

**REFERENCE**

2526043

**RELEASE DATE**

April 2025

**SUBJECT**

Spotify spend promoting the NIW brand

**RESPONSE**

- 1. How much has NI Water spent in advertising promoting its brand on Spotify in the past three years? I heard an advert on Spotify yesterday which appeared to be simply promoting the strength of the brand, with no other obvious purpose.**

In the first instance, it is useful to explain that NI Water is a government-owned company and non-departmental public body, and the sole provider of public water and sewerage services in Northern Ireland. As such, NI Water has no need to and does not “promote the strength of the brand”, as there is no current competitor to NI Water in Northern Ireland.

In total, over the last three years, NI Water’s spend via Spotify is £4700 and can be found in Annex A. The purposes of these campaigns are covered under Q4.

- 2. How much has NI Water spent promoting its brand in the past three years? I mean the above inquiries, as distinct from giving specific information on services to users.**

As stated above, NI Water does not promote its brand. Our advertising campaigns are around public awareness on key issues. Therefore, the information requested here is not held, as such Reg 12 (4)(a) of the EIR applies. Regulation 12(4)(a) (Information not held) provides that “*a public authority may refuse to disclose information to the extent that it does not hold that information when an applicant’s request is received*”.

All exceptions under the EIR are qualified and so, in deciding whether to disclose the requested information, NI Water must consider the public interest. However, this is not possible where the information is not held.

**3. Please break down the amount spent on different advertising channels, eg social media, outdoor billboards, print media, radio, TV etc.**

Please see Annex A for this information.

**4. As far as possible, please specify the purpose of the spend by campaign over defined time periods.**

Below is a timeline of our educational campaigns throughout the last three years, all associated costs can be found on Annex A.

2022/23

N/A i.e. no associated expenditure

2023/24

NIW Water Efficiency Campaign 2023

NIW Sewage (Bag It & Bin It – “BIBI”) Campaign 2023/24

NIW Winter Campaign 2023/24

NIW Water Quality Campaign 2024

2024/25

N/A i.e. no associated expenditure

2025/26

NIW Water Quality Campaign 2025

The Efficiency campaign promotes good water saving practice to the public via a series of simple, easy to action tips that the public can carry out in the home and garden, in a bid to reduce water wastage (especially in warmer periods) as it's an essential service that we all rely on to live.

The Sewage BIBI Campaign aims to tackle sewer blockages, as a result of people disposing of things that should not go down the drain, such as cotton buds, wet wipes and fats, oil and grease (FOG). This could result in properties being flooded with untreated sewage, so the advert reminds the public to only ever dispose of the three Ps (pee, poo and (toilet) paper) to help keep drains and sewers clear.

The Winter Campaign runs during the colder periods and is a message to the public to encourage them to insulate their pipes to avoid burst pipes, which can in turn flood homes and leave properties with no running water.

The Water Quality Campaign was developed to alleviate concerns from the public about the safety of drinking water abstracted from Lough Neagh. It was also to reassure the public that NI Water works to the highest of standards when treating and supplying the public with fresh drinking water. The underlying message is that raw water is rigorously monitored and regulated by teams of scientists. Its aim is to reassure the public that water is checked multiple times a day from treatment works to customer taps, to ensure it is safe to drink. Emphasising the high quality of tap water also provides an additional incentive for the public to use reusable water bottles rather than buy bottled water, so it has a secondary goal to help reduce single-use plastic.