

[personal information]

From: [personal information]
Sent: Tuesday, 30 July 2019 4:35 PM
To: [personal information]
Cc: [personal information]
Subject: OIA info from FMA on use of social influencers CRM:006900361

Good afternoon [personal information]

We have considered your Official Information Act request below, and provide the following information in response.

The FMA has undertaken three public awareness campaigns in which social media influencers received some payment for their services engaging targeted groups of the NZ public. We provide details relating to each of these campaigns below, including the topic of the campaign, dates during which the influencers were used, the names of the influencers used that received any payment, and the platforms they posted on.

In total we spent just under \$30,000 exc GST on these three campaigns which reached more than 95,000 New Zealanders. It is a significant challenge to encourage New Zealanders to take action on their retirement savings. The challenge is most acute in relation to younger New Zealanders – a demographic who, if they act early can benefit the most, in terms of the impact on their accumulated savings at retirement. This is the reason we have tried targeted campaigns using social media influencers. We are comfortable the cost is warranted. We intend to continue to explore new avenues to reach our audiences with these important messages.

We did not engage the influencers directly, rather in each case we used an agency to advise on the campaign, including researching the selection of influencers that could effectively reach our target audience, and liaising with, and engaging those influencers. Accordingly the payments we made covered this broader work, including the amounts the influencers received from the agency. We did not directly pay the influencers. We therefore do not provide all the cost information that you have sought (namely, payments made by the FMA to influencers in return for posts/cost of the posts) in the circumstances we do not hold that information. Section 18(g) of the OIA anticipates it's appropriate an information request be refused where the information requested is not held by us. We do however provide related cost information based on information we do hold.

We have withheld the name of one influencer, on the basis of section 9(2)(a) to protect their privacy, in the circumstances we have not been able to contact this person to advise them of the pending release of this information.

We note you have the right to seek an investigation and review by the Ombudsman of this decision, and information about how to make a complaint is available at www.ombudsman.parliament.nz or phone 0800 802 602.

If you have any questions, please contact us.

Kind regards

[personal information]

	Public awareness campaign	Dates	Influencer	Platforms
1	Public awareness campaign relating to the relevance of saving for retirement. During 2015 Money Week the two 'influencers' participated in the 'Living Challenge' – living for a week on a fictitious 'retirement income'. The weekly income was based on income from	August 2015	[personal information]	Facebook, Twitter, Instagram and follow up stories into print media and Stuff
		August 2015	[personal information]	Facebook, Twitter and Instagram

	<p>KiwiSaver and NZ Super, calculated on Sorted using the NZ average weekly income, a 3% contribution and personal details such as age. The campaign resulted in significant media reach in social channels and in Sunday Star Times, Sunday News and Stuff, including to audiences not normally reached by the FMA.</p> <p>We understand from the cost estimate for the work by the agency ([redacted]) for all services in relation to this campaign, aspects relating to advice on the social media aspect, including researching the selection of influencers that could effectively reach our target audience, and liaising with, and engaging those influencers was approximately \$20,000 exc GST.</p>			
2	<p>Public awareness campaign encouraging New Zealanders to engage with their KiwiSaver statements following the introduction of fees in dollar terms.</p> <p>We understand from the cost estimate for the work by the agency ([redacted]) for all services in relation to this campaign, aspects relating to advice on the social media aspect, including researching the selection of influencers that could effectively reach our target audience, and liaising with, and engaging those influencers was approximately \$5,750 exc GST.</p>	May/June 2018	[personal information]	Facebook and instagram
		May/June 2018	[personal information]	Facebook and instagram
		May/June 2018	[personal information]	Facebook and instagram
3	<p>Public awareness campaign as World investor Week encouraging New Zealanders to think about investing.</p> <p>We understand from the cost estimate for the work by the agency ([redacted]) for all services in relation to this campaign, aspects relating to advice on the social media aspect, including researching the selection of influencers that could effectively reach our target audience, and liaising with, and engaging those influencers was approximately \$4,000 exc GST.</p>	October 2018	[personal information]	Facebook, Instagram
		October 2018	[personal information]	Facebook, Instagram

From: [redacted]

Sent: Wednesday, 3 July 2019 11:29 AM

To: questions@fma.govt.nz; questions@fma.govt.nz

Subject: [redacted]

Hi there

Under the Official Information Act I would like to request the following:

-Details of any payments made to social media "influencers" by the department in return for posts (no date limit). Please include the details of the influencer, the platform, cost of the post, topic and date.

Kind regards

[personal information]

Publication
Schedule