

6 June 2023

Dear

ATISN 17463

Thank you for your request which I received on 8 May 2023. You asked for the following information:

- What social media platforms does the Welsh Government advertise on?
- Who develops these adverts?
- What is the total cost per year for developing and publishing these adverts?
- A breakdown of these costs into their respective heading, production, consultancy fees, publishing etc.
- What consultants are used to produce these adverts?
- What adverts these consultants are responsible for producing?

The Welsh Government social media advertising costs and channels used during the past three years is as follows:

Platform	2020-21	2021 - Jan 2022	Jan 2022-Jan 23
Facebook/ Instagram	£653,658.85	£678,254.63	359,014.20
Twitter	£175,698.45	£173,334.75	£56655.26
Snapchat	£57,600	29,615.8	£33,500
YouTube	£187,334.63	£277,663.95	22,595.14
Tik Tok	£111,549	£31,826.53	£51,251.96
Google	289856.8	£89365.26	£359,108.8

The Welsh Government contracts agencies to deliver its campaigns via the National Procurement Service Integrated Marketing Campaigns and PR Framework NPS-CS-107-20. Companies currently on this framework are:

- Brand Content (now called Folk)
- Cowshed
- Equinox Communications
- Four Communications
- Freshwater
- Golley Slater
- Lynn PR
- Jamjar
- Orchard Media & Events
- SBW Advertising
- Ubiquity Group
- Working Word

The Welsh Government does not hold recorded information on advertising costs in the breakdown requested.

If you are dissatisfied with the Welsh Government's handling of your request, you can ask for an internal review within 40 working days of the date of this response. Requests for an internal review should be addressed to the Welsh Government's Freedom of Information Officer at:

Information Rights Unit
Welsh Government
Cathays Park
Cardiff
CF10 3NQ

or e-mail: Freedom.ofinformation@gov.wales

Please remember to quote the ATISN reference number above.
You also have the right to complain to the Information Commissioner. The Information Commissioner can be contacted at:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Telephone: 0303 123 1113
Website: www.ico.org.uk

However, please note that the Commissioner will not normally investigate a complaint until it has been through our own internal review process.

Yours sincerely