

22 August 2023

Dear

## ATISN 18872 – Request For Information

### Information requested

Thank you for your request which I received on 10 August 2023. You asked for:

1. How many advertising campaigns have been held/are currently being held in relation to the 20mph speed limit change?
2. The number of advertising campaigns per method (i.e. radio, TV, social media, newspapers).
3. The cost per advertising campaign method (i.e. the cost for a radio campaign).

### Our response

The information you requested is as follows:

For question 1, there is one overall advertising campaign being delivered on 20mph communications, through a contract with the PR agency Lynn.

For questions 2 and 3, please see the table below.

		Spend £
Mass media	TV	£76,224.00
	Radio	£63,657.00
	Bus	£21,800.00
	Out of home	£26,967.00
	Video On Demand (VOD)	£24,000.00
	DAX (digital) radio	£12,600.00
Media planning and buying, campaign optimisation and reporting		£16,750.00
<b>ATL Total</b>		<b>£241,998.00</b>
Social media	Meta (image)	£38,991.28
	Twitter (image)	£13,396.00
	Spotify (audio)	£1,500.00
	YouTube (video)	£5,000.00
	Meta (video)	£10,000.00
	Twitter (video)	£5,000.00
Programmatic	Stack adapt (image)	£3,465.98
	Google Display (image)	£4,796.00
Search	Google (PPC)	£6,100.00
	Microsoft (Ecosia) (PPC)	£1,732.32
TTL/ BTL Contingency		£8,018.42
<b>TTL/ BTL Total</b>		<b>£98,000.00</b>
		<b>£339,998.00</b>

## Next steps

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 Email: [Freedom.ofinformation@gov.wales](mailto: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.

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

Yours sincerely