



15 March 2024

[REDACTED]  
[REDACTED]

Ref: OIA-2023/24-0591

Dear [REDACTED]

### Official Information Act request relating to Unite Against Covid-19 contract

Thank you for your Official Information Act 1982 (the Act) request received on 29 February 2024. You requested:

*“Which company was awarded the contract to design and deliver the ‘Unite Against COVID-19 Brand? Was the contract awarded using a tendering process? What was the total cost of the contract? What was the criteria for the branding in this campaign? On what date was the contract for Unite Against COVID-19 brand first awarded? How long was the process from contract to delivery of the Unite Against COVID-19 brand (including the production and delivery of the branded press conference flags/Posters/ Brochures etc used to promote the campaign throughout New Zealand.”*

For clarity, I have responded to each of your questions in turn.

*Which company was awarded the contract to design and deliver the ‘Unite Against COVID-19 Brand?*

Clemenger BBDO.

*Was the contract awarded using a tendering process?*

The initial contract between the Department of the Prime Minister and Cabinet (DPMC) and Clemenger BBDO for COVID-19 advertising services was dated 12 March 2020. This was a direct source using the All-of-Government Advertising Services Panel due to the urgent nature of the COVID-19 pandemic emergency.

In 2021 DPMC tested the market by undertaking a closed competitive procurement using GETS (Government Electronic Tender System). This was sent to pre-selected suppliers on the Advertising Services panel. That contract started 1 July 2021.

*What was the total cost of the contract?*

There was more than one contract between 2019/20 and 2022/23 totalling \$18,261,410.00. Please find the relevant Annual Reviews below which contain a detailed breakdown of the total cost of the contract.

- Annual Review 2019/20 refer to questions 69 and 51.  
[https://www.parliament.nz/resource/en-NZ/53SCGA\\_EVI\\_104457\\_GA370/8520500f20fa3a9bf2d689a0c6789e530387363e](https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_104457_GA370/8520500f20fa3a9bf2d689a0c6789e530387363e)

- Annual Review 2022/23 refer to question 69. [https://www.parliament.nz/resource/en-NZ/54SCGOA\\_EVI\\_fd4648a6-8f33-47f5-4539-08dbfce8a371\\_GOA1052/259cbc95fd5596b1a1c274a8d277a2d5119d4d06](https://www.parliament.nz/resource/en-NZ/54SCGOA_EVI_fd4648a6-8f33-47f5-4539-08dbfce8a371_GOA1052/259cbc95fd5596b1a1c274a8d277a2d5119d4d06)

*What was the criteria for the branding in this campaign?*

Please find attached the Unite Against COVID-19 brand guide for June 2020. The brand evolved over time as the pandemic progressed.

*On what date was the contract for Unite Against COVID-19 brand first awarded?*

As per your second question, 12 March 2020. Please also refer to question 51 in the Annual Review 2019/20. [https://www.parliament.nz/resource/en-NZ/53SCGA\\_EVI\\_104457\\_GA370/8520500f20fa3a9bf2d689a0c6789e530387363e](https://www.parliament.nz/resource/en-NZ/53SCGA_EVI_104457_GA370/8520500f20fa3a9bf2d689a0c6789e530387363e)

*How long was the process from contract to delivery of the Unite Against COVID-19 brand (including the production and delivery of the branded press conference flags/Posters/Brochures etc used to promote the campaign throughout New Zealand)*

A search of our systems was undertaken for any relevant documentation to be able to answer this part of your request. However, despite reasonable efforts to locate it, it cannot be found, therefore this part of your request is refused under section 18(e) of the Act as it doesn't exist.

**Additional information:**

The contract with Clemenger BBDO started on 12 March 2020 and in December 2020 the COVID-19 Group was established as a business unit of DPMC, continuing the work of the National Crisis Management Centre following the centre's deactivation on 30 June 2020.

On 16 November 2022, the COVID-19 Communications and Public Engagement work transitioned to Manatū Hauora – Ministry of Health and Te Whatu Ora – Health New Zealand, including responsibility for the Unite Against COVID-19 website and social media channels, which are now run by Te Whatu Ora and has continued its messaging here: [COVID-19 | Health Information and Services](#)

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 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**