



28 July 2022

John  
fyi-request-18076-70efba91@requests.fyi.org.nz

Ref: OIA-2021/22-0799

Dear John

**Official Information Act request relating to the Best of Dr.B. video**

Thank you for your Official Information Act 1982 (the Act) request received on 31 December 2021. You requested:

*Please provide details of the business case for, resources used, and costs incurred in production and promotion of the "Best of Dr.B." video released via the Unite Against Covid-19 social media platforms.*

On 5 April 2022 you were advised that further external consultations were required before information could be released. We apologise for the amount of time that has passed since then and that we have not provided you with the remainder of the information that can be released to you.

Consultations have now concluded so please find enclosed the remaining information in scope of your request.

The Department of the Prime Minister and Cabinet (DPMC) was accountable for the COVID-19 vaccination public information campaign under a Memorandum of Understanding with the Ministry of Health (MoH).

The Vaccine Campaign is designed to ensure a complementary and holistic approach to campaign activity.

For your information this video was produced as part of the COVID-19 Vaccination Campaign. For context the total spend on this campaign for the period 1 July 2021 – 31 May 2022 was \$35,582,019.

I can confirm that the production costs paid to Clemenger BBDO for the pre-production and filming was \$6501 +GST. Additionally the post-production and placement costs were paid to OMD and were based on the estimate provided by Colenso BBDO of \$66,255 + GST.

Some information relating to costs has been withheld, under the following sections of the Act:

- section 9(2)(a), to protect the privacy of individuals;
- section 9(2)(b)(ii), to protect the commercial position of the person who supplied the information, or who is the subject of the information; and
- section 9(2)(i), to protect the Crown's commercial activity.

Additionally, I have released the relevant parts of two 'Summer 2021' concept working documents and the schedule relevant to the 'Best of Dr B' video.

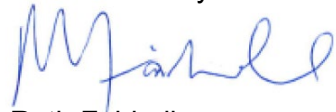
In making my decision, I have taken the public interest considerations in section 9(1) of the Act into account.

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

We do not intend to publish this response on DPMC's website.

We appreciate this delay has been extended and apologise again for the delay in finalising the response to your request.

Yours sincerely



Ruth Fairhall  
**Deputy Chief Executive  
COVID-19 Response**