

GREATER LONDON AUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA250618-5768

16 July 2018

Dear [REDACTED]

Thank you for your request for information which the GLA received on 23 June 2018. Your request has been dealt with under the Freedom of Information Act 2000.

You requested:

Please can you advise how much of the public's money was spent advertising the Eid festival on Facebook?

Please find below the information that we hold within the scope of your request.

A static image advert was created for Facebook to advertise Eid Festival. It was produced by our in-house design team and £4,500 was paid to our media planning and buying agency for a Facebook campaign.

This campaign performed strongly driving over 21,500 visits (lands) to the Eid Festival event page on London.gov at a cost of £0.19 per visit (land).

If you have any further questions relating to this matter, please contact me, quoting the reference MGLA250618-5768.

Yours sincerely

Ruth Phillips
Information Governance Officer

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:
<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>