

2013-14 Expenditure covering public information, social marketing and international marketing

2013-14 campaign spend	
HEALTHIER TOTAL	£2,520,112.52
Detect Cancer Early	£852,545.01
Fit in 14	£163,185.73
Healthier Choices	£368,894.82
Infection Control	£65,339.02
Organ Donation	£360,022.91
Seasonal Flu	£341,340.73
SHARE	£48,830.18
Tobacco	£319,954.12
GREENER TOTAL	£2,376,927.38
Active Travel	£359,757.64
Carriers Bags	£26,934.00
Eat In Season	£79,903.03
Food Waste	£573,102.70
Greener Overarching	£511,780.94
Home Energy Scotland	£735,512.57
Litter	£89,936.50
SAFER & STRONGER TOTAL	£1,672,068.91
Community Payback Order	£53,646.00
Drugs	£61,715.25
Hate Crimes	£7,495.00
No Knives Better Lives	£272,365.22
Resilience	£167,942.56
Road Safety	£1,108,904.88
SMARTER TOTAL	£327,736.48
Play Talk Read	£327,736.48
WEALTHIER & FAIRER TOTAL	£347,378.99
Credit Union	£253,251.01
Digital Participation	£94,127.98
INTERNATIONAL TOTAL	£1,058,660.67
Country Plans - US, Canada, China, India, Malawi and EU	£273,279.35
Brand - Point of Entry at Scottish Airports	£389,695.47
Projects - Winter Festivals (St Andrew's Day, Hogmanay and Burns) and Major Events	£149,241.12
Partnerships	£84,270.33
Scotland.org - Website Development & Maintenance	£162,174.40
Totals	£8,302,884.95

Campaign by Product (#excluding international marketing)	Marketing Services					Media Services						Totals net
	Advertising Services net	Digital Services net	Direct Marketing net	Marketing Communications net	PR net	TV net	Radio net	Press net	Online net	Outdoor net	Cinema net	
HEALTHIER TOTAL	£902,532.01	£287,586.75	£111,323.75	£136,319.33	£205,913.91	£496,956.09	£125,087.57	£123,333.01	£95,716.58	£33,343.52	£0.00	£2,520,112.52
Detect Cancer Early	£282,574.32	£32,549.67	£0.00	£35,867.83	£56,754.93	£287,732.09	£28,052.17	£82,784.57	£12,885.91	£33,343.52	£0.00	£852,545.01
Fit in 14	£0.00	£41,551.42	£111,323.75	£0.00	£7,508.22	£0.00	£0.00	£2,802.34	£0.00	£0.00	£0.00	£163,185.73
Healthier Choices	£291,123.75	£63,555.07	£0.00	£0.00	£14,216.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£368,894.82
Infection Control	£62,216.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3,123.02	£0.00	£0.00	£65,339.02
Organ Donation	£21,686.00	£108,384.67	£0.00	£2,800.04	£58,576.02	£83,126.08	£41,638.68	£0.00	£43,811.42	£0.00	£0.00	£360,022.91
Seasonal Flu	£32,530.34	£0.00	£0.00	£97,651.46	£39,696.15	£97,067.10	£53,606.53	£9,029.09	£11,760.06	£0.00	£0.00	£341,340.73
SHARE	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£28,717.01	£20,113.17	£0.00	£0.00	£48,830.18
Tobacco	£212,401.60	£41,545.92	£0.00	£0.00	£29,162.59	£31,030.82	£1,790.19	£0.00	£4,023.00	£0.00	£0.00	£319,954.12
GREENER TOTAL	£599,810.85	£88,769.00	£99,284.03	£19,227.50	£121,522.40	£788,165.99	£188,960.01	£102,130.88	£176,753.77	£192,282.95	£0.00	£2,376,927.38
Active Travel	£0.00	£9,980.00	£0.00	£4,050.00	£0.00	£182,001.10	£7,040.68	£0.00	£50,603.48	£106,082.38	£0.00	£359,757.64
Carriers Bags	£21,942.00	£4,992.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£26,934.00
Eat In Season	£34,353.15	£5,178.00	£634.00	£0.00	£0.00	£0.00	£30,659.68	£9,078.20	£0.00	£0.00	£0.00	£79,903.03
Food Waste	£202,149.20	£20,565.00	£0.00	£552.50	£0.00	£194,459.92	£38,185.08	£20,686.16	£56,434.55	£40,070.29	£0.00	£573,102.70
Greener Overarching	£8,468.00	£22,749.00	£47,486.53	£14,625.00	£121,522.40	£222,678.75	£66,818.83	£0.00	£7,432.43	£0.00	£0.00	£511,780.94
Home Energy Scotland	£247,960.00	£20,307.00	£51,163.50	£0.00	£0.00	£189,046.22	£46,255.74	£72,366.52	£62,283.31	£46,130.28	£0.00	£735,512.57
Litter	£84,938.50	£4,998.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£89,936.50
SAFER & STRONGER TOTAL	£529,257.38	£165,992.90	£0.00	£12,582.50	£180,312.00	£317,406.87	£187,559.73	£14,346.70	£173,850.45	£71,074.80	£19,685.58	£1,672,068.91
Community Payback Order	£53,646.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£53,646.00
Drugs	£0.00	£36,181.50	£0.00	£0.00	£11,900.00	£0.00	£0.00	£0.00	£13,633.75	£0.00	£0.00	£61,715.25
Hate Crimes	£0.00	£0.00	£0.00	£0.00	£7,495.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£7,495.00
No Knives Better Lives	£150,587.00	£51,718.40	£0.00	£0.00	£22,588.00	£0.00	£0.00	£0.00	£34,243.77	£13,228.05	£0.00	£272,365.22
Resilience	£22,476.00	£0.00	£0.00	£562.50	£25,000.00	£67,535.36	£25,489.25	£14,346.70	£12,542.75	£0.00	£0.00	£167,942.56
Road Safety	£302,548.38	£78,093.00	£0.00	£12,030.00	£113,329.00	£249,871.51	£162,070.48	£0.00	£113,430.18	£57,846.75	£19,685.58	£1,108,904.88
SMARTER	£105,389.38	£150,000.00	£0.00	£552.50	£23,191.00	£0.00	£0.00	£0.00	£48,603.60	£0.00	£0.00	£327,736.48
Play Talk Read	£105,389.38	£150,000.00	£0.00	£552.50	£23,191.00	£0.00	£0.00	£0.00	£48,603.60	£0.00	£0.00	£327,736.48
WEALTHIER & FAIRER TOTAL	£97,515.00	£56,946.00	£0.00	£669.98	£28,490.00	£0.00	£48,959.41	£75,925.15	£38,873.45	£0.00	£0.00	£347,378.99
Credit Union	£64,612.50	£888.00	£0.00	£552.50	£23,440.00	£0.00	£48,959.41	£75,925.15	£38,873.45	£0.00	£0.00	£253,251.01
Digital Participation Branding	£32,902.50	£56,058.00	£0.00	£117.48	£5,050.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£94,127.98
Totals	£2,234,504.62	£749,294.65	£210,607.78	£169,351.81	£559,429.31	£1,604,548.95	£550,566.72	£315,735.74	£533,797.85	£296,701.27	£19,685.58	£7,244,224.28

Public Engagement spend by Director General area	spend net
Enterprise, Environment and Innovation	£3,603,400.24
Health and Social Care	£2,749,923.51
Learning and Justice	£890,900.53
Totals	£7,244,224.28

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

PR spend by Director General area	Net
Enterprise, Environment and Innovation	£263,341.40
Health and Social Care	£205,913.91
Learning and Justice	£90,174.00
Total	£559,429.31

PR spend by PR agency	Net
Consolidated	£176,100.99
Leith	£301,834.40
Weber Shandwick	£22,031.00
Story	£273.70
Smarts	£7,508.22
Big Partnership	£50,990.00
The Gate	£691.00
Total	£559,429.31