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JOB# N/A	**VERSION#** F	**DATE** 01.09.21
CLIENT / BRAND Scot Gov		
SUBJECT Covid Reminder		
MEDIA Social		
CREATED BY [REDACTED]		

MEETING

Janey Godley sits on a couch in her signature POV style, and states:

Covid cases in Scotland are up to high do.
And we cannae just let this virus take over like it's yer da with the TV remote.
We've got to get it back under control so we can keep living freely.

That's where we all come in.
Don't be seeing aw yer pals at once, keep the numbers down.
And if you do see them – try to do it outside.

Let's look efter each other.

Super: **Let's stop the spike**

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86/2 Commercial Quay
Commercial Street
Edinburgh EH6 6LX
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leith.co.uk

Leith.

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JOB# N/A	**VERSION#** F	**DATE** 28.08.21
CLIENT / BRAND Scot Gov		
SUBJECT Covid Reminder		
MEDIA Radio		
CREATED BY [REDACTED]		

VO:

Covid cases in Scotland are up to high do.
And we cannae just let this virus run rampant like a wean at the buffet.
We've got to get it back under control so we can keep living freely.

That's where we all come in.
Don't be seeing aw yer pals at once, keep the numbers down.
And if you do see them – try to do it outside.
Test yersels twice a week.
And keep on wearing face coverings cos it's the law in Scotland.

Let's aw look efter each other.
Let's stop the spike

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[REDACTED]
29 August 2021

First Minister
Deputy First Minister and Cabinet Secretary for Covid Recovery
Cabinet Secretary for Health and Social Care

COVID 19 – URGENT COMMUNICATIONS RESPONSE TO RISING CASES

Purpose

1. In response to Scotland's current Covid-19 status, a new overarching communications strategy has been requested to re-engage the public and urgently motivate the required behaviours to help bring case numbers down. This paper outlines a recommended response.

Priority

2. Urgent. We require a response by close of play today in order to progress activity and launch a new marketing campaign on Friday 3 September.

Background

3. Due to rising case numbers, Ministers have requested a new communications positioning, tagline and celebrity led marketing campaign. Insight informing recommended activity can be found in **Annex A.**

4. The First Minister has also requested that existing marketing activity be reviewed to identify any further initiatives to help stop the spread, increase vaccination and use of testing in the short term.

5. Officials are also supporting proactive engagement, including the use of a core script that is being tailored for sector specific needs – enabling delivery of a strong, consistent and targeted message. Stakeholder and partner networks are ensuring material is quickly communicated in the most appropriate and impactful way.

Communications Priorities

6. The core priorities for communications are to:

- encourage public compliance of key behaviours to help reduce transmission of the virus and help bring the R number to below one.
- increase the use of regular testing and reinforce the need for immediate self-isolation if symptomatic or asked to by the NHS.
- drive uptake of the vaccine by targeting those under 40, hesitant audiences and key geographical areas with low utilisation.

New Communications Approach

7. The new proposed positioning statement and tagline is '***Let's Stop the Surge'*** which is emphatic, directional, brings a sense of urgency to the call to action and explains why we need people to act. This will be used across all communications assets and is proposed for the First Ministers Press Conferences and will replace the current *'Reduce the Risk and Keep Scotland on Track'*.

8. Under this new overarching communications strategy a new marketing campaign is proposed that will have stand-out, impact and be different in tone to what has previously been deployed. Therefore the recommendation is to progress with a celebrity-led campaign using Janey Godley in a piece to camera execution.

9. Ms Godley is supportive of the Covid-19 safety behaviours and is compliant herself. She is available to participate next week and she carries an 'no nonsense, straight talking' approach, which appeals to a wide range of people in Scotland, particularly those of a younger age group. Ministers should however be aware that Ms Godley can be outspoken about a number of subject matters including Donald Trump, other political parties, woman's rights and topical stories. Ms Godley's twitter page carries profanities regularly as does her social media content. So using Ms Godley does not come without some risk.

10. An alternative to Ms Godley would be [RECACTED], however he would also carry the same risk due to his style of comedy and presentation. We are currently unsure of [REDACTED] compliance levels in terms of Covid-19 or whether or not he'd be willing to participate. The proposed script for TV is included in **Annex B**.

11. The campaign will launch on Friday 3 September on TV, radio and digital channels. A detailed media plan will be submitted w/c 30 August for Ministerial approval.

12. It is important that the supporting campaigns around testing, vaccines and safety measures continue to run during the coming weeks. The Janey Godley assets would run to emphasise the importance of testing, vaccine and safety behaviours in response the rising case numbers. The supporting campaigns will then communicate the required detail around the specific behaviours and what to do. As things stand the supporting campaigns carry the Riskometer and the associated tagline. For this activity we recommend dropping the Riskometer device across all assets and update to carry to new 'Let's stop the Surge' tagline.

Supporting communication actions to interrupt the upwards trajectory

13. [REDACTED]

14. [REDACTED]

Evaluation

15. Campaigns will be evaluated against SMARTS objectives via our Covid campaign evaluation tracking.

Recommendation

16. The **First Minister**, the **Deputy First Minister and Cabinet Secretary for Covid Recovery**, the **Cabinet Secretary for Health and Social Care** are invited to:
(i) Approve the proposed communications positioning and tagline at paragraph 7
(ii) Approve the use of Janey Godley.
(iii) Approve the proposed TV script in Annex B
(iv) [REDACTED]

From: [REDACTED]
Core Covid Marketing

Copy List:	For Action	For Comments	For Information		
			Portfolio Interest	Constit Interest	General Awareness
First Minister	X				
Deputy First Minister and Cabinet Secretary for Covid Recovery	X				
Cabinet Secretary for Health and Social Care	X				

Annex A – Insight informing recommendations

There is continuing public support for the handling of the pandemic
[REDACTED]

There is public concern about the level of cases
[REDACTED]

Most support a cautious approach
[REDACTED]

Return to the workplace
[REDACTED]

Most support the continuation of control measures, but the perceived importance of face coverings has reduced
[REDACTED]

Most would support a system of certification
[REDACTED]

Asymptomatic testing has increased, but recording of results has not
[REDACTED]

ANNEX B : New Campaign script

Janey Godley sits on a couch in her signature POV style, and states:

Covid cases in Scotland are up to high do.
And we cannae just let this virus run rampant like a wean at the buffet.
We've got to get it back under control so we can keep living freely.

That's where we all come in.
Think about the number of folk you're meeting up with.
And when you do see them – do it outside.
Keep on wearing face coverings cos like it or lump it, it's the law up here.

She holds up a swab, motioning towards her nose:

And gi'e yerself a wee prod twice a week.

Let's look efter each other.

Super: **Let's stop the surge**