

3rd September 2021

[REDACTED]
The Spinoff

Auckland

email to [REDACTED]

Dear [REDACTED]

Official Information request and response

Thank you for your request under the Official Information Act ("OIA") dated 11 August 2021.

You have requested:

All information – including communication and costs – related to the 'Sorted x The Chase' ad campaign.

Sorted Money Week is a national public awareness campaign delivered by Te Ara Ahunga Ora and other sector partners as part of the [National Strategy for Financial Capability](#). It aims to engage New Zealanders in money matters to take action to help themselves. To amplify campaign reach we develop a range of resources for stakeholders across the public and private sector to use across their own channels. This includes a toolkit provided to sector entities developed by us with social posts, content, quizzes, downloadable posters and collateral.

With regards to The Chase component of Money Week we have attached the following information:

- Planning and presentation documents including ideation, scripting and development of a multimedia campaign
- Email correspondence mostly between teams at Te Ara Ahunga Ora and to partner media agency Together as we developed and executed the partnership
- Courtesy briefing documents for the Minister of Commerce and Consumer Affairs and MBIE
- Internal meeting minutes

A small number of redactions in these documents have been made:

- Personal identifiable information such as emails and private contact details for external parties: s9(2)(a) of the Act – privacy
- Costs for external partners: s9(2)(b) of the Act: trade secret / commercial position
- Internal documents (eg meeting minutes) that discuss unrelated information and are thus out of scope

We decline to release the TVNZ contract relating to The Chase activity, also under s9(2)(b) of the Act. However, I can tell you that the total spend with TVNZ fell well within our normal campaign budget for Sorted Money Week. Our typical campaign spend for Money Week is relatively small-scale: up to \$120,000 annually across multiple providers. The spend with TVNZ (including planning, content production, and ITV/The Chase cost) was a little over half this amount.

Background information and overview of Sorted x The Chase

In 2020, we invested in a new approach to deal with a world shaken by COVID. We called it 'Just wondering' and created a platform for NZers to safely ask any money question. Media included paid activity across digital, out of home, social as well as publicity through media.

The results of the campaign and the feedback on the creative platform were excellent. For 2021, we decided to reuse the creative and build out a broader reaching media schedule to extend the idea.

While it was great to encourage NZers to ask questions, there was still a barrier to talking about money (embarrassment, fear, culture/upbringing etc). Our idea was 'even the smartest people on the planet don't know it all when it comes to money'. The media agency developed a partnership with TVNZ and The Chase, which we were delighted about, as a creative way to reach our audience.

The Chase reached 28.5% of all people aged 15+ (1.11m people) on average 2.9 times across the week.

We received over 800 questions through the Just Wondering channels (social, web and email). FAQs on the Just Wondering page received over 4,200 engagements.

Website traffic/Engagement during Sorted Money Week

Campaign period 9-15th August 2021 (YoY comparison is 10-16 Aug 2020)

Sorted website traffic	YoY +/-
Pageviews	31%
Unique pageviews	31%
Users	30%


Justwondering traffic	YoY +/-
Pageviews	38%
Unique pageviews	38%
Users	8%

Sorted registrations	YoY +/-
	16%

If you need any clarification about the information we have provided, please don't hesitate to contact me. You have the right to refer this response to the Ombudsman if you are dissatisfied with it. More information on how to do this is [here](#). Te Ara Ahunga Ora proactively releases information in accordance with the Government's commitment to the Open Government Partnership National Action Plan. This includes publishing responses to requests for information under the OIA. Please note that this response (with your name removed) will be published on the Te Ara Ahunga Ora website shortly and will remain on our website for 12 months.

Thank you for your interest in our work.

Yours sincerely



Jane Wrightson

MANA AHUNGARUA / RETIREMENT COMMISSIONER