



10 March 2026

S9(2)(a)

**Official Information Act 1982 request**

I refer to your Official Information Act request on 16 February 2026 seeking information as below:

- *In the 2025 calendar year, how much did Education New Zealand (and any organisations/entities/divisions within it) spend in total at 1) Google/Alphabet, 2) Meta, and 3) Tiktok.*
- *A breakdown of that spending at each of those companies (e.g for Meta, how much was spent on Instagram, Facebook, WhatsApp etc) and what the spending was for.*
- *In the 2025 calendar year, how much did Education New Zealand (and any organisations/entities/divisions within it) spend in total with New Zealand-based media companies including Stuff Ltd, NZME, TVNZ, Sky, Warner Brothers Discovery, MediaWorks, Are Media, Whakaata Maori, ODT, Go Media, JCDecaux, Newsroom, The Spinoff, Ooh Media, Lumo, 1XX, Whakatane Beacon, Reality Check Radio, The Platform, and any other New Zealand-based media company that fits the spirit of this request.*
- *A breakdown of that spending at each of those companies and what the spending was for.*

To provide context to my responses that follow, I would like to highlight that Education New Zealand Manapou ki te Ao (ENZ) is the Crown agency responsible for promoting a New Zealand education to the world. The promotion and marketing of New Zealand's international education offering in our 16 priority markets is a key part of ENZ's role and represents a substantial proportion of ENZ's activity.

The purpose of this promotional activity is to increase awareness and brand preference for a New Zealand education so that it remains strong among prospective students and their families who are all living offshore. As a result, ENZ does not use New Zealand-based media companies.

Our channel mix is designed to maximise reach and engagement within budget, using platforms where students in New Zealand's priority markets are most active and where we can measure and track performance effectively. We prioritise channels that also give us the best balance of scale, efficiency, and measurable performance. Our responses to your questions are therefore as follows:

1. *In the 2025 calendar year, how much did Education New Zealand (and any organisations/entities/divisions within it) spend in total at 1) Google/Alphabet, 2) Meta, and 3) Tiktok.*

In 2025, ENZ spent \$1,318,749.08 across these three platforms. The breakdown is as follows:

Google	\$592,464.83
Meta	\$710,836.89
TikTok	\$15,447.36
<b>Total</b>	<b>\$1,318,749.08</b>

2. A breakdown of that spending at each of those companies (e.g for Meta, how much was spent on Instagram, Facebook, WhatsApp etc) and what the spending was for.

ENZ's advertising spend is broken down by strategic/planned marketing campaigns aimed at driving awareness and preference for New Zealand education and tactical/agile campaigns which are designed to capture interest quickly on current events or policy changes e.g. the Green List campaign which raised awareness of the government's Green List. Our strategic campaigns such as the Learn New Every Day campaign which ran until July 2025, and the current New Zealand Taught Me campaign are booked by ENZ's media agency, MBM, while our tactical campaigns are booked internally.

The breakdown of spending across both ENZ's strategic and tactical marketing spends is as follows:

**MBM**

Google Display (Google DV360)	\$105,204.06
Google Search (Google DV360)	\$11,254.52
YouTube (Google)	\$53,233.34
Google Search Network	\$422,772.91
TikTok Australia Pty Ltd	\$15,447.36
Facebook (Meta)	\$460,435.15
WhatsApp (Meta)	\$3,817.58
Instagram (Meta)	\$197,248.79
<b>Total</b>	<b>\$1,269,413.70</b>

**ENZ Internal**

Audience Network (Meta)	\$30,103.50
Facebook (Meta)	\$15,612.03
Instagram (Meta)	\$3,563.34
Messenger (Meta)	\$36.43
Threads (Meta)	\$18.96
Uncategorised (Meta)	\$1.11
<b>Total</b>	<b>\$49,335.37</b>

These spends relate to advertising costs across these platforms, as well as execution of ENZ's strategic flagship campaigns. Our total campaigns and activities that were live across these platforms during the requested period include:

- Activity to support the student recruitment fairs in Japan, Thailand, and Viet Nam.
- ENZ's current flagship New Zealand Taught Me global campaign.
- ENZ's former flagship global campaign, Learn New Every Day which ran until July 2025.
- The Green List campaign in selected markets.
- E-Magazine campaigns to capture database signups; and
- Paid search campaigns which placed targeted ads on search engines to capture prospective students who are actively searching for international study options.

MBM also provides digital media spend recommendations based on performance data and platform best practice. This is then sense-checked against our strategic priorities and market context to ensure we are on track for delivering against our awareness and brand preference targets.

3. In the 2025 calendar year, how much did Education New Zealand (and any organisations/entities/divisions within it) spend in total with New Zealand-based media companies including Stuff Ltd, NZME, TVNZ, Sky, Warner Brothers Discovery, MediaWorks, Are Media, Whakaata Maori, ODT, Go Media, JCDecaux, Newsroom, The Spinoff, Ooh Media, Lumo, 1XX, Whakatane Beacon, Reality Check Radio, The Platform, and any other New Zealand-based media company that fits the spirit of this request.

For the reason mentioned above regarding ENZ's target audiences predominantly based in markets offshore, ENZ did not spend any money with New-Zealand based media companies in 2025.

4. A breakdown of that spending at each of those companies and what the spending was for

N/A

Please note that it is our policy to proactively release our responses to official information requests, where possible. Our response to your question will be published shortly at [www.enz.govt.nz](http://www.enz.govt.nz), with your personal information removed.

If you wish to discuss this decision with us, please feel free to contact me at [Di.Solomon@enz.govt.nz](mailto:Di.Solomon@enz.govt.nz).

Yours sincerely,



Di Solomon

Director Government Relations & Communications