

WRITTEN QUESTIONS

7th Assembly

01/04/1997

179. Advertising by Agencies

Ms. HICKEY to MINISTER for the LIQUOR COMMISSION

QUESTION

Advertising by Agencies

1. What was the amount of funds spent by your Department on advertising since 1 July 1996.
2. What form of advertising and how much was spent in each category eg, television, print etc.
3. What are the name(s) of advertising agencies or consultant companies used to prepare these advertisements.
4. What was the amount of money spent on advertisements in which the Minister appeared (in the case of television) or his photograph appeared.

ANSWER

Answered on