

2015-16 Expenditure covering public information, social marketing and international marketing

2015-16 campaign spend	Totals
Alcohol	£7,495.95
Breast Feeding	£152,909.88
Cosmetic Intervention	£36,077.00
Detect Cancer Early	£450,899.72
Healthier Choices	£364,764.77
Organ Donation	£245,783.05
Our Voice	£29,887.61
Seasonal Flu	£401,335.30
Sexual Health	£55,962.14
SPIRE	£36,337.64
Tobacco	£570,830.37
HEALTHIER TOTAL	£2,352,283.43
Climate Change	£496,844.98
Greener Scotland	£88,893.75
Home Energy Scotland	£446,287.87
Rural Futures	£12,209.04
GREENER TOTAL	£1,044,235.64
A9 - Transport Scotland	£60,335.51
Adult Support & Protection	£59,520.37
Air Weapons	£81,673.05
Child Sexual Exploitation	£299,502.27
Drugs	£60,281.99
Human Rights	£33,008.95
No Knives Better Lives	£62,350.81
Resilience	£119,765.01
Road Safety	£872,839.14
SAFER & STRONGER TOTAL	£1,649,277.10
Childcare	£214,960.52
Inspiring Teachers	£8,649.85
Play Talk Read	£332,396.02
Read Write Count	£449,547.48
SMARTER TOTAL	£1,005,553.87
Business Bank	£7,713.60
Digital Participation	£263,215.32
WEALTHIER & FAIRER TOTAL	£270,928.92
Brand - Point of Entry at Scottish Airports	£173,736.35
Country Plans - US, Canada, China, India, Malawi and EU	£272,845.71
Diaspora	£5,010.00
Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events	£138,084.82
Scotland.org - Website Development & Maintenance	£114,645.14
WW100	£104,069.94
INTERNATIONAL TOTAL	£808,391.96
Totals	£7,130,670.92

2015-16 marketing services breakdown

Campaign by Product	Marketing Services					
	Advertising Services net	Digital Services net	Direct Marketing net	Marketing Communications net	Partnerships	PR net
Alcohol	£4,645.35	£2,850.60	£0.00	£0.00	£0.00	£0.00
Breast Feeding	£86,873.88	£66,036.00	£0.00	£0.00	£0.00	£0.00
Cosmetic Intervention	£0.00	£34,076.99	£0.00	£0.00	£0.00	£4,020.00
Detect Cancer Early	£181,978.77	£27,184.92	£0.00	£979.57	£0.00	£77,000.00
Healthier Choices	£42,438.27	£29,206.81	£0.00	£3,124.80	£0.00	£59,000.00
Organ Donation	£131,341.50	£74,139.33	£0.00	£0.00	£0.00	£55,000.00
Our Voice	£29,887.61	£0.00	£0.00	£0.00	£0.00	£0.00
Seasonal Flu	£82,588.02	£1,665.60	£0.00	£6,601.09	£0.00	£40,000.00
Sexual Health	£0.00	£35,942.15	£0.00	£0.00	£0.00	£0.00
SPIRE	£7,654.28	£24,979.20	£0.00	£0.00	£3,704.16	£19,745.00
Tobacco	£253,014.52	£18,684.00	£0.00	£2,317.13	£0.00	£29,984.98
HEALTHIER	£820,422.20	£314,765.60	£0.00	£13,022.59	£3,704.16	£284,749.98
Climate Change	£156,716.00	£7,987.20	£0.00	£0.00	£0.00	£0.00
Greener Scotland	£43,598.00	£19,149.41	£0.00	£3,190.00	£0.00	£76,496.00
Home Energy Scotland	£115,335.00	£6,678.00	£0.00	£665.07	£0.00	£0.00
Rural Futures	£7,932.00	£1,953.00	£0.00	£2,324.04	£0.00	£0.00
GREENER	£323,581.00	£35,767.61	£0.00	£6,179.11	£0.00	£76,496.00
A9 - Transport Scotland	£15,372.39	£3,000.00	£0.00	£0.00	£0.00	£9,311.25
Adult Support & Protection	£32,024.37	£27,496.00	£0.00	£0.00	£0.00	£11,000.00
Air Weapons	£36,422.00	£888.00	£0.00	£42,091.20	£0.00	£14,980.00
Child Sexual Exploitation	£124,258.00	£27,006.00	£0.00	£0.00	£0.00	£23,000.00
Drugs	£3,914.80	£4,743.00	£0.00	£17,743.00	£0.00	£0.00
Human Rights	£0.00	£13,143.71	£0.00	£0.00	£0.00	£24,950.00
No Knives Better Lives	£2,065.00	£20,489.28	£0.00	£0.00	£0.00	£0.00
Resilience	£49,416.19	£15,000.00	£0.00	£0.00	£0.00	£18,600.32
Road Safety	£300,353.03	£16,477.01	£0.00	£13,873.10	£0.00	£100,059.25
SAFER & STRONGER	£563,825.78	£128,243.00	£0.00	£73,707.30	£0.00	£201,900.82
Childcare	£18,698.27	£0.00	£0.00	£0.00	£29,514.00	£15,000.00
Inspiring Teachers	£0.00	£0.00	£0.00	£0.00	£0.00	£4,185.00
Play Talk Read	£65,097.50	£151,688.81	£0.00	£0.00	£12,107.00	£36,833.30
Read Write Count	£161,474.83	£104,507.63	£0.00	£0.00	£0.00	£27,100.00
SMARTER	£245,270.60	£256,196.44	£0.00	£0.00	£41,621.00	£83,118.30
Business Bank	£0.00	£7,713.60	£0.00	£0.00	£0.00	£1,410.00
Digital Participation	£100,419.33	£32,796.00	£0.00	£0.00	£0.00	£28,520.00
WEALTHIER & FAIRER	£100,419.33	£40,509.60	£0.00	£0.00	£0.00	£29,930.00
International	£0.00	£0.00	£0.00	£0.00	£0.00	£1,625.00
WW100	£0.00	£0.00	£0.00	£0.00	£0.00	£24,773.38
INTERNATIONAL	£0.00	£0.00	£0.00	£0.00	£0.00	£26,398.38
Totals	£2,053,518.91	£775,482.25	£0.00	£92,909.00	£45,325.16	£702,593.48

#includes international marketing and WW100 PR activity only as all other marketing spend associated for these activities are excluded due to financial coding structure is set up to reflect their business plans and not by product

2015-16 media services breakdown

Campaign by Product	Media Services					
	TV net	Radio net	Press net	Online net	Outdoor net	Cinema
Alcohol	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Breast Feeding	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Cosmetic Intervention	£0.00	£0.00	£0.00	£2,000.01	£0.00	£0.00
Detect Cancer Early	£182,569.31	£20,973.99	£19,670.07	£17,087.09	£456.00	£0.00
Healthier Choices	£149,206.75	£55,073.02	£38,619.08	£47,096.04	£0.00	£0.00
Organ Donation	£0.00	£0.00	£0.00	£40,302.22	£0.00	£0.00
Our Voice	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Seasonal Flu	£88,805.11	£103,876.77	£54,779.68	£38,532.30	£24,486.73	£0.00
Sexual Health	£0.00	£0.00	£0.00	£20,019.99	£0.00	£0.00
SPIRE	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tobacco	£126,987.86	£47,351.72	£0.00	£63,364.53	£49,110.61	£0.00
HEALTHIER	£547,569.03	£227,275.50	£113,068.83	£228,402.18	£74,053.34	£0.00
Climate Change	£186,300.53	£0.00	£0.00	£90,084.25	£38,727.99	£17,029.01
Greener Scotland	£0.00	£0.00	£0.00	£22,956.34	£0.00	£0.00
Home Energy Scotland	£154,912.82	£67,796.12	£51,384.56	£49,516.30	£0.00	£0.00
Rural Futures	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
GREENER	£341,213.35	£67,796.12	£51,384.56	£162,556.89	£38,727.99	£17,029.01
A9 - Transport Scotland	£0.00	£16,926.66	£0.00	£25,036.46	£0.00	£0.00
Adult Support & Protection	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Air Weapons	£0.00	£0.00	£0.00	£0.00	£2,271.85	£0.00
Child Sexual Exploitation	£105,605.50	£0.00	£0.00	£10,509.81	£32,122.96	£0.00
Drugs	£0.00	£0.00	£0.00	£33,881.19	£0.00	£0.00
Human Rights	£0.00	£0.00	£0.00	£19,865.24	£0.00	£0.00
No Knives Better Lives	£0.00	£0.00	£0.00	£15,139.07	£24,657.46	£0.00
Resilience	£0.00	£18,324.70	£0.00	£37,024.12	£0.00	£0.00
Road Safety	£213,433.60	£129,246.11	£0.00	£144,705.55	£44,013.81	£10,736.93
SAFER & STRONGER	£319,039.10	£164,497.47	£0.00	£286,161.44	£103,066.08	£10,736.93
Childcare	£0.00	£73,542.94	£73,436.08	£2,491.97	£17,277.26	£0.00
Inspiring Teachers	£0.00	£0.00	£0.00	£8,649.85	£0.00	£0.00
Play Talk Read	£0.00	£0.00	£0.00	£103,502.71	£0.00	£0.00
Read Write Count	£121,530.41	£0.00	£0.00	£34,339.00	£27,695.61	£0.00
SMARTER	£121,530.41	£73,542.94	£73,436.08	£148,983.53	£44,972.87	£0.00
Business Bank	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Digital Participation	£0.00	£0.00	£0.00	£129,999.99	£0.00	£0.00
WEALTHIER & FAIRER	£0.00	£0.00	£0.00	£129,999.99	£0.00	£0.00
Totals	£1,329,351.89	£533,112.03	£237,889.47	£956,104.03	£260,820.28	£27,765.94

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

2015-16 director general & PR breakdown

Public Engagement spend by Director General area	spend net
Communities	£263,215.32
Economy	£880,552.74
Enterprise, Environment and Innovation	£1,044,235.64
Health and Social Care	£2,352,283.43
Learning and Justice	£1,721,656.32
Transport Scotland	£60,335.51
Totals	£6,322,278.96

PR spend by Director General area	Net
Communities	£28,520.00
Economy	£127,867.63
Enterprise, Environment and Innovation	£76,496.00
Health and Social Care	£284,749.98
Learning and Justice	£175,648.62
Transport Scotland	£9,311.25
Total	£702,593.48

PR spend by PR agency	Net
Consolidated	£317,405.30
Leith	£107,381.00
Smarts	£105,758.88
Weber Shandwick	£59,000.00
The Big Partnership	£113,048.30
Totals	£702,593.48

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