



6 September 2023

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Kia ora Oliver

**Your Official Information Act request, reference: GOV-027093**

Thank you for your email of 15 August 2023, asking for information about ACC's 'Have a hmmm' campaign under the Official Information Act 1982 (the Act). I will respond to each of your questions in turn:

**When did ACC first launch this campaign?**

Public engagement for 'Have a hmmm' first launched on 11 April 2021.

**Why did ACC launch this campaign?**

Injury prevention is a core part of ACC's role and ACC runs a range of prevention campaigns and initiatives designed to help people avoid injuries and the harm to wellbeing and costs associated with them. 'Have a hmmm' was launched to encourage all people in Aotearoa to avoid injury to themselves, their whānau and others – across all the places and spaces they live, work and play.

**How much has ACC spent on its 2023 'Have a Hmmm' campaign?**

ACC has spent \$2.4m on all 'Have a hmmm' activity between January 2023 and July 2023.

**Please breakdown costs of the video series on YouTube such as actors, production, social media boosting/promotion, website design, online resources etc.**

The 'Have a hmmm' video series on YouTube, 'Have a hmmm hints', was launched in April 2023. Between January 2023 and July 2023, this series has cost \$549,590, including production costs of \$239,165 and media related costs of \$310,425 across multiple social channels. This spend is included in the \$2.4m figure above.

**How many views and how many comments/reactions/impressions have each video garnered?**

The table below presents an aggregate view of the 'Have a hmmm hints' video series on YouTube from April 2023 to 31 July 2023. With over 200 pieces of individual content for this campaign, we have provided aggregate numbers for this whole campaign, as this provides a meaningful measure of total campaign performance.

Metric	Total
Impressions (number of times the campaign has been displayed in front of an audience)	24,207,113
All video views (including partial views)	6,507,038
Completed video views (100% of the video is watched)	4,554,927
View through rate (percentage of people who watched the entire video)	70%

**How long do people watch the videos on average?**

Not all the platforms we use allow us to report on how long the video was watched. However, we do know that when the videos are watched, 70% of the time they are watched until the end of the video.

**What social media platforms are the videos on?**

'Have a hmmm hints' are on YouTube, Instagram, Facebook and TikTok.

**How many people have visited the 'Have a Hmm' web page since it started?**

There have been 'Have a hmmm' web pages on the ACC website since April 2021. Since then, there have been 429,822 visits to the 'Have a hmmm' behaviour change programme's landing pages

[www.acc.co.nz/newsroom/have-a-hmmm/](http://www.acc.co.nz/newsroom/have-a-hmmm/) and [www.acc.co.nz/preventing-injury/have-a-hmmm/](http://www.acc.co.nz/preventing-injury/have-a-hmmm/).

**How long do people spend on the page on average?**

An average of 6 minutes and 15 seconds are spent on [www.acc.co.nz/newsroom/have-a-hmmm/](http://www.acc.co.nz/newsroom/have-a-hmmm/), and an average of 14 minutes and 26 seconds on [www.acc.co.nz/preventing-injury/have-a-hmmm/](http://www.acc.co.nz/preventing-injury/have-a-hmmm/).

**How many people have taken the 'Attitude to risk' quiz?**

The number of people who have completed the quiz and clicked 'submit' is 10,640.

**As this information may be of interest to other members of the public**

ACC has decided to proactively release a copy of this response on ACC's website. All requester data, including your name and contact details, will be removed prior to release. The released response will be made available [www.acc.co.nz/resources/#/category/12](http://www.acc.co.nz/resources/#/category/12).

**If you have any questions about this response, please get in touch**

You can email me at [GovernmentServices@acc.co.nz](mailto:GovernmentServices@acc.co.nz).

Ngā mihi



Sara Freitag

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Government Engagement