

DIGITAL ADVERTISING

1. The names, dates, costs, purposes and targets of digital advertising campaigns in 2016/17 presented in format of table below:

2016-17	Campaign Name	Dates of Digital Advertising	Purpose and target audience of campaign	Budget
	ORGAN DONATION	1ST MAY 16 - 30TH SEPTEMBER 16	DRIVE REGISTRATIONS TO THE ORGAN DONOR REGISTER - ALL ADULTS	£63,089.31
	KNOW THE SCORE	7TH JULY 16 - 10TH JULY 16	AWARENESS OF DRUG MISUSE - PREDOMINATELY YOUNG MALES	£2,094.56
	DETECT CANCER EARLY:			£31,875.76
	LUNG CANCER	1ST AUGUST 2016	RAISE AWARENESS OF SYMPTOMS TO AT RISK GROUPS - 55+	
	BOWEL CANCER	1ST AUGUST 16 - 31ST AUGUST 16	RAISE AWARENESS OF SYMPTOMS TO AT RISK GROUPS - 55+	
	LUNG AND BOWEL CANCERS	1ST OCTOBER 16 - 31ST MARCH 17	RAISE AWARENESS OF SYMPTOMS TO AT RISK GROUPS - 55+	
	LUNG CANCER	31ST OCTOBER 16	LUNG CANCER VOD EXTENSION - ADULTS 55+	
	THE WEE C	10TH OCTOBER 16 - 1ST MARCH 17	RAISE AWARENESS OF SYMPTOMS TO AT RISK GROUPS - 55+	
	FLU:			£37,194.95
	CHILDHOOD FLU	3RD OCTOBER 16 - 31ST DECEMBER 16	RAISE AWARENESS AMONGST PARENTS OF THE FLU VACCINE FOR CHILDREN - PARENTS OF 0-12	
	SEASONAL FLU	10TH OCTOBER 16 - 31ST DECEMBER 16	RAISE AWARENESS OF THE SERIOUSNESS OF FLU FOR VULNERABLE GROUPS I.E, THOSE WITH UNDERLYING HEALTH CONDITIONS, PREGNANT WOMEN ETC	
	EAT BETTER FEEL BETTER	1ST FEBRUARY - 31ST MARCH 17	PROMOTE HEALTHY EATING AND LIFESTYLE TO FAMILIES - C1C2D PARENTS	£63,552.03
	SPIRE	7TH MARCH - 31ST MARCH 17	INFORMATION CAMPAIGN ABOUT THE INTRODUCTION OF SPIRE, TARGETING ALL ADULTS	18471.25
	HOME ENERGY SCOTLAND	19TH SEPTEMBER 16 - 31ST OCTOBER 16	DIRECT RESPONSE CAMPAIGN TO INCREASE CALLS RESPONSES/COMPLETE FORMS AMONGST OUR TARGET AUDIENCE, TARGETING AFFLUENT HOME OWNERS.	£27,935.19
	PLAY TALK READ	11TH NOVEMBER - 30TH NOVEMBER 16	PROMOTE LEARNING AND INTERACTING WITH YOUNG CHILDREN TO HELP DEVELOP READING SKILLS - PARENTS OF KIDS 2 - 5	£59,245.82

	GREENER SCOTLAND:			£40,062.17
	GREENER SCOTLAND	1ST JANUARY 2017 - 1ST MARCH 17	INCREASE THE UPTAKE OF GREENER BEHAVIOURS, TARGETING ALL ADULTS.	
	GREENER SCOTLAND	1ST MARCH - 31ST MARCH 17	INCREASE THE UPTAKE OF GREENER BEHAVIOURS, TARGETING ALL ADULTS.	
	GREENER SCOTLAND - WINTER	1ST DECEMBER 16 - 2ND DECEMBER 16	DIRECT RESPONSE CAMPAIGN TO INCREASE CALLS RESPONSES/COMPLETE FORMS AMONGST OUR TARGET AUDIENCE, TARGETING AFFLUENT HOME OWNERS.	
	GREENER SCOTLAND - WARM HOMES	1ST SEPTEMBER 16 - 31ST JANUARY 17	DIRECT RESPONSE CAMPAIGN TO INCREASE CALLS RESPONSES/COMPLETE FORMS AMONGST OUR TARGET AUDIENCE, TARGETING AFFLUENT HOME OWNERS.	
	READ WRITE COUNT	1ST OCTOBER 16 - 31ST MARCH 17	PROMOTE LEARNING AND INTERACTING WITH YOUNG CHILDREN TO HELP DEVELOP READING & COUNTING SKILLS - PARENTS OF KIDS 2 - 5	£32,026.15
	PARENT CLUB	16TH JANUARY - 12TH FEBRUARY 17	PILOT CAMPAIGN FOR PARENT CLUB, TARGETING C2D PARENTS 6 MONTHS-4 YEARS IN TAYSIDE	£10,067.00
	TEACHER RECRUITMENT	8TH FEBURARY - 31ST MARCH 17	RECRUITMENT DRIVE FOR TEACHING PROFESSION - PREDOMINATELY TARGETING THOSE WITH STEM TEACHING CAPABILITIES	£64,522.29
	SMOKING IN CARS	21ST NOVEMBER 16 - 18TH DECEMBER 17	RAISE AWARENESS OF NEW LEGISLATION & HELP REDUCE NUMBER OF CHILDREN BEING EXPOSED TO SECOND HAND SMOKE IN CARS TARGETING ALL ADULTS IN SCOTLAND	£6,013.92
	MOTORCYCLES	1ST MAY TO 30TH SEPTEMBER 16	MOTORCYCLISTS IN SCOTLAND - RAISE AWARENESS OF MOTORCYCLE SAFETY MEASURES	£39,744.49
	AIR WEAPON LEGISLATION	16TH MAY TO 31ST OCTOBER 16	MALES AGED 15-24 FROM LOWER SEGS IN URBAN AREAS, MALES AGED 45-60 MALES FROM HIGHER SEGS IN URBAN AREAS - TO RAISE AWARENESS OF NEW AIR WEAPON LEGISLATION	£25,288.36
	READY SCOTLAND	1ST APRIL 16 TO 31ST MARCH 17	ALL ADULTS IN SCOTLAND - TO RAISE AWARENESS OF RED WEATHER WARNING ALERTS IN SCOTLAND	£32,172.11
	INTERNATIONAL - JAPAN 2017	13TH FEBRUARY TO 20TH FEBRUARY 17	17-45 YEAR OLDS IN JAPAN, INTERESTED IN: SCOTLAND, TRAVEL, STUDYING ABROAD OR LIVE IN / MOVE TO EUROPE	£1,010.07

	COUNTRY ROADS	5TH SEPTEMBER TO 20TH NOVEMBER 16	MALE DRIVERS AGED 22-40 WITH AIM TO INCREASE AWARENESS OF ROAD SAFETY ON COUNTRY ROADS	£54,568.24
	VULNERABLE ROAD USERS	7TH FEBRUARY TO 26TH MARCH 17	18-30 YEAR OLDS IN SCOTLAND - TO RAISE AWARENESS OF THE DANGERS AND CONSEQUENCES OF SPEEDING	£35,410.16

2. The names, dates, costs, purposes and targets of digital advertising campaigns in 2017/18 presented in format of table below:

2017-18	Campaign Name	Dates of Digital Advertising	Purpose and target audience of campaign	Budget
	BOWEL SCREENING	1ST AUGUST 17 - 31ST OCTOBER 17	DRIVE AWARENESS OF THE IMPORTANCE OF BOWEL SCREENING TO YOUNG FEMALES	£19,374.00
	CERVICAL SCREENING	1ST OCTOBER - 31ST MARCH 18	DRIVE AWARENESS OF THE IMPORTANCE OF CERVICAL SCREENING TO YOUNG FEMALES	£38,516.00
	ORGAN DONATION	1ST AUGUST 17 - 30TH SEPTEMBER 17	DRIVE REGISTRATIONS TO THE OD REGISTER - ALL ADULTS	£29,059.00
	CLIMATE CHANGE	5TH MARCH -22ND MARCH 2018	ENCOURAGE PEOPLE TO INCREASE THEIR UPTAKE OF GREENER BEHAVIOURS, TARGETING BC1C2 16-44 YEARS	£36,557.00
	EARLY YEARS RECRUITMENT	23RD OCTOBER 17 - 28TH FEBRUARY 18	DEMONSTRATE THE BENEFITS OF WORKING IN THE CHILDCARE SECTOR - TARGETING 15 - 17 YEAR OLDS	£113,957.00
	PLAY TALK READ	3RD APRIL 17- 31ST MAY 17	PROMOTE LEARNING AND INTERACTING WITH YOUNG CHILDREN TO HELP DEVELOP READING SKILLS - PARENTS OF KIDS 0-4	£7,441.00
	TEACHER RECRUITMENT	10TH JULY 17 - 28TH FEBRUARY 18	RECRUITMENT DRIVE FOR TEACHING PROFESSION - PREDOMINATELY TARGETING THOSE WITH STEM TEACHING CAPABILITIES	£119,599.00
	EAT BETTER FEEL BETTER	1ST JANUARY - 31ST MARCH 2018	PROMOTE HEALTHY EATING AND LIFESTYLE TO FAMILIES - C1C2D PARENTS	£35,391.00
	PARENT CLUB	12TH FEBRUARY - 31ST MARCH 2018	RAISE AWARENESS OF PARENT CLUB TARGETING C2D PARENTS OF KIDS 0-3 YEARS	£4,352.00
	READ WRITE COUNT	30TH OCTOBER 17 - 31ST DECEMBER 17	PROMOTE LEARNING AND INTERACTING WITH YOUNG CHILDREN TO HELP DEVELOP READING & COUNTING SKILLS - PARENTS OF KIDS 2-5	£38,642.00
	CPR	1ST MARCH - 6TH MAY 2018	DEMONSTRATE HOW TO CARRY OUT CPR - ALL ADULTS	£12,391.00

	VULNERABLE ROAD USERS	12TH FEBRUARY TO 18TH MARCH 18	18-30 YEAR OLDS IN SCOTLAND - TO RAISE AWARENESS OF THE DANGERS AND CONSEQUENCES OF SPEEDING	£22,647.42
	HATE CRIME	14TH OCTOBER TO 26TH NOVEMBER 17	ALL ADULTS IN SCOTLAND - TO RAISE AWARENESS OF WHAT HATE CRIME IS AND THE IMPLICATIONS OF COMMITTING SUCH CRIMES	£15,389.17
	HUMAN TRAFFICKING	29TH AUGUST TO 4TH SEPTEMBER 17	ALL ADULTS - TO RAISE AWARENESS OF HUMAN TRAFFICKING IN SCOTLAND AND THE TELL-TALE SIGNS	£32,743.75
	INTERNATIONAL REPUTATION	1ST MAY TO 30TH DECEMBER 17	VARIOUS TARGETING - PROMOTING SCOTLAND ABROAD. SG PROMOTED POSTS FROM FACEBOOK.	£1,935.00
	NCSII	3RD JULY TO 30TH JULY 17	18-40 ADULTS IN SCOTLAND - TO RAISE AWARENESS OF NEW LAWS AGAINST THE NON-CONSENSUAL SHARING OF INTIMATE IMAGES	£50,273.52
	KLANG APP	31ST MAY TO 25TH JULY 17	PARENTS WITH CHILDREN AGED 8-11 - TO ENCOURAGE DOWNLOAD OF A ROAD SAFETY APP FOR CHILDREN	£30,590.49
	MOTORBIKES AD-HOC SOCIAL	10TH APRIL TO 12TH OCTOBER 17	40-54 MALES WITH MOTORCYCLE INTERESTS - VARIOUS CAMPAIGNS FOR MOTORCYCLE SAFETY	£2,068.05
	DISABILITY	7TH JULY TO 27TH JULY 17	ALL ADULTS - TO CHANGE BEHAVIOURS/MISCONCEPTIONS ABOUT HOW WE ACT AROUND AND TREAT DISABLED PERSONS	£24,275.78
	READY SCOTLAND	1ST APRIL 17 TO 31ST MARCH 18	ALL ADULTS IN SCOTLAND - TO RAISE AWARENESS OF RED WEATHER WARNING ALERTS IN SCOTLAND	£42,839.44

3. The planned names, dates, costs, purposes and targets of digital advertising campaigns planned for 2018/19 presented in format of table below:

Please note, this shows spend on campaigns that have been COMPLETED since the 1st April 2018. All other campaign spend on digital advertising is yet to be confirmed.

2018-19	Campaign Name	Dates of Digital Advertising	Purpose and target audience of campaign	Budget
	SMOKING CESSATION	9TH APRIL - 31ST MAY 18	ENCOURAGE AND ADVICE TO STOP SMOKING - SMOKERS IN SCOTLAND	£4,932.00
	EARLY LEARNING CHILDCARE	14TH MAY - 31ST MAY 18	DEMONSTRATE THE BENEFITS OF WORKING IN THE CHILDCARE SECTOR - TARGETING 22-44 BC1C2D ADULTS	£22,027.00
	SALTIRE SCHOLARSHIPS	1ST APRIL TO 27TH MAY 18	STUDENT AGED POPULATION - PROMOTING SCOTLAND SALTIRE SCHOLARSHIPS IN PAKISTAN, INDIA, CANADA AND USA	£8,958.82
	SCOTLAND IS NOW	9TH APRIL TO 11TH APRIL 18	ALL ADULTS IN CHINA - TO PROMOTE SCOTLAND AS A PLACE TO WORK, STUDY, VISIT AND INVEST.	£99,900.84

	SCOTLAND IS NOW	1ST APRIL TO 31ST MAY 18	VARIOUS TARGETING - PROMOTING SCOTLAND ABROAD. SG PROMOTED POSTS FROM FACEBOOK.	£1,044.18
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