2013-14 Expenditure covering public information, social marketing and international marketing

2042 44

Intervention       E852,545 01         Fit in 14       E852,545 01         Fit in 14       E163,185.73         Infection Control       E563,339.02         Organ Donation       E653,339.02         Seasonal Flu       E848,830.16         Control       E248,830.16         GREENER TOTAL       E24,76,927.38         Active Travel       E239,757.64         Carriers Bags       E268,934.00         Eat In Season       E579,903.03         Food Waste       E579,903.03         Food Waste       E571,700.94         Community Payback Order       E58,944.00         Drugs       E61,715.25         Litter       E89,936.50         SAFER & STRONGER TOTAL       E11,7208.94         Community Payback Order       E53,846.00         Drugs       E61,715.25         Hate Crimes       E74,95.02         No Knives Better Lives       E27,756.42         Resilience       E10,934.00         Credit Union       E21,726.24         Digital Participation       E21,736.27         Greater Lives       E27,736.44         WEALTHER TOTAL       E24,737.94         WEALTHER TOTAL       E21,002,004.85	2013-14 campaign spend	
Fit in 14Ét 63,185,73Healthier ChoicesE388,894,82Infection ControlE65,339,002Organ DonationE360,022,91Seasonal FluE341,340,73TobaccoE319,954,12GREENER TOTALE2,376,927,38Active TravelE359,976,76Carriers BagsE26,934,002Eat In SeasonE79,903,03Food WasteE573,102,70Food WasteE573,102,70Greener OverarchingE573,102,70Home Energy ScotlandE79,903,03LitterE39,936,50SAFER & STRONGER TOTALE1672,088,94Community Payback OrderE53,846,00DrugsE61,715,22Hate CrimesE272,365,227,38No Knives Better LivesE272,306,42Road SaletyE11,700,942,56Road SaletyE11,708,944,88Play Talk ReadE327,736,48WEALTHIER & FAIRER TOTALE327,736,48Play Talk ReadE327,736,49WEALTHIER & FAIRER TOTALE14,923,251,00Digital ParticipationE93,281,00Digital ParticipationE232,325,00Digital ParticipationE327,324,86,505,57NTERNATIONAL TOTALE337,273,44Credit UnionE14,924,127,925Digital ParticipationE149,221,72Digital ParticipationE149,221,72Digital ParticipationE149,221,72NTERNATIONAL TOTALE339,695,47Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major EventsE149,221,72Partnersh	HEALTHIER TOTAL	£2,520,112.52
Healthier Choices£368,894,82Infection Control£65,339,02Organ Donation£360,022,97Seasonal Flu£341,340,73SHARE£48,800.16Tobacco£139,954,12GREENER TOTAL£23,76,927,38Active Travel£359,757,64Carriers Bags£26,934,00Frod Waste£573,102.70Greener Overarching£511,780.94Home Energy Socitand£73,5712.57Litter£89,936,50SAFER & STRONGER TOTAL£16,72,068.91Community Payback Order£53,846.00Drugs£17,178.94Hate Crimes£17,2068.91SMARTER TOTAL£16,72,068.91Community Payback Order£53,846.00Drugs£17,903.92Feelience£16,79,045.92Resilience£16,942.56Road Safety£17,984.94Play Talk Read£327,786.42WEALTHIER & FAIRER TOTAL£33,789.94Credit Union£23,782.92Internation£23,782.92INTERNATIONAL TOTAL£33,789.94Credit Union£23,279.32INTERNATIONAL Contal£349,729.32Founty Play Talk Read£23,279.32INTERNATIONAL Cottal£349,729.32Fount of Play Talk Read£23,279.32INTERNATIONAL Cottal£349,279.32Fount of Entry 41 Scottish Airports£349,279.32Fount of Play Talk Read£39,856.05Fount of Play Talk Read£39,856.05Fount of Play Talk Read£39,279.32		£852,545.01
Infection Control       £85,339.02         Organ Donation       £363,022.91         Stanzel       £341,340.73         SHARE       £48,830.16         Tobacco       £319,954.13         GREENER TOTAL       £2,376,927.38         Active Travel       £2376,927.38         Carriers Bags       £26,934.00         Eat In Season       £179,903.00         Food Waste       £573,102.77         Greener Overarching       £11,780.94         Home Energy Scotland       £1573,512.57         Community Payback Order       £89,936.55         SAFER & STRONGER TOTAL       £1,672,068.91         Community Payback Order       £61,710.26         Drugs       £61,715.25         Hate Crimes       £7,945.00         No Knives Better Lives       £272,365.22         Resilience       £16,942.56         SMARTER TOTAL       £1347,378.42         WEALTHIER & FAIRER TOTAL       £347,378.42         WEALTHIER & FAIRER TOTAL       £247,378.42         Origital Participation       £237,379.32         Interno       £347,378.43         WEALTHIER & FAIRER TOTAL       £347,378.43         Origital Participation       £247,378.42         Int		£163,185.73
Organ Donation£360,022.91Seasonal Flu£341,340.75SHARE£48,830.16Tobacco£319,954.12GREENER TOTAL£2,376,927.38Active Travel£359,757.46Carriers Bags£26,934.00Eat In Season£79,903.00Food Waste£573,102.77Greener Overarching£11,780.24Home Energy Scotland£735,512.57Litter£89,936.50SAFER & STRONGER TOTAL£1,72,08.34Community Payback Order£53,646.00Drugs£11,715.25Hate Crimes£74,95.00Resilience£16,742.56Road Safety£11,08,94.88SMARTER TOTAL£327,736.44Play Talk Read£327,736.44Play Talk Read£327,738.45Play Talk Read£327,738.45NTERNATIONAL TOTAL£1,053,060.67Contry Flaws - US, Canada, China, India, Malawi and EU£233,273.93Brand - Point of Entry at Scotlash Airports£149,241.17Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events£142,217,44Scotland.org - Website Development & Maintenance£162,174.40Scotland.org - Website Development & Maintenance£162,174.40		£368,894.82
Seasonal Flu       £341,340,73         SHARE       £48,830,15         Tobacco       £319,954,12         GREENER TOTAL       £2,376,927,38         Active Travel       £369,757,64         Carriers Bags       £26,934,00         Eat In Season       £79,903,03         Food Waste       £573,102,77         Greener Overarching       £11,780,49         Home Energy Scotland       £735,512,57         Litter       £89,896,50         SAFER & STRONGER TOTAL       £16,72,088,94         Community Payback Order       £63,84,00         Drugs       £61,715,22         Hate Crimes       £7,445,00         Resilience       £11,780,94         Resilience       £110,894,84         Play Talk Read       £327,736,42         WEAL THIER & FAIRER TOTAL       £134,738,99         Credit Union       £237,736,42         Play Talk Read       £327,736,42         WEAL THIER & FAIRER TOTAL       £1053,626,00         Crigital Participation       £237,736,42         Play Talk Read       £327,736,42         Strange Credit Union       £237,736,42         Play Talk Read       £327,736,42         WEAL THIER & FAIRER TOTAL		£65,339.02
SHARE       £48,80.16         Tobacco       £319,954.13         GREENER TOTAL       £2,376,927.83         Active Travel       £239,957.64         Carriers Bags       £26,934.00         Eat In Season       £79,903.00         Food Waste       £573,102.77         Greener Overarching       £11,780.94         Home Energy Scotland       £735,512.57         Community Payback Order       £89,936.55         SAFER & STRONGER TOTAL       £1,672.068.91         Community Payback Order       £53,646.00         Drugs       £1,710.94         Mate Crimes       £7,495.00         No Knives Better Lives       £27,236.52         Resilience       £167,942.56         SMARTER TOTAL       £11,080,944         SMARTER TOTAL       £347,778.44         Play Talk Read       £327,784.44         WEALTHIER & FAIRER TOTAL       £347,378.45         VERALTHIER & FAIRER TOTAL       £347,378.35         Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events       £149,241.17,44.24         Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events       £149,241.74,470.35         Scotland.org - Website Development & Maintenance       £162,174,400 <th></th> <th>£360,022.91</th>		£360,022.91
Tobacco£319,954,12GREENER TOTAL£2,376,927,98Active Travel£339,757,46Carriers Bags£26,934,00Eat In Season£79,903,00Food Waste£573,102,77Greener Overarching£511,780,94Home Energy Scotland£735,512,57Litter£89,936,50SAFER & STRONGER TOTAL£15,72,668,40Community Payback Order£53,466,00Orugs£11,715,22Hate Crimes£77,85,64,00No Knives Better Lives£17,495,00Resilience£16,712,268,40SMARTER TOTAL£11,08,904,88SMARTER TOTAL£327,736,44Play Talk Read£327,736,44WEALTHIER & FAIRER TOTAL£337,736,92Credit Union£23,251,01Digital Participation£93,272,793,93NTERNATIONAL TOTAL£1,058,606,67Country Plans - US, Canada, China, India, Malawi and EU£23,272,793,35Brand - Point of Entry at Scotlash Airports£149,241,12Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events£142,217,440Scotland.org - Website Development & Maintenance£162,174,400Scotland.org - Website Development & Maintenance£162,174,400		£341,340.73
GREENER TOTAL       £2,376,927.38         Active Travel       £359,757.64         Carriers Bags       £2,376,927.38         Eat In Season       £76,937.03         Food Waste       £573,102.77         Greener Overarching       £513,102.77         Home Energy Scotland       £73,512.57         Litter       £89,936.50         SAFER & STRONGER TOTAL       £1,672,088.91         Community Payback Order       £53,846.00         Drugs       £61,715.22         Hate Crimes       £77,495.00         Resilience       £11,780.94         Road Safety       £110,894.84         SMARTER TOTAL       £327,736.44         Play Talk Read       £327,736.45         WEALTHIER & FAIRER TOTAL       £347,378.92         Credit Union       £237,736.45         Nitel Participation       £237,736.45         Play Talk Read       £347,378.92         VEALTHIER & FAIRER TOTAL       £347,378.92         Credit Union       £237,279.35         International Control Flams - US, Canada, China, India, Malawi and EU       £237,279.35         Brand - Point of Entry at Sociatish Airports       £349,378.92         Greaturicipas       £347,378.92         Credit Union	SHARE	£48,830.18
Active Travel£359,757.64Carriers Bags£26,934.00Eat In Season£79,903.00Food Waste£573,102.77Greener Overarching£513,102.77Home Energy Scotland£735,512.57Litter£89,936.55SAFER & STRONGER TOTAL£1,672,068.91Community Payback Order£61,715.26Drugs£61,715.27Hate Crimes£1,672,068.91Community Payback Order£63,646.00Drugs£1,176.27Resilience£11,010,904.88SMARTER TOTAL£327,736.43Play Talk Read£327,736.43Play Talk Read£327,736.43Pigital Participation£232,739.35International Control£232,729.35International Control£232,729.35Brand - Point of Entry at Scotlish Airports£149,241.12Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events£144,241.44Scotland.org - Website Development & Maintenance£162,174.40Scotland.org - Website Development & Maintenance£162,174.40Scotland.org - Scotland.£162,174.40Scotland.org - Website Development & Maintenance£162,174.40Scotland.org - Website	Tobacco	£319,954.12
Carriers Bags       £26,934.00         Eat In Season       £79,903.00         Food Waste       £573,102.70         Greener Overarching       £511,780.94         Home Energy Scotland       £735,512.57         Community Payback Order       £89,936.50         Drugs       £61,712.068.91         Community Payback Order       £53,646.00         Drugs       £61,715.25         Hate Crimes       £72,355.25         No Knives Better Lives       £272,365.22         Resilience       £11,08,904.88         SMARTER TOTAL       £327,736.48         Veralt Thilder & FAIRER TOTAL       £327,736.48         Veralt Thilder & FAIRER TOTAL       £232,736.49         Orgital Participation       £232,736.49         Digital Participation       £241,738.99         INTERNATIONAL TOTAL       £127,279.32         Brand - Point of Entry at Scotlish Airports       £389,695.47         Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events       £149,221.12         Scotland.org - Website Development & Maintenance       £142,714.40	GREENER TOTAL	£2,376,927.38
Eat In Season£79,003.03Food Waste£573,102.77Greener Overarching£511,780.94Home Energy Scotland£735,512.57Litter£89,938.65SAFER & STRONGER TOTAL£1,672,068.91Community Payback Order£63,740.85.91Drugs£61,715.25Hate Crimes£272,365.22Resilience£16,77.942.56Road Safety£11,08,904.88SMARTER TOTAL£327,736.48Play Talk Read£327,736.48WEALTHER & FARER TOTAL£337,737.99Credit Union£233,251.01Digital Participation£934,277.93NTERNATIONAL TOTAL£139,866.87Country Plans - US, Canada, China, India, Malawi and EU£272,379.32Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events£149,241.12Scotland.org - Website Development & Maintenance£162,174.40		£359,757.64
Food Waste       £573,102.70         Greener Overarching       £511,780.40         Home Energy Scotland       £735,512.57         Litter       £89,936.50         SAFER & STRONGER TOTAL       £1,672,068.91         Community Payback Order       £53,846.00         Drugs       £61,715.22         Hate Crimes       £74,95.00         Road Safety       £167,942.56         Road Safety       £1327,736.48         Play Talk Read       £327,736.48         WEALTHER & FAIRER TOTAL       £237,736.48         Play Talk Read       £327,736.48         WEALTHER & FAIRER TOTAL       £347,378.99         Credit Union       £233,251.01         Digital Participation       £237,279.35         INTERNATIONAL TOTAL       £1058,060.67         Country Plans - US, Canada, China, India, Malawi and EU       £237,279.35         Brand - Point of Entry at Scottish Airports       £149,241.12         Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events       £149,241.47,40         Scotland.org - Website Development & Maintenance       £142,217,40	Carriers Bags	£26,934.00
Greener Overarching       £511,780.94         Home Energy Scotland       £735,512.57         Litter       £89,936.50         SAFER & STRONGER TOTAL       £1,672,068.91         Community Payback Order       £63,646.00         Drugs       £61,715.26         Hate Crimes       £7,495.00         No Knives Better Lives       £272,365.22         Resilience       £11,018,904.88         SMARTER TOTAL       £327,736.48         Play Talk Read       £327,736.48         WEALTHIER & FAIRER TOTAL       £327,736.48         Credit Union       £327,736.48         Digital Participation       £934,7378.99         INTERNATIONAL TOTAL       £108,965.47         Country Plans - US, Canada, China, India, Malawi and EU       £272,379.32         Brand - Point of Entry at Scottish Airports       £138,965.47         Prolects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events       £149,241.12         Partnerships       £149,241.74.40         Scotland.org - Website Development & Maintenance       £162,174.40		£79,903.03
Home Energy Scotland£735,512,57Litter£89,936,52SAFER & STRONGER TOTAL£1,672,068,91Community Payback Order£53,646.00Drugs£61,715,22Hate Crimes£72,365,22Resilience£17,452,06Road Safety£11,08,904,88SMARTER TOTAL£327,736,48Play Talk Read£327,736,48WEALTHIER & FAIRER TOTAL£337,737,99Credit Union£253,251,01Digital Participation£233,251,01SINTERNATIONAL TOTAL£19,059,660,67Country Plans - US, Canada, China, India, Malawi and EU£273,279,34Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events£149,241,12Protects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events£149,241,270,35Scotland.org - Website Development & Maintenance£162,174,40		
Litter       £89,936.50         SAFER & STRONGER TOTAL       £1,672,088.91         Community Payback Order       £53,646.00         Drugs       £61,715.22         Hate Crimes       £7,495.00         No Knives Better Lives       £107,942.56         Resilience       £107,942.56         Road Safety       £11,06,904.88         SMARTER TOTAL       £327,736.48         Play Talk Read       £327,736.48         WEALTHIER & FAIRER TOTAL       £334,7378.98         Credit Union       £253,251.01         Digital Participation       £94,127.93         INTERNATIONAL TOTAL       £10,058,606.57         Country Plans - US, Canada, China, India, Malawi and EU       £273,279.32         Brand - Point of Entry at Scottish Airports       £149,241.12         Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events       £149,241.42         Scotland.org - Website Development & Maintenance       £142,174.42		
SAFER & STRONGER TOTAL       £1,672,068.91         Community Payback Order       £53,646.00         Drugs       £61,715.25         Hate Crimes       £7,495.00         No Knives Better Lives       £272,365.22         Resilience       £11,019,904.88         SMARTER TOTAL       £327,736.48         Play Talk Read       £327,736.48         WEALTHIER & FAIRER TOTAL       £347,378.93         Credit Union       £253,251.01         Digital Participation       £94,127.96         INTERNATIONAL TOTAL       £94,127.98         Smand - Point of Entry at Scottish Airports       £349,306,547         Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events       £149,241.12         Scotland.org - Website Development & Maintenance       £162,174.40		
Community Payback Order     E63,646.00       Drugs     £61,715.25       Hate Crimes     £7,495.00       No Knives Better Lives     £272,365.22       Resilience     £167,942.56       Road Safety     £11,08,904.88       SMARTER TOTAL     £327,736.48       Play Talk Read     £327,736.48       WEALTHIER & FAIRER TOTAL     £337,736.49       Credit Union     £253,251.01       Digital Participation     £94,127.93       INTERNATIONAL TOTAL     £10,59,660.87       Country Plans - US, Canada, China, India, Malawi and EU     £273,279.33       Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events     £149,241.12       Partnerships     £149,241.12       Scotland.org - Website Development & Maintenance     £162,174.40		
Drugs     £61,715.25       Hate Crimes     £7.495.00       No Knives Better Lives     £72,365.22       Road Safety     £167,942.56       Road Safety     £11,08,904.88       SMARTER TOTAL     £327,736.48       Play Talk Read     £327,736.48       WEALTHIER & FAIRER TOTAL     £327,736.48       Oredit Union     £253,251.01       Digital Participation     £94,127.93       INTERNATIONAL TOTAL     £10,59,660.67       Country Plans - US, Canada, China, India, Malawi and EU     £273,279.32       Brand - Point of Entry at Scottish Airports     £149,241.12       Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events     £149,241.12       Scotland.org - Website Development & Maintenance     £162,174.40		£1,672,068.91
Hate Crimes     £7,495.00       No Knives Better Lives     £272,365.22       Resilience     £167,942.56       Road Safety     £11,08,944.88       SMARTER TOTAL     £327,736.48       Play Talk Read     £327,736.48       WEALTHIER & FAIRER TOTAL     £327,736.48       Credit Union     £253,251.01       Digital Participation     £243,251.01       NTERNATIONAL TOTAL     £1,058,606.71       Country Plans - US, Canada, China, India, Malawi and EU     £273,279.32       Brand - Point of Entry at Scottish Airports     £189,695.47       Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events     £149,241.12       Scotland.org - Website Development & Maintenance     £162,174.40	Community Payback Order	£53,646.00
No Knives Better Lives         £272,365.22           Resilience         £117,942.56           Road Safety         £11,08,904.88           SMARTER TOTAL         £327,736.48           Play Talk Read         £327,736.48           WEALTHIER & FAIRER TOTAL         £327,736.48           Oredit Union         £327,736.48           Digital Participation         £232,736.48           INTERNATIONAL TOTAL         £347,378.99           Country Plans - US, Canada, China, India, Malawi and EU         £273,279.35           Brand - Point of Entry at Scottish Airports         £349,695.47           Prolects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events         £149,241.12           Scotland.org - Website Development & Maintenance         £142,217.40		£61,715.25
Resilience     £167,942.56       Road Safety     £1,108,904.88       SMARTER TOTAL     £327,736.48       Play Talk Read     £327,736.49       WEALTHIER & FAIRER TOTAL     £327,736.49       Orgeti Union     £232,736.49       Digital Participation     £347,378.99       INTERNATIONAL TOTAL     £1,058,660.67       Country Plans - US, Canada, China, India, Malawi and EU     £273,279.35       Brand - Point of Entry at Scottish Airports     £339,685.47       Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events     £149,241.12       Partnerships     £149,241.24       Scotland.org - Website Development & Maintenance     £162,174.40		£7,495.00
Road Safety     £1,108,904,88       SMARTER TOTAL     £327,736,48       Play Talk Read     £327,736,48       WEALTHIER & FARER TOTAL     £327,736,48       Credit Union     £237,251,01       Digital Participation     £253,251,01       Digital Participation     £94,127,93       INTERNATIONAL TOTAL     £1,058,660,67       Country Plans - US, Canada, China, India, Malawi and EU     £273,279.35       Brand - Point of Entry at Scottish Airports     £389,695,47       Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events     £149,241.12       Partnerships     £149,241.23       Scotland.org - Website Development & Maintenance     £162,174,40		£272,365.22
SMARTER TOTAL     £327,736.42       Play Talk Read     £327,736.43       WEALTHIER & FAIRER TOTAL     £337,736.43       Credit Union     £347,378.99       Credit Union     £253,251.01       Digital Participation     £253,251.01       Country Plans - US, Canada, China, India, Malawi and EU     £273,279.32       Brand - Point of Entry at Scottish Airports     £389,695.47       Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events     £149,241.12       Scotland.org - Website Development & Maintenance     £162,174.40	Resilience	£167,942.56
Play Talk Read     £327,736.45       WEALTHIER & FAIRER TOTAL     £347,378.99       Credit Union     £253,251.01       Digital Participation     £94,127.96       INTERNATIONAL TOTAL     £1,055,660.67       Country Plans - US, Canada, China, India, Malawi and EU     £273,279.35       Brand - Point of Entry at Scottish Airports     £389,695.47       Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events     £149,241.12       Partnerships     £504,270.33       Scotland.org - Website Development & Maintenance     £162,174.40	Road Safety	£1,108,904.88
WEALTHIER & FAIRER TOTAL     £347,378,99       Credit Union     £253,251,01       Digital Participation     £94,127,93       INTERNATIONAL TOTAL     £1,058,660,67       Country Plans - US, Canada, China, India, Malawi and EU     £273,279,35       Brand - Point of Entry at Scottish Airports     £339,685,47       Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events     £149,241,12       Scotland.org - Website Development & Maintenance     £162,174,40	SMARTER TOTAL	£327,736.48
Credit Union         £253,251.01           Digital Participation         £94,127.93           INTERNATIONAL TOTAL         £1,059,660.67           Country Plans - US, Canada, China, India, Malawi and EU         £273,279.35           Brand - Point of Entry at Scottish Airports         £389,695.47           Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events         £149,241.12           Partnerships         £149,241.12           Scotland.org - Website Development & Maintenance         £162,174.40	Play Talk Read	£327,736.48
Digital Participation         £94,127.98           INTERNATIONAL TOTAL         £1,058,660.67           Country Plans - US, Canada, China, India, Malawi and EU         £273,279.35           Brand - Point of Entry at Scottish Airports         £389,695.47           Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events         £149,241.12           Partnerships         £84,270.33           Scotland.org - Website Development & Maintenance         £162,174.40	WEALTHIER & FAIRER TOTAL	£347,378.99
INTERNATIONAL TOTAL         £1,058,660.67           Country Plans - US, Canada, China, India, Malawi and EU         £273,279.35           Brand - Point of Entry at Scottish Airports         £389,695.47           Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events         £149,241.12           Partnerships         £64,270.33           Scotland.org - Website Development & Maintenance         £162,174.40	Credit Union	£253,251.01
Country Plans - US, Canada, China, India, Malawi and EU         £273,279,35           Brand - Point of Entry at Scottish Airports         £389,685,47           Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events         £149,241,12           Partnerships         £64,270,33           Scotland.org - Website Development & Maintenance         £162,174,40	Digital Participation	£94,127.98
Brand - Point of Entry at Scottish Airports         £389,695,47           Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events         £149,241,12           Partnerships         £94,270,33           Scotland.org - Website Development & Maintenance         £162,174,40	INTERNATIONAL TOTAL	£1,058,660.67
Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events         £149,241.12           Partnerships         £84,270.33           Scotland.org - Website Development & Maintenance         £162,174.40		£273,279.35
Partnerships £84,270.33 Scotland.org - Website Development & Maintenance £162,174.40	Brand - Point of Entry at Scottish Airports	£389,695.47
Scotland.org - Website Development & Maintenance £162,174.40	Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events	£149,241.12
		£84,270.33
Totals £8,302,884.95	Scotland.org - Website Development & Maintenance	£162,174.40
	Totals	£8,302,884.95

												Tatala and
Campaign by Product (#excluding international marketing)	Advertising Services net	Digital Services net	Marketing Services Direct Marketing net	Marketing Communications net	PR net	TV net	Radio net	Media Service Press net	s Online net	Outdoor net	Cinema net	Totals net
HEALTHIER TOTAL	£902.532.0				£205.913.91	£498.956.0			£95.716.58			£2.520.112.52
Detect Cancer Early	£282.574.32	£32,549.67	£0.00		£56,754,93	£287.732.09		£82,784,57	£12.885.91	£33,343,5		£852,545,01
Fit in 14	£0.00		£111.323.75	£0.00	£7,508,22	£0.00		£2,802.34		£0.0		£163,185.73
Healthier Choices	£291.123.7	£63.555.07	£0.00		£14.216.00	£0.00		£0.00				£368.894.82
Infection Control	£62,216.00		£0.00		£0.00	£0.00		£0.00		£0.00		£65.339.02
Organ Donation	£21,686.00	£108,384.67	£0.00	1	£58,576.02	£83,126.08	£41,638.68	£0.00		£0.00	0 £0.00	£360,022.91
Seasonal Flu	£32,530.34	£0.00	£0.00	£97,651.46	£39,696.15	£97,067.10	£53,606.53	£9,029.09	£11,760.06	£0.0	0 £0.00	£341,340.73
SHARE	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£28,717.01	£20,113.17	£0.0	£0.00	£48,830.18
Tobacco	£212,401.60	£41,545.92	£0.00		£29,162.59	£31,030.82	£1,790.19	£0.00		£0.0		£319,954.12
GREENER TOTAL	£599,810.8	£88,769.00	£99,284.03	£19,227.50	£121,522.40	£788,185.99	£188,960.01	£102,130.88	£176,753.77	£192,282.9	5 £0.00	£2,376,927.38
Active Travel	£0.00	£9,980.00	£0.00	£4,050.00	£0.00	£182,001.10	£7,040.68	£0.00	£50,603.48	£106,082.3	£0.00	£359,757.64
Carriers Bags	£21,942.00	£4,992.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.00	£26,934.00
Eat In Season	£34,353.15	£5,178.00	£634.00	£0.00	£0.00	£0.00	£30,659.68	£9,078.20	£0.00	£0.00	£0.00	£79,903.03
Food Waste	£202,149.20	£20,565.00	£0.00	£552.50	£0.00	£194,459.92	£38,185.08	£20,686.16	£56,434.55	£40,070.2	9 £0.00	£573,102.70
Greener Overarching	£8,468.00	£22,749.00	£47,486.53	£14,625.00	£121,522.40	£222,678.75	£66,818.83	£0.00	£7,432.43	£0.0	0 £0.00	£511,780.94
Home Energy Scotland	£247,960.00	£20,307.00	£51,163.50	£0.00	£0.00	£189,046.22	£46,255.74	£72,366.52	£62,283.31	£46,130.2	B £0.00	£735,512.57
Litter	£84,938.50	£4,998.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£89,936.50
SAFER & STRONGER TOTAL	£529,257.38	£165,992.90	£0.00	£12,582.50	£180,312.00	£317,406.8	£187,559.73	£14,346.70	£173,850.45	£71,074.8	0 £19,685.58	£1,672,068.91
Community Payback Order	£53,646.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.00	£53,646.00
Drugs	£0.00	£36,181.50	£0.00	£0.00	£11,900.00	£0.00	£0.00	£0.00	£13,633.75	£0.0	£0.00	£61,715.25
Hate Crimes	£0.00	£0.00	£0.00	£0.00	£7,495.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.00	£7,495.00
No Knives Better Lives	£150,587.00	£51,718.40	£0.00	£0.00	£22,588.00	£0.00	£0.00	£0.00	£34,243.77	£13,228.0	5 £0.00	£272,365.22
Resilience	£22,476.00	£0.00	£0.00	£552.50	£25,000.00	£67,535.36	£25,489.25	£14,346.70	£12,542.75	£0.0	£0.00	£167,942.56
Road Safety	£302,548.38	£78,093.00	£0.00	£12,030.00	£113,329.00	£249,871.51	£162,070.48	£0.00	£113,430.18	£57,846.7	£19,685.58	£1,108,904.88
SMARTER	£105,389.38	£150,000.00	£0.00	£552.50	£23,191.00	£0.00	£0.00	£0.00	£48,603.60	£0.0	0 £0.00	£327,736.48
Play Talk Read	£105,389.38	£150,000.00	£0.00	£552.50	£23,191.00	£0.00	£0.00	£0.00	£48,603.60	£0.0	£0.00	£327,736.48
WEALTHIER & FAIRER TOTAL	£97,515.00	£56,946.00	£0.00	£669.98	£28,490.00	£0.00	£48,959.41	£75,925.15	£38,873.45	£0.0	0 £0.00	£347,378.99
Credit Union	£64,612.50	£888.00	£0.00	£552.50	£23,440.00	£0.00	£48,959.41	£75,925.15	£38,873.45	£0.0	£0.00	£253,251.01
Digital Participation Branding	£32,902.50	£56,058.00	£0.00	£117.48	£5,050.00	£0.00	£0.00	£0.00	£0.00	£0.0	0.00£0.00	£94,127.98
Totals	£2.234.504.62	£749.294.65	£210.607.78	£169.351.81	£559.429.31	£1.604.548.9	£550.566.72	£315.735.74	£533.797.85	£296.701.2	7 £19.685.58	£7,244,224,28

Public Engagement spend by Director General area	spend net
Enterprise, Environment and Innovation	£3,603,400.24
Health and Social Care	£2,749,923.51
Learning and Justice	£890,900.53
Totals	£7,244,224.28

PR spend by Director General area	Net
Enterrprise, Environment and Innovation	£263,341.40
Health and Social Care	£205,913.9
Learning and Justice	£90,174.00
Total	£559,429.31

PR spend by PR agency	Net
Consolidated	£176,100.99
Leith	£301,834.40
Weber Shandwick	£22,031.00
Story	£273.70
Smarts	£7,508.22
Big Partnership	£50,990.00
The Gate	£691.00
Total	£559,429.31

#excluding international marketing as financial coding structure is set up to reflect their business plans and not by product