

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 20 March 2026 in which you requested information under the Official Information Act 1982. In summary, you requested:

'If EECA has been directed to increase advertising on fuel saving tips and when, and the budget, total spend and campaign strategy (including the use of advertising on television streaming services such as Amazon Prime) for the current campaign being run on how to save fuel.'

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

| Spend by Channel from 28 March – 9 May 2026 | | |
|---------------------------------------------|-----------------|-----------|
| 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% |
| | <hr/> | |
| | \$ 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%)**.

The campaign media strategy can be viewed in **Appendix 1**.

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

A handwritten signature in blue ink, appearing to read 'M. Bell', is positioned above the printed name.

Murray Bell
Group Manager, Policy and Regulation

Appendix One: Fuel saving media campaign

Please see email attachment.



Public Service Announcement Campaign for Fuel Usage.

Background

The purpose of this paper is to detail the proposed go to market strategy for a Public Service Announcement (PSA) campaign around fuel usage in New Zealand.

Overarching objectives

The overall objective of the campaign would be to reach New Zealand drivers at scale and to maintain visibility over time. We would want to reach as many drivers as possible within a standard fuel cycle. For planning purposes, and to reach as many as possible early in this period we would recommend planning to weekly modules.

1. **Launch.** This would be a One Week Burst to rapidly build awareness and reach across New Zealand drivers.
2. **Maintenance.** Maintain presence and reinforce the message across the driver population over time.

The purpose of having two modules is so that they can be used for budgeting purposes as the length of any campaign at this stage is unclear. In producing each module, reach modelling has been conducted, allowing us to estimate the combined audience reach delivered by the proposed channel mix.

Launch Week – Rapid Reach Build

The first week of the campaign is designed to reach a large proportion of New Zealand drivers as quickly as possible. This phase uses high-impact channels with strong national coverage and high daily reach.

The channel mix combines broadcast media, digital video, social platforms and outdoor, ensuring broad population coverage across different viewing and listening behaviours.

Recommended Channel Mix:

- Television
- Radio
- Outdoor Billboards
- Catch-up TV
- Facebook
- Instagram
- TikTok
- YouTube

Role of Channels

- **Television.** Provides rapid national reach and credibility. Television remains the fastest way to reach a broad cross-section of New Zealand drivers within an abbreviated time limit.
- **Radio.** Delivers strong reach among drivers during commuting periods and reinforces messaging through frequency.



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- Outdoor Billboards. Ensures high visibility across road networks and reinforces the campaign message in driving environments.
- Digital Video (YouTube + Catch-up TV). Extends the reach of broadcast video audiences and captures viewers shifting from traditional TV to digital viewing environments.
- Social Platforms (Facebook, Instagram, TikTok). Adds incremental reach among lighter TV viewers and younger driver segments while allowing high scale delivery.

Monthly Maintenance – Sustained Presence

Following the initial launch burst, a lower ongoing weight is recommended to maintain campaign visibility. The maintenance phase ensures the campaign continues to reach drivers who may need more reminders of the message.

Recommended Channel Mix

- Television
- Radio
- Outdoor
- Catch-up TV
- YouTube
- Facebook
- Instagram
- TikTok

This mix maintains a balance between mass reach channels and digital platforms that deliver efficient ongoing coverage.

Role of Channels

- Television and Radio. Maintain broad national coverage and continue reaching large audiences at scale.
- Outdoor. Provides constant visibility across driving environments, supporting message recall among motorists.
- Digital Video and Social. Deliver incremental reach and efficient ongoing exposure, particularly among audiences consuming less traditional broadcast media.

Timelines

For a campaign such as this, we would push to get the campaign live as quickly as we possibly could.