

Auckland Light Rail Project Communications and Engagement costs

Date	Company	Advertising Medium	Description	Cost
May 2021 -July 2021	PHD	Print	Print publications	\$51,368.00
May 2021 -July 2021	PHD	Digital	Digital and social platforms	\$83,470.00
May 2021 -July 2021	PHD	Search Engine Marketing	Website optimisation	\$13,800.00
May 2021 -July 2021	PHD	Radio	Mainstream and ethnic stations	\$152,343.00
May 2021 -July 2021	PHD	Outdoor	Adshells and commuter network	\$88,164.00
May 2021 -July 2021	PHD	Bus	Bus backs	\$4,774.00
May 2021 -July 2021	DDB Group	Agency Management	Management, strategy and creative concept	\$121,600.00
May 2021 -July 2021	DDB Group	Branding	Brand identity	\$27,200.00
May 2021 -July 2021	DDB Group	Website	Website production	\$57,703.00
May 2021 -July 2021	DDB Group	Campaign	Production of campaign material for advertising channels	\$70,634.00
May 2021 -July 2021	Mango Communications	Activations	Event Production (16 Events)	\$148,707.00
May 2021 -July 2021	Mango Communications	Media Management	Corporate communications	\$34,850.00
May 2021 -July 2021	PORT Group	Graphic Design	Design and printing of engagement collateral	\$69,500.00
TOTAL				\$924,113.00