

The budget for these campaigns

The budget is £280,000.

The projected reach for each campaigns

The September activity will be on the Bauer radio network, which has a weekly reach of 1.4 million, and in 100 local press titles, with a combined readership of 1.3 million.

The October activity will be on national television, national press and inside buses.

The TV advertising is projected to reach 60% of all adults within STV region (2,397,600) an average of five times during the period, and 72% of adults over 65yrs within STV region (650,880) an average of 5.8 times per person.

The press advertising is projected to reach 40.5% of all adults in Scotland (1,798,000) an average of 5.5 times, and 60.4% of C2DE 65+ adults in Scotland (288,000) an average of 7.3 times person.

The bus advertising is projected to reach 46% C2DE Adults 65+, an average of five times per person.

(Sources: YouGov, Broadcasters Audience Research Board, National Research Survey, RAJAR, JICREG)

The details of the planned tracking research to be conducted to assess the impact of the campaign

There are two strands to tracking.

The first is pre- and post-activity evaluation, carried out by market research experts TNS Global. Pre-activity evaluation establishes a baseline of the target audiences awareness of the subject and issues, and attitudes and motivations towards exploring eligibility for benefits and applying for them. Post-activity evaluation measures changes in those following the activity, and awareness and cut-through of the activity.

The second strand is measurement of enquiries to Citizens Advice Scotland, measuring the change in volumes of calls to the helpline and visits to bureaux during the campaign periods compared with the preceding periods, and monitoring how many of these enquiries are driven by our activity.

The methodology to assess the verified financial gain of the campaign

Numbers of applications for benefits is held by DWP who currently administer the benefits. DWP will publish figures in due course, but possibly with a significant time lag. As above, we will also be monitoring the volume of enquiries to Citizens Advice Scotland and Citizens Advice bureaux in Scotland.

The proposed media placing plan, including the number of times the advert will be printed/played

September:

Radio: approximately 350 spots across 14 stations

Newspaper: once each in 100 titles

October:

Newspaper: 26 press ads across six national daily and Sunday titles

Bus: one panel each in 1,864 buses across Scotland.

Television: television advertising purchasing is done by purchasing volumes of Television Ratings (TVRs) rather than numbers of spots. The number of spots the TVRs translates to is based on the ratings of the shows advertised around. We have purchased 420 TVRs for the month of October, which is a relatively heavy volume. We will not know the precise number of spots until the advertising has finished.

The audience targeting methodology

The audience for the September activity is the general public, with an emphasis towards the C2DE social-economic demographics. Using the Bauer radio network and local press are cost-effective channels for getting a large nationwide reach and a broad range of people. People from the target social-economic demographics tend to a strong, trusting relationship with their local radio station, and the Bauer platform is effective for delivering complex messaging. We are combining this with publicity led by local authorities and other local organisations. This enables the activity to be tailored to local priorities and local channels, to get a relevant and specific focus at a local level.

The audience for the October activity is people aged 65 and over, from the C2DE social economic demographics. This group is heavy consumers of television advertising, with a weekly reach of more than 80% of this audience. This, combined with the opportunity to buy a significant proportion of day-time spots, makes television effective and good value for money for this audience. The audience is also heavy consumers of mid-market and tabloid national newspapers, and Sunday newspapers. This is also a relatively cheap channel, making it a cost-effective method to drive wide reach. The target audience regularly uses buses, with the free bus pass helping drive this, and it is a channel that has long dwell time. The three channels will also reinforce the messaging the audience has previously heard on local radio and read in local newspapers in September.

Details of the support and resources that will be provided in Autumn 2017: Scotland-wide campaign

All local authorities and partner organisations have been contacted and asked what resources and support they will need. We are producing a partner toolkit containing campaign information, template publicity materials, social media content and assets, and posters. Where possible, we will also provide bespoke support to those organisations that respond to our offer with specific requests.

Details of the stakeholders involved in the campaign

Citizens Advice Scotland, Inclusion Scotland, Carers Trust Scotland, the Convention of Scottish Local Authorities (COSLA), all 32 local authorities, Age Scotland, Scottish Pensioners Forum, The Health and Social Care Alliance Scotland, Generations Working Together, Scottish Older People's Assembly.

As part of the planning for these campaigns and development of wider benefit take-up work, in August the Scottish Government and COSLA jointly held a roundtable meeting with representatives from local authorities, health boards and Citizens Advice Scotland. This was jointly hosted by the Minister for Social Security Jeane Freeman MSP, Alex Rowley MSP and COSLA Community Wellbeing Spokesperson Cllr Kelly Parry.

Details of the funding to older people's organisations and the various relevant advice and support services to support these activities

Citizens Advice Scotland is receiving £6,820 for the costs of the telephone helpline running through October.

All other activity in support of our campaign is covered by existing grant funding to the organisations involved. In 2016/17 the Scottish Government provided around £21 million of funding for advice service-related projects. A similar level of investment is planned for 2017/18.