

6 June 2024

James

[fyi-request-26797-60ed5c68@requests.fyi.org.nz](mailto:fyi-request-26797-60ed5c68@requests.fyi.org.nz)

Kia ora James,

**The information you requested - CAS-910915-H5K1C9.**

Thank you for your request for information dated 14 May 2024 seeking costs associated with Herald's Project Auckland report.

**Total cost if any, of AT being an advertising sponsor of the Herald's Project Auckland report.**

**When did this sponsorship begin and what is its end date?**

**Total advertising creative and spend from April 2023 through May 14th 2024 promoting AT as an organisation.**

The total cost of AT's involvement with the NZ Herald Project Auckland report was \$15,012. This entitled Auckland Transport (AT) to a half page ad in the printed publication plus editorial coverage within the report (interview with our Chief Executive).

The publication ran on March 21, 2024. This was a one-off arrangement.

In terms of advertising promoting AT 'as an organisation', the only marketing activity that we have run that falls into this category is our 'Connected Auckland' video that ran between 18 March 2024 and 6 May 2024, costing \$99,828. This is considered to fall under the 'brand' category but does show trains, buses and ferries.

Should you believe that we have not responded appropriately to your request, you are able to make a complaint to the Office of the Ombudsman in accordance with section 27(3) of the LGOIMA Act, seek an investigation and review in regard to this matter.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Phil Wratt', written in a cursive style.

Phil Wratt  
**Customer Care Engagement Manager**