



21 June 2021

Paul Jones

By email: fyi-request-15529-e9a9a3c4@requests.fyi.org.nz

Reference: OIA-2020/21-0624

Dear Paul Jones

Official Information Act request relating to marketing material for COVID-19 Vaccine Group 4 rollout

Thank you for your Official Information Act 1982 (the Act) request of 21 May 2021. Your request was partially transferred to the Department of Prime Minister and Cabinet on 27 May 2021 for response. You requested:

“Would you please provide all marketing material planned to be used for the Covid 19 vaccine Group 4 (general population) rollout.”

I have decided to release to you the marketing material which is intended to be used for the COVID-19 Vaccine Group 4 (general population) rollout. The majority of this material has already been used in market and we plan to continue using it through into Group 4 rollout. This includes the posters and television and radio advertisements which are listed in the table below. Additional material will be developed in the lead up to and during Group 4 vaccination.

Title	Format
Out of Home	Posters
Possibilities	TV advertisement
Farmer	Radio advertisement
Waka ama	Radio advertisement
Art deco	Radio advertisement
Builder	Radio advertisement
Hairdresser	Radio advertisement
Teacher	Radio advertisement
Gym owner	Radio advertisement
Tracey's orchard	Radio advertisement

Due to the size of files for response, we have made them available to you via a shared folder. This can be accessed at: files.cass.govt.nz/s/qS4w3czkSxNjPAs.

In order to access the folder, you will be requested to provide a password. Here is the password for access: **U3h6PS52Bd**.

Please note that despite this release under the Official Information Act, copyright still applies.

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



Cheryl Barnes
Deputy Chief Executive, COVID-19 Response