signatory Linus Hjoberg

Signature	<i>Linus Hjoberg</i>	Date	14/02/2021
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Government Agency Acceptance

Client accepts and authorises these variations to the original ASO as outlined and agreed above.

Name of Authorised Signatory Brook Barrington, Chief Executive, Department of the Prime Minister and Cabinet

Signature	<i>Brook Barrington</i>	Date	4 February 2021
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Appendix A:

The maximum hourly rate from the AoG Panel is \$265 Rates vary for the personal engagement and media placements.

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AoG Advertising Services – Advertising Services Order (ASO)

Part A

For Participating Government Agency (the Client) to complete and send to Provider.

Date	19 Feb 2021	Service Reference or ASO Number	
Project or Campaign Name	Vaccine Campaign Advertising Media Services		
Government Agency Name	DPMC		
Contact Name	Sarah Wood		
Contact Title	Manager Campaign and Channels		
Contact Email	Sarah.wood@dpmc.govt.nz		
Contact Phone	021 255 2918		
Authorisation Required by	Heather Peacocke		
Provider Name	OMD New Zealand LTD		
Provider Contact Name	Linus Hjoberg		
Provider Email	linus.hjoberg@omd.com		

Government Agency to Complete

Schedule of Services	
<p><i>Briefly outline the services you are requesting from Provider. For example, Strategy and advice; Creative concept development; Production and design; Media strategy, planning and buying; project management; Measurement, reporting and analysis of campaign effectiveness etc.</i></p>	<p>The Provider is to deliver the first stage of media development in relation to the Covid-19 vaccine campaign.</p> <p>The Provider will develop and produce a campaign to provide New Zealanders with visibility of vaccination plan and processes and associated information to instil confidence in the community. This will be based upon the brief provided to the agency, and will include ensuring key messages are communicated through the right channels in a way that meets our requirements. Timeframes will be discussed with the agency.</p> <p>Deliverables include but are not limited to:</p> <ul style="list-style-type: none"> Media and channel strategy

- Advice to creative agency of required creative/content formats based on the approved channel selection
- Negotiating rates with media suppliers and placing media bookings
- Management of campaign media schedules
- Trafficking and managing the publication of digital creative
- Oversight of the publication of all creative per the approved media plan
- Monitoring to ensure all media are delivered as booked
- Reporting on campaign delivery vs plan
- Account management services

The specific deliverables that fit into the above categories will be agreed in writing between the Client and Provider as appropriate. The Client may also require more specific deliverables or outputs to be provided by the Provider. If requested by the Client, the Provider and the Client may agree that a statement of work be completed for the delivery of any discrete pieces of work under this ASO. The statement of work should include:

- the specific deliverables/outcomes to be achieved;
- how the services will be delivered;
- timeframes; and
- estimated costs.

Basis of Engagement

Specify the basis of engagement for these services. For example:

This will be a one-off project.

- One off campaign or project
- Multi-stage campaign
- Partnership arrangement
- A sub group of providers for ongoing requirements

Timing/Timeframes

Indicate the timeframe of engagement or where appropriate commencement dates of campaign or projects.

February 2021 – 30 April 2021 – based on brief provided to agency. Some of this will depend on when more vaccines arrive in the country which will dictate when we provide wider communication.

Indicative Budgets

Set out campaign or project budgets or annual budget (if known).

Total budget of \$2.4 million for creative media strategy development and purchasing services as set out above.

Additional Information

*If alternative pricing required such as monthly retainer, fixed fee, Performance measures or special requirements outline here.
Note: Any completed briefs and cost estimates may be referenced as appendix to this ASO.*

Hourly rates will be applied in accordance with the rate card for this Provider specified under the All-of-Government Advertising Services Panel.

Health and Safety Considerations

Set out any health and safety considerations for this engagement.

The Provider's personnel will not work onsite at DPMC.

Part B

Provider Acceptance.

Conflict of Interest Declaration

I, LINUS HJOBERG have made diligent inquiry whether OMD NEW ZEALAND LIMITED has any actual, potential or perceived Conflict of Interest were it to provide the Services described in this Advertising Services Order and I have disclosed any actual, potential or perceived Conflict of Interest and how it will be managed below:

NIL

Additional Information Required and/or Assumptions Made

Provider agrees to deliver to the schedule of the services under the basis of the engagement as outlined in this ASO.

Provider Acceptance

Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in Part A of this ASO.

Name of Authorised Signatory

Signature

Linus Hjoberg

Date

190221

Part C

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Government Agency Acceptance.

Government Agency Acceptance

Client acknowledges any conflicts of interest in Part B and appoints the above named provider to undertake the services under the basis of engagement as outlined in Part A of this ASO and any appended documents signed and referenced to this ASO.

Name of Authorised Signatory Brook Barrington, Chief Executive, Department of the Prime Minister and Cabinet

Signature



Date

24 February 2021

Please send the link below to your agency contacts to complete after each engagement. For long engagements, we recommend sending this at key milestones to seek feedback throughout the engagement.

<https://www.research.net/r/ClientSatisfactionSurvey-AoGcontracts-ASO>

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AoG Advertising Services – Advertising Services Order Template

Part D

Variations to Part A or Part B.

Should the requirements to the Schedule of Services, Basis of Engagement or Conflict of Interest change, a Variation to the original ASO is required. This variation is to be accepted and signed by the client and provider.

Provider name	OMD New Zealand Limited
Project or Campaign Name	Vaccine Campaign Advertising Media Services
Variation Effective Date	15 April 2021.
Variation Number	1
to ASO Number/Reference	2038

Details of Variations to ASO

The Schedule of the services in the ASO are unchanged from the previous contract. This includes providing strategic media advice, media purchasing and monitoring services.

Timing/timeframes

Indicate the timeframe of engagement or where appropriate commencement dates of campaign or projects.

This is a variation to an existing Advertising Services Order (ASO) under All- Government Advertising Services Contract for services to be provided during the months of February 2021 – 30 April 2021 - based on brief provided to agency.

Indicative Budgets

Set out campaign or project budgets or annual budget [if known].

Total budget of the previous ASO was \$ 2,400,000.

This additional budget covered by this variation is up to \$5,000,000 for strategic media advice and booking/negotiations as set out above/in the original ASO.

The total maximum amount payable under this ASO is \$7,400,00

Additional Information Required and/or Assumptions Made

Provider agrees to deliver to the schedule of services under the basis of the engagement as outlined in this variation.

Provider Acceptance

Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in this variation.

Name of Authorised Signatory Linus Hjoberg, Managing Partner, OMD New Zealand Limited

Signature	<i>Linus Hjoberg</i>	Date	160421
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Government Agency Acceptance

Client accepts and authorises these variations to the original ASO as outlined and agreed above.

Name of Authorised Signatory Brook Barrington, Chief Executive, Department of the Prime Minister and Cabinet

Signature	<i>Brook Barrington</i>	Date	19 04 21
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Released under the Official Information Act 1982

AoG Advertising Services – Advertising Services Order (ASO)

Part A

For Participating Government Agency (the Client) to complete and send to Provider.

Date	25 June 2021	Service Reference or ASO Number	DP
Project or Campaign Name	Unite against COVID-19 and Vaccine Campaign Advertising Media Services		
Government Agency Name	DPMC		
Contact Name	Sarah Wood		
Contact Title	Manager Campaign and Channels, COVID-19 Group		
Contact Email	Sarah.wood@dpmc.govt.nz		
Contact Phone	021 255 2918		
Authorisation Required by	Heather Peacocke, Head of Communications and Public Engagement, COVID-19 Group		
Provider Name	OMD New Zealand LTD		
Provider Contact Name	Nick Ascough		
Provider Email	nick.ascough@omd.com		

Government Agency to Complete

Schedule of Services

Briefly outline the services you are requesting from Provider. For example, Strategy and advice; Creative concept development; Production and design; Media strategy, planning and buying; project management; Measurement, reporting and analysis of campaign effectiveness etc.

The Provider is to deliver the media services in relation to the Unite against COVID-19 (UAC) and the Covid-19 vaccine campaign.

The Provider will work closely with Clemenger BBDO and develop media strategies to provide New Zealanders with visibility of UAC and vaccination plan and processes and associated information to instil confidence in the community.

- Development and document media and channel strategy
- Ensure channel strategy provides appropriate representation of channels to reach Maori audiences
- Advise to inform creative based on channel selection
- Negotiating of rates with media suppliers

- Management of campaign media schedules
- Trafficking and managing the publication of digital creative
- Oversight of the publication of all creative as per the approved media plan
- Monitoring to ensure all media are delivered as booked
- Reporting on campaign vs delivery plan
- Support with search engine optimisation and web marketing
- Social monitoring/social listening
- Account management services
- Ensure DPMC has access to key people over weekends and holiday periods in the event of a significant event such as resurgence.

The specific deliverables that fit into the above categories will be agreed in writing between the Client and Provider as appropriate. The Client may also require more specific deliverables or outputs to be provided by the Provider. If requested by the Client, the Provider and the Client may agree that a Creative Brief be completed for the delivery of any discrete pieces of work under this ASO. The Creative Brief should include:

- the specific deliverables/outcomes to be achieved;
- how the services will be delivered;
- timeframes; and
- estimated costs.

Basis of Engagement

Specify the basis of engagement for these services. For example:

This will be a one off project.

- One off campaign or project
- Multi-stage campaign
- Partnership arrangement
- A sub group of providers for ongoing requirements

Timing/Timeframes

Indicate the timeframe of engagement or where appropriate commencement dates of campaign or projects.

1st July 2021 – 30th June 2022 - based on brief provided to agency. A written brief will be provided for each individual piece of work that will include timeframes.

Indicative Budgets

Set out campaign or project budgets or annual budget [if known].

Total budget of \$14,000,000 media services as set out above. Of this sum, the split is

UAC: \$11,500,000 for media services

Vaccine: \$2,500,000 for media services

Additional Information

If alternative pricing required such as monthly retainer, fixed fee, Performance measures or special requirements outline here.

Note: Any completed briefs and cost estimates may be referenced as appendix to this ASO.

Hourly rates will be applied in accordance with the rate card for this Provider specified under the All-of-Government Advertising Services Panel.

Work for vaccine and UAC need to be invoiced separately and, either vaccine or UAC identified on the invoice

Health and Safety Considerations

Set out any health and safety considerations for this engagement.

The Provider's personnel will not work onsite at DPMC.

Part B

Provider Acceptance.

Conflict of Interest Declaration

I, NICK ASCOUGH have made diligent inquiry whether OMD has any actual, potential or perceived Conflict of Interest were it to provide the Services described in this Advertising Services Order and I have disclosed any actual, potential or perceived Conflict of Interest and how it will be managed below:

NIL

Additional Information Required and/or Assumptions Made

Provider agrees to deliver to the schedule of the services under the basis of the engagement as outlined in this ASO.

Provider Acceptance

Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in Part A of this ASO.

Name of Authorised Signatory

Signature

[Handwritten Signature]

Date

26/06/21.

Part C

Government Agency Acceptance.

Government Agency Acceptance

Client acknowledges any conflicts of interest in Part B and appoints the above named provider to undertake the services under the basis of engagement as outlined in Part A of this ASO and any appended documents signed and referenced to this ASO.

Name of Authorised Signatory

Brook Barrington, Chief Executive, Department of the Prime Minister and Cabinet

Signature

[Handwritten Signature]

Date

30/06/21

Please send the link below to your agency contacts to complete after each engagement. For long engagements, we recommend sending this at key milestones to seek feedback throughout the engagement.

<https://www.research.net/r/ClientSatisfactionSurvey-AoGcontracts-ASO>

Released under the Official Information Act 1982

Appendix A: AoG Advertising Services – Creative Brief

14

For Participating Government Agency (the Client) to complete and send to Provider.

Date	Service Reference or ASO Number
Project or Campaign Name	Unite against COVID-19 and Vaccine Campaign Advertising Media Services
Government Agency Name	DPMC
Contact Name	Sarah Wood
Contact Title	Manager Campaign and Channels, COVID-19 Group
Contact Email	Sarah.wood@dpmc.govt.nz
Contact Phone	021 255 2918
Provider Name	OMD New Zealand LTD
Provider Contact Name	Nick Ascough
Provider Email	nick.ascough@omd.com

What do you want?
Example – brand identity, media strategy, communications plan.
 Outline your objectives, introduction to the brand, sector, product, service to be launched/repositioned/put online...
 Hint: Keep it simple, give a flavour without piles and piles of information.

We need creative strategy and development to communicate key messages to New Zealanders regarding all aspects of the COVID-19 response, including key health behaviours, vaccination, quarantine free travel, response communications.
 Specific projects will be briefed that include objectives, audience, key messages, budget and timeframes

Creative Strategy and Support

How will we convince your customer of your brand assertions?
 What is the overall message you are trying to convey to your target audience?
 For example: cost-effective, secure, reliable, efficient, etc.
 Why is this important to the customer?

Our overall objective is to ensure New Zealanders are informed about all aspects of the COVID-19 response, and what is required of them to ensure they and their communities stay safe.
 Each campaign will have its own messages and objectives which will be outlined in briefings, that will provide guidance on the channels that will be used to reach people.

How will you convey the overall message?

What touchpoints are most frequently seen or heard by your customer? Sales force? Company literature? Personal contact? Website?

How will you ensure that the client experience is what your brand promises?

How will you measure the success of the final project?

For campaigns of significant, a market testing element will be included to ensure concepts and media selection (where appropriate) resonate with target audiences.

Perception/Tone/Guidelines

What does the audience currently think and feel about the company?

The Unite Against COVID-19 is a respected brand and ranks very highly against other brands, measured through market research.

Describe brand character, feel, what it stands for in consumers' minds.

Background Summary

Set the stage/context/challenges/competition/issues/challenges.

The Unite Against COVID-19 campaigns is mandated with providing New Zealanders with the information they need to keep themselves and their communities safe from COVID-19, this includes information about the vacation programme.

What's the single purpose of the project?

What are the secondary goals of the project?

The key goal is to ensure people are doing what they need to do – get vaccinated, undertake key health behaviours.

What are the long-term goals of the company and how will the project help support this goal?

The biggest challenge is the lack of perceived risk of COVID-19 which leads to a level of complacency and lack of undertaking behaviours.

Competitive Positioning On – who else is doing it?

Who are your top competitors; their strengths/weaknesses, what they are great or not so great at.

There are no direct competitors

How do you think your company is different from the competition?

How does your customer think you're different from the competition?

What do you offer that no other company in your industry offers?

Target Audience

Who is the end user, beneficiary or demographic?

All of New Zealand. There will be times when campaigns targeted at certain communities are developed.

What is their behavioural profile?

How have they been identified? e.g: research.

Tip: Might be socio-demographic, or more specific such as the 21 year old girl next door living in a flat, driving car, working full time enjoys jogging and yoga.

Barriers the Activity Must Overcome

What are the attitudinal barriers that the campaign must overcome?

To motivate New Zealanders, especially when the perceived risk is low
To encourage people to get vaccinated.

Ideal Target Response

What do we want the target to think, feel and believe?

To get vaccinated

What do we want the target do as a result?

To undertake key health behaviours

Consumer Insight

What is the insight that will help us portray the benefit in a relevant way to the consumer?

Regular research is undertaken to understand New Zealander's sentiment, this is feed into individual briefs

Single-minded Proposition/USP

What is the benefit which the brand offers the target audience to purchase the brand in preference to the competition?

The greater our strength against the virus, the greater our possibilities

The single most important point you want the customer to know. Be clear on what this is or what you want it to be.

Reason to Believe/Reinforce the USP

What explanation is there to make the SMP/USP above credible?

When we all undertake health behaviours, and get vaccinated, as individuals and as a country we are in a good position to fight the virus, which allows us with the freedoms to live our lives.

Expand and rationalise your thoughts above of what the USP is; keep it simple; use bullet points to support your thinking.

Personality

What tone of personality should be associated with the brand by the target audience?

A trusted source of information, approachable, relevant, talking to people as adults

Key Focus

What one thing do we want to dramatise and get the audience to visualise as a result of this event.

Show the benefits of our combined actions

Mandatory Requirements/Executorial Guidelines

What is mandatory and are there any restrictions?

Maintain brand integrity

Bullet points of dos and don'ts.

Ensure messaging/concept resonate with target audience

Creative assets, Regulatory/legal constraints.

Where necessary ensure campaign complies with legal and medical requirements

Objectives

Business Objectives

The objective is for New Zealanders to have all the information they need relating to the COVID-19 response

Communication Objectives (The goals/what the communication must achieve eg: to differentiate a product or service, reassure customers, drive customers to a website, awareness, consideration?)

Create the behaviour change needed

Proposed Communication Channels if known.

Timing & Budgets

State deadlines, timings, critical dates here.

Budget breakdown

Individual briefs will be provided for each campaign which will cover budget, timing, and all critical information required to develop an appropriate response.

Do you have a budget? Does this cover all aspects and components of the project/campaign?

Eg: Research, strategy, concept development, production, media.

Additional Information

*Any additional information that is not covered
in the above sections but is relevant to the
brief.*

Released under the Official Information Act 1982

AoG Advertising Services – Advertising Services Order (ASO) Variation

Part D

Variations to Part A or Part B.

Should the requirements to the Schedule of Services, Basis of Engagement or Conflict of Interest change, a Variation to the original ASO is required. This variation is to be accepted and signed by the client and provider.

Government Agency Name	Department of the Prime Minister & Cabinet
Provider Name	OMD New Zealand Limited
Project or Campaign Name	Unite against COVID-19 and Vaccine Campaign Advertising Media Services
Variation Date	This variation will take effect on the date it is signed by both Parties.
Variation Number	1
To ASO dated/reference	25 June 2021; DP2174

Details of Variations to ASO

Variations to Part A

For Participating Government Agency (the Client) to complete and send to Provider.

Government Agency to Complete

Schedule of Services

Briefly outline the services you are requesting from Provider. For example, Strategy and advice; Creative concept development; Production and design; Media strategy, planning and buying; project management; Measurement, reporting and analysis of campaign effectiveness etc.

The schedule of services in the ASO are unchanged from the original ASO.

Briefly outline any deliverables/outputs if known

The deliverables/outputs remain the same as in the original ASO, with the addition of the following deliverables/outputs:

- a. A team of OMD staff who will assist in the planning and delivery of the Unite Against COVID-19 public media campaign.
- b. In the case of resurgence and Alert Level change, the ability to quickly:

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- develop assets and messaging to inform the New Zealand public via selected advertising media channels; and
 - quickly strategies, book and deliver paid media channels to inform the New Zealand public.
- c. Creation, production and deployment of a series of media assets for the Unite Against COVID-19 public media campaign, including but not limited to: social media content, radio advertisements, television advertisements, and physical media.

Basis of Engagement

Specify the basis of engagement for these services. For example:

- One off campaign or project
- Multi-stage campaign
- Partnership arrangement
- A sub group of providers for ongoing requirements

This is a variation to the original ASO with OMD. This ASO extends the maximum budget for the vaccine campaign.

Timing/Timeframes

Indicate the timeframe of engagement or where appropriate commencement dates of campaign or projects.

This is a variation to an existing Advertising Services Order (ASO) under the All-of-Government Advertising Services Contract for services to be provided during the months of September 2021 to June 2022. A written brief including timeframes may be provided for individual pieces of work within the project.

Indicative Budgets

Set out indicative campaign or project budgets or annual budget [if known]. Detail whether this is an indicative budget, or if some of it is firm. The amount is **up to the amount shown. A variation will be required if it goes over this amount.**

The additional budget covered by this variation is up to \$13,245,162 to a maximum contract value of \$27,245,162.

Of this maximum sum, the split is:

UAC: \$11,500,000 for media services
 Vaccine: \$15,745,162 for media services

Conflict of Interest Declaration

I, LINUS HJOBORG, have made diligent inquiry whether OMD NEW ZEALAND LIMITED has any actual, potential or perceived Conflict of Interest were it to provide the Services described in this Advertising Services Order (including this variation) and I have disclosed any actual, potential or perceived Conflict of Interest and how it will be managed below:

NIL

Additional Information Required and/or Assumptions Made

As per original ASO.

Provider Acceptance

Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in this variation, part A of the original ASO, and any other documents referenced in that ASO.

Name of Authorised Signatory Linus Hjoberg

Signature	Date
<i>Linus Hjoberg</i>	150921

Government Agency Acceptance

Client accepts and authorises these variations to the original ASO as outlined and agreed above.

Name of Authorised Signatory ~~Brook Barrington, Chief Executive, Department of the Prime Minister and Cabinet~~
Anneliese Parkin, Acting Chief Executive

Signature	Date
<i>A. Parkin</i>	<i>17/09/21</i>

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AoG Advertising Services – Advertising Services Order (ASO) Variation

Part D

Variations to Part A or Part B.

Should the requirements to the Schedule of Services, Basis of Engagement or Conflict of Interest change, a Variation to the original ASO is required. This variation is to be accepted and signed by the client and provider.

Government Agency Name	Department of the Prime Minister & Cabinet
Provider Name	OMD New Zealand Limited
Project or Campaign Name	Unite against COVID-19 and Vaccine Campaign Advertising Media Services
Variation Date	This variation will take effect on the date it is signed by both Parties.
Variation Number	2
To ASO dated/reference	25 June 2021; DP2174

Details of Variations to ASO

Variations to Part A

For Participating Government Agency (the Client) to complete and send to Provider.

Government Agency to Complete

Schedule of Services

Briefly outline the services you are requesting from Provider. For example, Strategy and advice; Creative concept development; Production and design; Media strategy, planning and buying; project management; Measurement, reporting and analysis of campaign effectiveness etc.

The schedule of services in the ASO are unchanged from the original ASO.

Briefly outline any deliverables/outputs if known

The deliverables/outputs remain the same as in the original ASO as varied by variation 1.

Basis of Engagement

Specify the basis of engagement for these services. For example:

This is a variation to the ASO with OMD. This ASO extends the maximum budget for the Unite Against Covid-19 campaign.

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- One off campaign or project
- Multi-stage campaign
- Partnership arrangement
- A sub group of providers for ongoing requirements

Timing/Timeframes

Indicate the timeframe of engagement or where appropriate commencement dates of campaign or projects.

This is a variation to an existing Advertising Services Order (ASO) under the All-of-Government Advertising Services Contract for services to be provided during the months of September 2021 to June 2022. A written brief including timeframes may be provided for individual pieces of work within the project.

Indicative Budgets

Set out indicative campaign or project budgets or annual budget [if known]. Detail whether this is an indicative budget, or if some of it is firm. The amount is up to the amount shown. A variation will be required if it goes over this amount.

The additional budget covered by this variation is up to \$4,000,000 to a maximum contract value of \$31,245,162. Of this maximum sum, the split is:

UAC: \$15,500,000 for media services
Vaccine: \$15,745,162 for media services

Conflict of Interest Declaration

I, LINUS HJOBERG, have made diligent inquiry whether OMD NEW ZEALAND LIMITED has any actual, potential or perceived Conflict of Interest were it to provide the Services described in this Advertising Services Order (including this variation) and I have disclosed any actual, potential or perceived Conflict of Interest and how it will be managed below:

NIL

Additional Information Required and/or Assumptions Made

As per existing ASO.

Provider Acceptance

Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in this variation, part A of the original ASO, and any other documents referenced in that ASO.

Name of Authorised Signatory Linus Hjoberg

Signature	<i>Linna Hjoberg</i>	Date	041021
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Government Agency Acceptance

Client accepts and authorises these variations to the original ASO as outlined and agreed above.

Name of Authorised Signatory	BROCK BRONKSTON Clare Ward, Acting Chief Executive, Department of the Prime Minister and Cabinet
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Signature	<i>Brock Bronkston</i>	Date	15 x 21
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AoG Advertising Services – Advertising Services Order (ASO) Variation

Part D

Variations to Part A or Part B.

Should the requirements to the Schedule of Services, Basis of Engagement or Conflict of Interest change, a Variation to the original ASO is required. This variation is to be accepted and signed by the client and provider.

Government Agency Name	Department of the Prime Minister & Cabinet
Provider Name	OMD New Zealand Limited
Project or Campaign Name	Unite against COVID-19 and Vaccine Campaign Advertising Media Services
Variation Date	This variation will take effect on the date it is signed by both Parties.
Variation Number	3
To ASO dated/reference	25 June 2021; DP2174

Details of Variations to ASO

Variations to Part A

For Participating Government Agency (the Client) to complete and send to Provider.

Government Agency to Complete

Schedule of Services

Briefly outline the services you are requesting from Provider. For example, Strategy and advice; Creative concept development; Production and design; Media strategy, planning and buying; project management; Measurement, reporting and analysis of campaign effectiveness etc.

The schedule of services in the ASO are unchanged from the original ASO.

Briefly outline any deliverables/outputs if known

The deliverables/outputs remain the same as in the original ASO as varied by variation 1.

Basis of Engagement

Specify the basis of engagement for these services. For example:

This is a variation to the ASO with OMD. This ASO extends the maximum budget for the Unite Against Covid-19 campaign.

- One off campaign or project
- Multi-stage campaign
- Partnership arrangement
- A sub group of providers for ongoing requirements

Timing/Timeframes

Indicate the timeframe of engagement or where appropriate commencement dates of campaign or projects.

This is a variation to an existing Advertising Services Order (ASO) under the All-of-Government Advertising Services Contract for services to be provided during the months of December 2021 to June 2022. A written brief including timeframes may be provided for individual pieces of work within the project.

Indicative Budgets

Set out indicative campaign or project budgets or annual budget [if known]. Detail whether this is an indicative budget, or if some of it is firm. The amount is up to the amount shown. A variation will be required if it goes over this amount.

The additional budget covered by this variation is up to \$15,000,000 made up of \$6,000,000 for Vaccine and \$9,000,000 for Unite Against COVID-19 to a maximum contract value of \$46,245,162.

Of this maximum sum, the split is:

UAC: \$24,500,000 for media services
Vaccine: \$21,745,162 for media services

Conflict of Interest Declaration

I, LINUS HJOBERG, have made diligent inquiry whether OMD NEW ZEALAND LIMITED has any actual, potential or perceived Conflict of Interest were it to provide the Services described in this Advertising Services Order (including this variation) and I have disclosed any actual, potential or perceived Conflict of Interest and how it will be managed below:

NIL

Additional Information Required and/or Assumptions Made

As per existing ASO.

Provider Acceptance

Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in this variation, part A of the original ASO, and any other documents referenced in that ASO.

Name of Authorised Signatory Linus Hjoberg

Signature	<i>Linus Hjoberg</i>	Date	151221
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Government Agency Acceptance

Client accepts and authorises these variations to the original ASO as outlined and agreed above.

Name of Authorised Signatory ~~Clare Ward, Acting~~ Chief Executive, Department of the Prime Minister and Cabinet
Brook Barrington

Signature	<i>Brook Barrington</i>	Date	19/12/21
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AoG Advertising Services – Advertising Services Order (ASO) Variation

Part D

Variations to Part A or Part B.

Should the requirements to the Schedule of Services, Basis of Engagement or Conflict of Interest change, a Variation to the original ASO is required. This variation is to be accepted and signed by the client and provider.

Government Agency Name	Department of the Prime Minister & Cabinet
Provider Name	OMD New Zealand Limited
Project or Campaign Name	Unite against COVID-19 and Vaccine Campaign Advertising Media Services
Variation Date	This variation will take effect on the date it is signed by both Parties.
Variation Number	4
To ASO dated/reference	25 June 2021; DP2174

Details of Variations to ASO

Variations to Part A

For Participating Government Agency (the Client) to complete and send to Provider.

Government Agency to Complete

Schedule of Services

Briefly outline the services you are requesting from Provider. For example, Strategy and advice; Creative concept development; Production and design; Media strategy, planning and buying; project management; Measurement, reporting and analysis of campaign effectiveness etc.

The schedule of services in the ASO are unchanged from the original ASO.

Briefly outline any deliverables/outputs if known

The deliverables/outputs remain the same as in the original ASO as varied by variation 1.

Basis of Engagement

Specify the basis of engagement for these services. For example:

This is a variation to the ASO with OMD. This ASO extends the maximum budget for the Unite Against Covid-19 campaign.

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- One off campaign or project
- Multi-stage campaign
- Partnership arrangement
- A sub group of providers for ongoing requirements

Timing/Timeframes

Indicate the timeframe of engagement or where appropriate commencement dates of campaign or projects.

This is a variation to an existing Advertising Services Order (ASO) under the All-of-Government Advertising Services Contract for services to be provided during the months of December 2021 to June 2022. A written brief including timeframes may be provided for individual pieces of work within the project.

Indicative Budgets

*Set out indicative campaign or project budgets or annual budget [if known]. Detail whether this is an indicative budget, or if some of it is firm. The amount is **up to the amount shown. A variation will be required if it goes over this amount.***

The additional budget covered by this variation is up to \$21,800,000 made up of \$14,600,000 for Vaccine and \$7,200,000 for Unite Against COVID-19 to a maximum contract value of \$68,045,162.

Of this maximum sum, the split is:

UAC: \$31,700,000 for media services
 Vaccine: \$36,345,162 for media services

Conflict of Interest Declaration

I, NIGEL DOUGLAS, have made diligent inquiry whether OMD NEW ZEALAND LIMITED has any actual, potential or perceived Conflict of Interest were it to provide the Services described in this Advertising Services Order (including this variation) and I have disclosed any actual, potential or perceived Conflict of Interest and how it will be managed below:

Nil

Additional Information Required and/or Assumptions Made

As per existing ASO.

Provider Acceptance

Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in this variation, part A of the original ASO, and any other documents referenced in that ASO.


Name of Authorised Signatory Nigel Douglas

Signature		Date	7/4/22
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Government Agency Acceptance

Client accepts and authorises these variations to the original ASO as outlined and agreed above.

Name of Authorised Signatory Brook Barrington, Chief Executive, Department of the Prime Minister and Cabinet

Signature	pp 	Date	13 April 2022
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AoG Advertising Services – Advertising Services Order (ASO) Variation

Part A

Variations to Part A or Part B.

Should the requirements to the Schedule of Services, Basis of Engagement or Conflict of Interest change, a Variation to the original ASO is required. This variation is to be accepted and signed by the client and provider.

Government Agency Name	Department of the Prime Minister & Cabinet
Provider Name	OMD New Zealand Limited
Project or Campaign Name	Unite against COVID-19 and Vaccine Campaign Advertising Media Services
Variation Date	This variation will take effect on the date it is signed by both Parties
Variation Number	5
To ASO dated/reference	25 June 2021; DP2174

Government Agency to Complete

Schedule of Services	
<i>Briefly outline the services you are requesting from Provider. For example, Strategy and advice; Creative concept development; Production and design; Media strategy, planning and buying; project management; Measurement, reporting and analysis of campaign effectiveness etc.</i>	The schedule of services in the ASO are unchanged from the original ASO.
<i>Briefly outline any deliverables/outputs if known</i>	The deliverables/outputs remain the same as in the original ASO as varied by variation 1.
Basis of Engagement	
<i>Specify the basis of engagement for these services. For example:</i>	This is a variation to the ASO with OMD. This Variation extends the end date of the ASO for the Unite Against Covid-19 campaign.
<ul style="list-style-type: none"> • One off campaign or project • Multi-stage campaign • Partnership arrangement 	

- A sub group of providers for ongoing requirements

A written brief will be provided for individual pieces of work within the project.

Timing/Timeframes

Indicate the timeframe of engagement or where appropriate commencement dates of campaign or projects.

This is a further variation to an existing ASO under the All-of-Government Advertising Services Contract for services to be provided during the month of July 2022.

Indicative Budgets

Set out campaign or project budgets or annual budget [if known].

The budget for this Variation is not varied and remains the same as specified in Variation 4, being:

- UAC: \$31,700,000 for media services
- Vaccine: \$366,345,162 for media services.

Additional Information

If alternative pricing required such as monthly retainer, fixed fee, Performance measures or special requirements outline here.
Note: Any completed briefs and cost estimates may be referenced as appendix to this ASO.

As per existing ASO.

Part B

Provider Acceptance.

Conflict of Interest Declaration

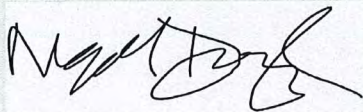
I, NIGEL DOUGLAS have made diligent inquiry whether OMD New Zealand Limited has any actual, potential or perceived Conflict of Interest were it to provide the Services described in this Advertising Services Order variation and I have disclosed any actual, potential or perceived Conflict of Interest and how it will be managed below:

NIL

Provider Acceptance

Provider agrees to deliver to the schedule of services under the basis of engagement as outlined in Part A of this Variation, part A of the original ASO, and any other documents reference in that ASO.

Name of Authorised Signatory Nigel Douglas

Signature		Date	3/6/2022
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Part C

Government Agency Acceptance.

Government Agency Acceptance

Client accepts and authorises these variations to the original ASO as outlined and agreed above.

Name of Authorised Signatory Tony Lynch, Acting Chief Executive, Department of the Prime Minister and Cabinet

Signature		Date	3/06/22
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From: [Tamara Lovett \[DPMC\]](#)
To: [Sarah Wood \[DPMC\]](#); [Linda Major \(ClemengerBBDO\)](#); [Rachel Prince \[DPMC\]](#); [Nick Ascough \(OMD\)](#); [Ben Lamar \[DPMC\]](#); [Robyn Walker \[DPMC\]](#); [Lauren Stanley \[DPMC\]](#)
Subject: Guidance for influencers
Date: Tuesday, 12 October 2021 5:18:32 pm
Attachments: [image001.png](#)
[image003.png](#)
[image004.png](#)
[Guidance and advice for talking about vaccines.docx](#)
[image002.png](#)

[UNCLASSIFIED]

Hi all

I pulled this together today following our call earlier this week. Not sure who else might find this helpful so sending far and wide. Very keen that we protect and prepare anyone who might work with us on content as much as we can it's very ugly out there.

Thanks

Tamara Lovett (**she/her**)
Social Media Team Lead, Public Engagement
COVID-19 Group
Department of the Prime Minister and Cabinet

M **s9(2)(g)(ii)**
E tamara.lovett@dpmc.govt.nz

cid:image002.png@01D43609.296F69C0



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Guidance and advice for talking about vaccines online

Thank you for helping us promote vaccinations in New Zealand at this critical stage of our rollout. We appreciate your support.

As you are likely aware, when high-profile people say anything about vaccinations they often receive a strong reaction from some people in their community. Sometimes this feedback can be aggressive, offensive and even threatening.

There are a few steps you can take on social media to prevent some of this occurring to protect yourself and your own community:

1. Have a strong profanity filter in place, or mute certain words. You can find a 1,200 word list [here](#) with instructions on how to set it up. Some additional, vaccination-specific words you may like to include are listed below.
2. Hide comments if the platform allows. Hiding means the person who made the comment can still see it and their followers can also see it, but no one else can. Hiding helps stop negative comments gaining any traction, while protecting you from accusations of censoring. This is particularly important to protect vulnerable members of your online community from reading misinformation that may be spread on your posts.
3. If you are comfortable blocking and banning people, please do. We encourage you to report them directly to the platform as well if their behaviour breaches the terms of use. You may wish to develop your own set of community guidelines to hold people to as well. You can see an example here: <https://covid19.govt.nz/alert-levels-and-updates/social-media-and-newsletters/>
4. Turn off comments at any point if you are on a platform which has this feature. You may wish to pin a comment to the top explaining why.
5. Try not to read the comments or engage in debates with those determined to continue misunderstanding you.
6. Remove the ability for people to private message you, if the platform allows. This may only be a temporary measure until things calm down if they get heated.

Dealing with hesitancy and misinformation

You may also encounter some genuine and well-meaning questions from those in your community who are vaccine hesitant. Misinformation (misleading or false information) is also likely to come up.

We encourage you to ask your online communities and followers to support these people and share reputable information, rather than shame them. It's natural and healthy to have questions, we want people to feel comfortable asking them and to be pointed in the right direction for answers.

The Unite Against COVID-19, Ministry of Health, MPP and Karawhina websites have some content which can help with this. We've included some links below. Feel free to also tag Unite Against COVID-19 or Ministry of Health in any questions you can't answer.

[Netsafe](#) has additional resources and advice for how to stay safe online and what to do if you feel threatened. They also have a helpline you can call 8am – 8pm Monday to Friday and 9am – 5pm on weekends. You can make a report to Netsafe by:

Texting 'Netsafe' to 4282

Emailing help@netsafe.org.nz

Phone toll free on 0508 638 723
Online report form at netsafe.org.nz/report

Helpful links

Your vaccine questions answered (some clear and concise information about vaccines)	https://covid19.govt.nz/covid-19-vaccines/get-the-facts-about-covid-19-vaccination/covid-19-vaccination-your-questions-answered/
NZ Vaccine Facts animated video series	https://covid19.govt.nz/covid-19-vaccines/get-the-facts-about-covid-19-vaccination/nz-vaccine-facts/
What happens at a vaccine appointment – what to expect	https://covid19.govt.nz/covid-19-vaccines/how-to-get-a-covid-19-vaccination/what-to-expect-when-you-get-your-vaccinations/
Where can I find reports of adverse reactions? These are released weekly here.	https://www.medsafe.govt.nz/COVID-19/vaccine-report-overview.asp
Clinical trials and testing information – what trials have been completed and what ones are still going	https://www.health.govt.nz/our-work/diseases-and-conditions/covid-19-novel-coronavirus/covid-19-vaccines/covid-19-vaccine-clinical-trials-and-testing
How the vaccines are approved – what the process is, who approves them	https://www.health.govt.nz/our-work/diseases-and-conditions/covid-19-novel-coronavirus/covid-19-vaccines/covid-19-assessing-and-approving-vaccines
Side effects and reactions – what are they, what’s normal, what’s expected	https://www.health.govt.nz/our-work/diseases-and-conditions/covid-19-novel-coronavirus/covid-19-vaccines/covid-19-vaccine-side-effects-and-reactions
Vaccine rollout data – how are we progressing	https://www.health.govt.nz/our-work/diseases-and-conditions/covid-19-novel-coronavirus/covid-19-data-and-statistics/covid-19-vaccine-data
Proof of vaccination – how to get it, what it is	https://www.health.govt.nz/our-work/diseases-and-conditions/covid-19-novel-coronavirus/covid-19-vaccines/covid-19-requesting-proof-vaccination
Datasheet for Pfizer vaccine	https://www.medsafe.govt.nz/profs/Datasheet/c/comirnatyinj.pdf
Consumer Medicine Information summary	https://www.medsafe.govt.nz/Consumers/cmi/c/comirnaty.pdf

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[REDACTED]

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