

NIW Media Spend Review - 2022/23

Campaign Title	Total Spend	Spend Breakdown	
NIW Sewage 2022	£ 89,853.68	TV	£ 61,842.02
		Radio	£ 9,605.76
		Outdoor	£ 15,843.35
		Social	£ 2,562.56
NIW Winter 2022/23	£ 33,104.12	Radio	£ 11,516.14
		Outdoor	£ 12,007.20
		Business Press	£ 2,974.14
		Social	£ 6,606.64
NIW Digital Services Campaign 2022	£ 1,201.20	Social	£ 1,201.20
NIW Winter Emergency Campaign 2022	£ 11,063.22	Daily Press	£ 7,551.13
		Specialist Press	£ 1,510.09
		Social	£ 2,002.00
Water Efficiency Spring 2022	£ 15,106.16	Radio	£ 10,601.84
		Social	£ 4,504.32
Water Efficiency Summer 2022	£ 83,518.26	TV	£ 21,278.71
		Radio	£ 33,495.34
		Outdoor	£ 15,766.25
		Social	£ 12,977.96
Save Water Save Money 2023	£ 20,718.08	Radio	£ 6,230.88
		Outdoor	£ 9,436.75
		Social	£ 3,603.60
		Digital Promotion	£ 1,446.85
Lead Pipes Campaign	£ 2,002.00	Social	£ 2,002.00

NIW Media Spend Review - 2023/24			
Campaign Title	Total Spend	Spend Breakdown	
NIW Sewage 2023	£ 77,879.42	TV	£ 45,289.85
		Radio	£ 9,673.75
		Outdoor	£ 13,423.44
		Social	£ 3,554.38
		Spotify	£ 1,000.00
		Display	£ 4,938.00
NIW Winter 2022/23	£ 33,567.78	Radio	£ 10,673.76
		Outdoor	£ 9,087.04
		Business Press	£ 5,458.42
		Social	£ 5,405.40
		Display	£ 2,141.97
		Search	£ 301.19
		Spotify	£ 500.00
Water Efficiency 2023	£ 109,564.98	TV	£ 54,044.29
		Radio	£ 20,770.47
		Outdoor	£ 31,002.97
		Social	£ 2,247.25
		Spotify	£ 1,500.00
Water Quality 2024	£ 14,299.66	Radio	£ 6,942.71
		Outdoor	£ 4,454.45
		Social	£ 2,402.50
		Spotify	£ 500.00
Save Water Save Money 2023	£ 18,361.22	Radio	£ 500.00
		Outdoor	£ 8,908.90
		Social	£ 1,441.44

NIW Media Spend Review - 2024/25

Campaign Title	Total Spend		Spend Breakdown	
NIW Water Quality 2024	£	7,305.31	Radio	£ 4,632.64
			Outdoor	£ 2,672.67
Save Water Save Money 2024	£	16,482.34	Radio	£ 7,570.78
			Outdoor	£ 8,911.56
NIW Water Quality Reassurance Campaign	£	1,401.40	Social	£ 1,401.40
NIW Freeze Thaw Social	£	600.60	Social	£ 600.60
NIW Wastewater Flow Campaign	£	1,001.00	Social	£ 1,001.00