

Fiscal	Description	VS	SDI	SG	Total
17/18	Campaign research	£ 24,018	£ 60,000	£ 7,063	£ 91,081
17/18	Advertising, Digital and Media agency fees	£ 163,574	£ 163,574	£ 8,000	£ 335,148
17/18	Production Brand Film for launch, Rights & Usage Fees	£ 54,064	£ 54,064		£ 108,128
17/18	Production 13 documentaries for multiple platforms	£ 168,396	£ 168,396	£ 24,987	£ 361,779
17/18	Development brand guidelines	£ 3,970	£ 3,970		£ 7,940
17/18	Website development	£ 21,850	£ 24,170	£ 67,357	£ 113,377
17/18	Development AR app	£ 32,404	£ 32,404	£ 30,000	£ 94,808
17/18	Development digital media library	£ 22,003	£ 3,810		£ 25,813
17/18	Launch event in China	£ 5,000		£ 10,000	£ 15,000
17/18	Launch events in London and New York	£ 20,519		£ 26,067	£ 46,586
17/18	TEDx Glasgow sponsorship		£ 70,000		£ 70,000
18/19	Media bought to date	£ 1,343,471	£ 1,143,471	£ 92,000	£ 2,578,942
Total		£ 1,859,269	£ 1,723,858	£ 265,474	£ 3,848,601

Media Bought to date	Market	Cost
Cinema	London	£ 47,868
Cinema	US	£ 105,456
Press	London	£ 2,856
Press	San Francisco	£ 22,012
Digital	Scotland	£ 11,925
Digital	London	£ 579,961
Digital	NYC & San Fran	£ 708,294
Social media	China	£ 92,000
Social media	Scotland	
Social media	London	£ 289,081
Social media	NYC & San Fran	£ 719,489
Total		£ 2,578,942