

# Healthier Scotland National Gamete Donor Campaign


Facebook and Spotify Advertising Report  
November 2023

# Campaign Overview


- BIG Partnership ran a social advertising campaign for Healthier Scotland's National Gamete Donor Campaign, to encourage men and women to consider egg and sperm donation.
- A Facebook, Instagram and Spotify advertising campaign ran from the 31<sup>st</sup> of October to the 25<sup>th</sup> of November.
- The campaign was targeted towards two groups – men in Scotland between the ages of 18-45 with an interest in healthy lifestyles and charity, and women in Scotland between the ages of 18-35 with an interest in healthy lifestyles and charity.
- We used a video graphic asset for the ad creative that was provided by NHS for Facebook and Instagram and the audio from this video for Spotify ads.

# Facebook and Instagram

# Social Activity Review

Platforms 


Facebook & Instagram

Campaign Duration 


31st October – 25th November 2023

Impressions 


1,398,069

Link Clicks 

19,281

Cost Per Click 

£0.36

CTR 

1.38%

Spend

£7,000

Engagements

272

# Meta Breakdown

- The Facebook and Instagram ads were part of the Gamete Donor Campaign, aiming to raise awareness of Gamete Donation and encourage users to click through to the landing page to learn more.
- The campaign achieved impressive visibility with 1,398,069 impressions from a reach of 411,882 unique users. This demonstrates the campaign's success in generating brand awareness. The ads had a healthy frequency, being served an average of 3.39 times per user, ensuring message retention.
- Of the audience reached, a click-through rate of 1.38% drove 19,281 link clicks to the landing page. This is a strong CTR and indicates that the target audience was interested enough in the content to complete the call to action.
- The campaign's success is also reflected in the cost per result, which was highly cost-effective at £0.36 per click. This indicates a positive targeting strategy that allowed the ads to reach an interested audience and drive a large volume of traffic to the landing page within the budget available.
- The ad generated 188 post reactions, 36 comments, 27 saves, and 21 post shares. Sentiments were mixed in the comments, with conversations around religion, compensation, and the ability to donate. Examples of comments are provided.

# Meta Breakdown

Results	Male	Female
Link Clicks	10,208	9,073
Reach	202,611	214,198
Impressions	663,205	734,864
Cost per Click	£0.38	£0.34
CTR	1.54%	1.23%

- The male-targeted ads achieved 10,208 link clicks, compared to the female-targeted ads that drove 9,073. This is interesting given the ads reached more women than men (214k vs 203k).
- A potential contributor to this discrepancy could be the ease of donation for men compared to women, making the consideration less of a risk.

# Meta Ad Creative

The image shows a screenshot of a Meta advertisement. At the top left is the Healthier Scotland logo, a blue heart with a white saltire, followed by the text "Healthier Scotland" and a verified badge. Below this, it says "Sponsored" with a small icon. To the right are icons for closing the ad and a menu. The main text of the ad reads: "By becoming an egg or sperm donor, you could give the joy of starting a family to those who need help becoming parents." Below the text is a large pink rectangular area containing a central play button icon surrounded by a red circular glow, with blue sperm cells swimming around it. At the bottom of this area, the text "to those who need help to conceive" is written in blue. Below the pink area, the URL "eggsandsperm.scot" is shown, followed by the text "Become an egg or sperm donor" and a grey button labeled "Learn more". At the bottom of the ad, there are icons for Like, Comment, and Share, with the number "78" next to the Like icon. To the right of these icons, it says "28 comments 22 shares".

# Advert Comments

**Allan Thomas Woodward** Don't think I could do that, as nice as the gesture is, it hurts me everyday that my sons mother has hidden my child from me. Not knowing your kid really hurts when you want to be a part of their lives  
2w

**ابراهيم عبدالرحمن الشريفه** This is not very good it is not permissible  
4w  
7 replies

**Steve Laqu er** Maybe join this group if you're considering this from either angle, it has a lot of people who were donor conceived and can explain how they feel about that now that they're adults: Donor Conceived Best Practices and Connections  
3w

**Euan McLaren** Send the ladies to my house and I shall be happy to donate  
4d

**Matthew Halfdan** I wouldn't wish life on my worst enemy  
3w

**Aik Jones** No thanks!  
5d

**Dale Evans** How much do you get paid?  
2w

**Shaun Dobbie** There are plenty children in the adoption system already.  
3w  
1 reply

**Mark Taylor** If you need good strong English swimmers and you won't come after me for child support I've got all the swimmers you could need.  
3w

**Graham Bourne** That's not how you do it.  
3w

**Angie J Duncan** I think donors should be audited!!!  
There are a lot of people in Scotland's government, responsible for millions of lives that really should have been swallowed, nor should be permitted to breed.  
3w

**Shannon Jennifer** I wish I could but apparently being adopted means you can't  
6d

**Nina Madela** Only God is The Creator.  
"Through him all things were made; without him nothing was made that has been made" (John 1:3)  
2w  
"Most relevant" is selected, so some replies may have been filtered out.

**Caroline Ritchie** Nina Madela Not everyone's in a cult Nina  
2w

**Shirley Hughes** Nina Madela you'd really deny someone the joy, love, gift  
2w

**Very Cherry** Shirley Hughes thats Christian "love"  
2w

**Valerie Swan** Nina Madela I'd love to see you all say to other "religions" all your comments. It's not denying anyone anything or "a cult" -fool. It's only Nina's rightful opinion. We as Christians/catholics take all your hateful ideology of our believes. So wrap up and scroll on and stop bullying someone you haven't met. It's an opinion stop trying to group bully so you can get a couple of thumbs up on your comments.  
2w

**Mcdxy XyMartina** Nina Madela I see the sky daddy cult is still keeping people in blind ignorance  
1w

**Nina Madela** Amanda Jane me and my husband after marriage in church were trying for a baby and couldn't conceive. We were examined in infertility clinic and have been left with no hope for having children naturally. IVF was the only option, doctors said we were prying rosary for over a year and I got pregnant. Our little miracle turned one a few days ago. Also a few months before I conceived my friend found out that her daughter will have down syndrome. She wanted abortion. We wanted to adopt her baby, unfortunately she didn't come and adopted her daughter.

**Julie Taggart** Brian Woods you should do this. your wee gold medalists could re-populate the country  
6d

**Jody Horan** Shama you can't be a smoker. I fit the criteria bar the fact I'm a smoker. Could understand if I was being a surrogate, but it's egg donation.  
3w  
"Most relevant" is selected, so some replies may have been filtered out.

**Chelsea Carson** Jody Horan smoking has a negative impact on fertility (as well as egg quality) so it's likely they want to prioritise people with higher chances of good results (ie being able to complete a cycle with no complications and yield good numbers of quality ... See more  
3w

"Most relevant" is selected, so some replies may have been filtered out.


**Leah Colley** Liam Murray u would be good at this  
3w

**Amara Maria Qateel** Eddie Wilson  
1w

"Most relevant" is selected, so some comments may have been filtered out.

Spotify

# Social Activity Review

Platforms 


Spotify

Campaign Duration 

31st October – 25th  
November 2023

Impressions 


355,066

Reach 

52,925

Link Clicks 

436

CTR 

0.12%

Ad Completion Rate

86.87%

Frequency

6.71

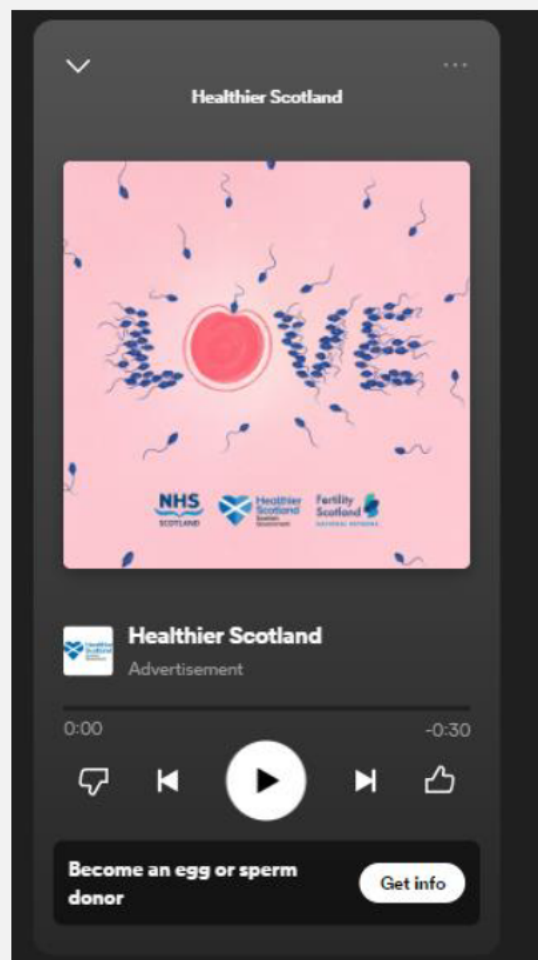
Budget Spent

£2,491.59

# Spotify Breakdown

- The Spotify ads were part of the Gamete Donor Campaign, designed to raise awareness of Gamete Donation and encourage users to click through to the landing page for more information.
- The ad was targeted towards individuals aged between 18-45 who listened to playlists or podcasts in the following genres: Fitness, Health and Lifestyle, Running, Sports and Recreation, Culture and Society, and Love and Dating.
- The campaign reached a total of 52,925 users, accumulating 355,066 impressions, with a frequency of 6.71. These results indicate that the ads were successful in generating message awareness and retention.
- Of the audience served the ads, 0.12% clicked through to the landing page, translating to 436 link clicks. Although this rate is lower than Meta platforms, this is entirely expected with this audio ad format where the objective is to raise awareness and not to drive traffic. It is noteworthy that Spotify users took the time to view the ad on Spotify and clicked through even when not actively engaging with their screens.
- The campaign's success is further reflected in the impressive Ad Completion Rate of 86.87%, suggesting that the ad was of interest to the target audience.
- The ad achieved wide awareness within the budget and proved to be cost-effective, with the cost per mille (CPM) averaging at £7.02 – significantly below the platform average of £19.69.

# Spotify Ad Creative



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We're BIG in Glasgow, Edinburgh, Aberdeen & Manchester