

Public

Ref: FOI/24/0006

National Energy System Operator

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Dear requester

### **Request for Information**

Thank you for your request for information which we received on 25 October 2024. We have considered your request under the Freedom of Information Act 2000 (FOIA).

### **Request**

You asked us:

*1a) What was the total cost of your recent national advertising campaign (supported by Eulogy)?*

*1b) What are available split costs e.g. consultancy costs, renting advertising space, etc.*

*2) Up until 15th October 2024, how much has been spent on PR agencies Brands2Life and Eulogy by NESO?*

### **Our response**

We confirm that we hold information in scope of your request.

Please note that the National Energy System Operator (NESO) came into existence on 1 October 2024. The National Grid Electricity System Operator (NGESO) was part of National Grid PLC and

was not subject to FOIA. There have been no payments from NESO between 1 October and 15 October which fall within the scope of your request. Given that the advertising campaign took place after the launch of NESO on 1 October, we are providing information about expenditure on the NESO campaign prior to 1 October in the interests of transparency.

The cost of the campaign with Eulogy was £399,347. This included £36,039 for a paid social media campaign, £84,920 for out of home advertising, and £160,263 as an agency fee for the cost of creative work, content creation and consultancy. The remainder was for video shooting and production by a film company.

This concludes our response to your request.

### **Advice and assistance**

You may find this [introduction to NESO](#) helpful in understanding who we are and what we do. For more information about the launch of NESO please see: [New publicly owned National Energy System Operator to pave the way to a clean energy future - GOV.UK](#).

### **Next steps**

You can ask us to review our response. If you want us to carry out a review, please let us know within 40 working days and quote the reference number at the top of this letter.

If you are still dissatisfied after our internal review, you can complain to the Information Commissioner's Office (ICO). You should make complaints to the ICO within six weeks of receiving the outcome of an internal review. The easiest way to lodge a complaint is through their website: [www.ico.org.uk/foicomplaints](http://www.ico.org.uk/foicomplaints). Alternatively they can be contacted at: Wycliffe House, Water Lane, Wilmslow, SK9 5AF.

Thank you for your interest in the work of the National Energy System Operator (NESO).

Regards,

The Information Rights Team

National Energy System Operator (NESO)