

9(2)(a)

05 May 2026

Dear 9(2)(a)

Re: Official Information Act Request: Fuel saving advertising and campaign

Thank you for your email on 16th April 2026 in which you requested information under the Official Information Act 1982. In summary, you requested:

“From March 2026 EECA have been running an advertisement campaign on a number of media , TV, Radio , Social Media on fuel efficiency and saving fuel , can you tell me how much money was spent producing these advertisements on various media and how much it cost to advertise on various media in total what is the amount spent and budget.”

In response to your request:

Public information is a core part of EECA’s role in [New Zealand’s Fuel Response Plan 2026](#).

EECA was formally asked to run a campaign on fuel saving tips on 24 March 2026. The ‘Stretch Every Tank’ campaign commenced on 28 March 2026.

The campaign has been designed to be highly flexible and responsive to market need. Investment will evolve if it needs to, depending on how long the campaign is live for and what new material is created.

Up to 29 April, EECA has spent around \$2.92 million on the campaign. This includes creative design, production, and media placements to date. EECA has committed to spending around \$2.95 million on various media channels as part of the campaign up to 9 May. For more detail see Table 1 below.

Table 1. Total Spend by Media Outlet

Channel	Spend (\$)	Spend (%)
TV	\$ 511,395.38	17%
Radio	\$ 214,456.13	7%
Newspaper	\$ 208,318.46	7%
Out Of Home	\$ 554,072.91	19%
Digital Video	\$ 324,433.63	11%
Digital Display	\$ 303,052.75	10%
Social	\$ 619,087.97	21%
Search	\$ 122,386.69	4%
Net costs	\$ 90,760.28	3%
	\$ 2,947,964.20	

Results from the first four weeks of the 'Stretch Every Tank' campaign indicate that:

- The latest modelling indicates the campaign has saved households over **\$25.9 million**.
- **More than 2 out of every 3 New Zealand drivers (67%) can recall the Stretch Every Tank campaign**
- The return on investment on the fourth week's results show it saved over **2.2m liters of fuel, saving consumers \$7.3m**
- More than one in four of **ALL drivers on NZ roads (28%) have taken at least one action** because of the campaign
- The web content on fuelsavingtips.govt.nz has had over **261,000 visits**.
- The vast majority of those who could recall the campaign consider the messages to be **relevant to them (89%), believable (92%), and easy to understand (98%)**.

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Please note that it is our policy to proactively release our responses to official information requests where possible. Our response to your request will be published shortly at <https://www.eeca.govt.nz/about/news-and-corporate/official-information/> with your personal information removed.

Yours sincerely



Murray Bell
Group Manager, Policy and Regulation