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New Zealand Defence Force
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New Zealand

OIA-2023-4708

23 May 2023

[REDACTED]
[REDACTED]@tvnz.co.nz

Dear [REDACTED]

I refer to your email of 24 April 2023 requesting, under the Official Information Act 1982 (OIA), the following information about 'success of the Codenames recruitment campaign'.

- *Information, and or, documents regarding how much the NZDF paid Clemenger BBDO or any other creative agencies for the Run Deep Platform and the CODEWORDS_ Campaign.*

Approximately \$1.2 million has been spent on production of the Codewords run deep advertising campaign with Clemenger BBDO. This is funded from annual New Zealand Defence Force (NZDF) operating expenses, with no additional capital investment.

- *Information or documents detailing the number of new NZDF recruits in the 6 months since the campaign began... compared to the same period for the year before.*
- *The number of new recruits in the same time period for each of the five years prior to that.*

The table below provides the number of applicants who began the process to join the Regular Forces in the months noted and subsequently attested as new recruits at a later date.

	Sep	Oct	Nov	Dec	Jan	Feb	Total
2022-2023	14	12	8	3	0	1	38
2021-2022	44	44	21	19	36	47	211
2020-2021	61	57	38	31	49	63	299
2019-2020	84	62	64	34	45	74	363
2018-2019	67	66	47	33	73	80	366

- *Any documentation, from the recruitment process citing the campaign as a recruit's reason for signing up with the Defence Force since its launch.*

The NZDF does not collect this data, this part of your request is therefore declined in accordance with section 18(e) of the OIA.

- *Any advice or information given to the Defence Minister about the success of the campaign.*

The goal of the recruitment campaign is to raise awareness of the New Zealand Defence Force as a career option and change perceptions. The aim is to improve upon the 21% of the audience who view the Armed Forces as a place where they belong. As the campaign remains ongoing, no such advice has been provided to the Minister. This part of your request is also declined in accordance with section 18(e) of the OIA.

You have the right, under section 28(3) of the OIA, to ask an Ombudsman to review this response to your request. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Please note that responses to official information requests are proactively released where possible. This response to your request will be published shortly on the NZDF website, with your personal information removed.

Yours sincerely

AJ WOODS

Air Commodore

Chief of Staff HQNZDF