



Ministry
of Defence

[REDACTED]

FOI2019/01447

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[REDACTED]

4 March 2019

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Release of Information

Thank you for your correspondence of 4 February 2019 in which you requested the following information:

'Thank you for your response to the Freedom of Information Request. I'm grateful for the information about the impact of the campaign on overall Expressions of Interest.

Page 7 of the document you shared says 'Our attribution modelling and conversion analysis demonstrated that media and marketing contributed up to 28% of total Expressions of Interest (EOI)s and Applicants in the 2015/16 recruitment year. The Made in the Royal Navy TV campaign was the best-performing media campaign in many years, and continues to contribute to a major uplift in applications.'

Please could you share the data and analysis referred to here regarding the 2015/2016 recruitment year, and any data and analysis you have which backs up the assertion that the Made in the Royal Navy campaign 'continues to contribute to a major uplift in applications'?

Your enquiry is being treated as a request for information under the Freedom of Information Act 2000.

A search has now been completed within the Ministry of Defence and I can confirm that some information in scope of your request is held.

In response to your request, the table below shows the marketing contribution statistics relating to expressions of interest as a result of media (campaigns) inclusive of 'Made In the Royal Navy' for the years 2015/2016. The figures for 2017/2018 have also been included for comparison purposes:

Application Types	Statistics 2015/2016	Statistics 2017/2018
Royal Marines (RM) phone	13%	28%
RM Webform	17%	26%
Royal Navy (RN) Ratings phone	23%	24%
RN Ratings Webform	26%	20%
RN Engineers phone	8%	48%
RN Engineers Webform	22%	24%
RN Officers phone	11%	22%
RN Officers Webform	14%	18%

In relation to applications, the Department is only able to provide you with information for 2017/2018. As such, I can tell you that of the 4913 applications received in response to marketing campaigns during those years, 1909 were a result of TV activity, 120 from cinema and 159 from radio advertising. The conversion rate of expressions of interest to actual applications for these categories is 43%, which compares more favourably with other means that have a conversion rate of 24%.

If you have any queries regarding the content of this letter, please contact this office in the first instance.

If you wish to complain about the handling of your request, or the content of this response, you can request an independent internal review by contacting the Information Rights Compliance team, Ground Floor, MOD Main Building, Whitehall, SW1A 2HB (e-mail CIO-FOI-IR@mod.uk). Please note that any request for an internal review should be made within 40 working days of the date of this response.

If you remain dissatisfied following an internal review, you may raise your complaint directly to the Information Commissioner under the provisions of Section 50 of the Freedom of Information Act. Please note that the Information Commissioner will not normally investigate your case until the MOD internal review process has been completed. The Information Commissioner can be contacted at: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. Further details of the role and powers of the Information Commissioner can be found on the Commissioner's website at <https://ico.org.uk/>.

Yours sincerely

Navy Command Secretariat - FOI Section