

17 October 2025

Dear

ATISN 25170

Information requested

Thank you for your request which I received on 20 September. You asked:

For the period 1 January 2024 to 20 September 2025:

- *The total amount spent by the Welsh Government (or on its behalf) on advertising with Meta/Facebook/Instagram, Google/YouTube, Twitter/X, TikTok, LinkedIn or any other social media platform.*
- *Copies of any documents showing the targeting criteria used for these adverts (including age, gender, interests, or geographic targeting such as postcode, constituency or region).*
- *Any reports held showing the geographic distribution of these adverts.*

Our response

In response to the first part of your request, the total spend in relation to Welsh Government campaigns is £1,390,978. In response to the remainder of your request, please see information at Annex 1.

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 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

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

Annex 1

Welsh Government campaigns January 2024-September 2025 Audience Insight

Campaign	Audience
CfW: we're on our way	Parents of age groups (9-5, 6-8 and 9-12)
Cymraeg 2050 – Get Welsh Words	General Welsh speakers, students, parents, Welsh learners and tutors, teachers
Get Help with School costs	Parents and carers of primary/secondary school children, with a focus on lower income families <ul style="list-style-type: none">Geographical activity Jan 2024 and Jan 2025 to LA areas with low take up against target
Healthy Eating Consultation	Pan Wales - young people, parents (of 3-17s), education, healthcare agriculture sectors, catering providers, LAs.
Teaching Wales (inc. Pontio and Summer events)	Undergraduate students studying key subjects Welsh-Speakers Graduates in key subjects looking for a career change Ethnic minority Undergraduate students studying key subjects and Graduates looking for a career change
‘Help Us Help You’	The campaign targets all adults in Wales. There are also sub-audience groups of primary focus, which include: <ul style="list-style-type: none">Lower Socio-Economic groups- specifically parents, and adults with older parents (carers)Black, Asian and Minority Ethnic communities – including audiences who are not first-language EnglishYoung people and studentsOlder peopleDigitally excludedWomen – aged 16+
Talk With Me	Focus on targeting English and Welsh speaking parents, in each of 4 C2DE locations <ul style="list-style-type: none">RCTPowysGwyneddAnglesey

Campaign	Audience
Child Care Offer for Wales	<ul style="list-style-type: none"> • Primary Audience - Parents of children aged 3-4 across Wales. • Secondary Audience – grandparents, carers and childminders
Ending Physical Punishment	<ul style="list-style-type: none"> • Parents of children aged 0-18 across Wales.
Teulu Cymru	<ul style="list-style-type: none"> • All parents across Wales