



Ministry of Defence

Defence Resources Secretariat
Ministry of Defence
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Reference: FOI2014/07567

[REDACTED]

E-mail: [REDACTED]

Date: 30 January 2015

Dear [REDACTED]

Your correspondence dated 25 November 2014 has been considered to be a request for information in accordance with the Freedom of Information Act 2000. You requested the following information:

Could you please provide:

The total cost of the 2014 Be The Best British Army Recruitment advertising campaign.

<https://www.youtube.com/watch?v=sOhvjBwuix4>

Could you break down the cost as follows:

- the production cost*
- the cost of this advertising campaign on television*
- the cost of this advertising campaign on printed materials*
- the cost of this advertising campaign on cinema*
- the cost of this advertising campaign online*

Please find below the information you requested.

The reference to 'Be The Best' relates to the Army's 'More Than Meets The Eye' (MTMTE) recruiting campaign.

The table below provides a breakdown of marketing spend over the period Mar – Dec 14 under the umbrella of MTMTE.

Media	Production	TV	Print	Cinema	On-Line
Spend (Mar-Dec 14)	£500,000	£3,900,000	£1,600	£614,000	£357,000

Under Section 16 of the FOIA, public authorities are required to provide advice and assistance while processing FOI requests, and I have therefore included some additional information below that you may find useful.

In the last few years recruitment to the Armed Forces has been carried out in a challenging environment. In order to attract people to the Army it is essential that the Ministry of Defence invest in sustained marketing campaigns, to highlight the variety of roles and careers available, in both the Regular Army and Army Reserve.

It takes time to increase awareness that the Army is continually recruiting, and that it welcomes applications from a wide cross section of society. The Army are starting to see the tangible results of these marketing campaigns, but must ensure that it maintains the momentum built up thus far.

If you are not satisfied with this response or you wish to complain about any aspect of the handling of your request, then you should contact me in the first instance. If informal resolution is not possible and you are still dissatisfied then you may apply for an independent internal review by contacting the Information Rights Compliance team, 1st Floor, MOD Main Building, Whitehall, SW1A 2HB (e-mail CIO-FOI-IR@mod.uk). Please note that any request for an internal review must be made within 40 working days of the date on which the attempt to reach informal resolution has come to an end.

If you remain dissatisfied following an internal review, you may take your complaint to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act. Please note that the Information Commissioner will not investigate your case until the MOD internal review process has been completed. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website, <http://www.ico.gov.uk>.

I hope you find this helpful.

Yours sincerely,

Defence Resources Secretariat