

2014-15 Expenditure covering public information, social marketing and international marketing

2014-15 campaign spend	Totals
Breast Feeding	£24,857.00
Cosmetic Intervention	£24,791.25
Detect Cancer Early	£807,980.47
Fit in 14	£18,825.39
Healthier Choices	£411,702.01
Organ Donation	£298,605.26
Our Voice	£24,974.00
Seasonal Flu	£547,577.68
SPIRE	£16,208.22
Tobacco	£310,098.57
HEALTHIER TOTAL	£2,485,619.85
Active Travel	£383,539.27
Carriers Bags	£102,330.43
Food Provenance	£80,049.11
Greener Overarching	£318,038.87
Greener Vision	£79,936.00
Home Energy Scotland	£527,278.69
Litter	£399,022.86
GREENER TOTAL	£1,890,195.23
A9 - Transport Scotland	£109,650.75
Drugs	£49,664.05
Equalities Overarching	£226,734.02
Forced Marriage	£49,981.25
No Knives Better Lives	£243,318.94
Resilience	£174,250.60
Road Safety	£1,107,921.37
50:50 by 2020	£41,789.40
SAFER & STRONGER TOTAL	£2,003,310.38
Childcare	£163,470.18
Play Talk Read	£459,027.65
SMARTER TOTAL	£622,497.83
Digital Participation	£125,988.48
Rural Futures	£87,287.70
WEALTHIER & FAIRER TOTAL	£213,276.18
Brand - Point of Entry at Scottish Airports	£372,591.38
Country Plans - US, Canada, China, India, Malawi and EU	£176,897.94
Projects - Winter Festivals (St Andrew's Day, Hogmannay and Burns) and Major Events	£187,790.87
Scotland.org - Website Development & Maintenance	£135,033.63
INTERNATIONAL TOTAL	£872,313.82
Totals	£8,087,213.29

2014-15 marketing services breakdown

Campaign by Product	Marketing Services				
	Advertising Services net	Digital Services net	Direct Marketing net	Marketing Communications net	PR net
Breast Feeding	£24,857.00	£0.00	£0.00	£0.00	£0.00
Cosmetic Intervention	£24,791.25	£0.00	£0.00	£0.00	£0.00
Detect Cancer Early	£199,350.38	£46,368.15	£0.00	£0.00	£60,690.00
Fit in 14	£0.00	£0.00	£0.00	£0.00	£18,825.39
Healthier Choices	£20,590.20	£30,424.79	£0.00	£0.00	£25,013.00
Organ Donation	£7,812.00	£77,232.69	£0.00	£0.00	£48,377.07
Our Voice	£24,974.00	£0.00	£0.00	£0.00	£0.00
Seasonal Flu	£212,276.35	£0.00	£0.00	£0.00	£40,045.92
SPIRE	£0.00	£0.00	£0.00	£0.00	£16,208.22
Tobacco	£4,873.18	£23,494.44	£0.00	£0.00	£19,665.17
HEALTHIER	£519,524.36	£177,520.07	£0.00	£0.00	£228,824.77
Active Travel	£40,458.50	£2,268.00	£0.00	£0.00	£0.00
Carriers Bags	£28,611.00	£3,984.00	£0.00	£0.00	£0.00
Food Provenance	£36,604.00	£3,981.00	£0.00	£0.00	£0.00
Greener Overarching	£76,098.00	£25,344.00	£25,258.00	£0.00	£99,997.00
Greener Vision	£10,000.00	£69,936.00	£0.00	£0.00	£0.00
Home Energy Scotland	£148,945.54	£12,237.60	£41,449.85	£604.00	£0.00
Litter	£138,144.00	£13,176.00	£1,200.00	£0.00	£0.00
GREENER	£478,861.04	£130,926.60	£67,907.85	£604.00	£99,997.00
A9 - Transport Scotland	£21,286.28	£801.00	£0.00	£0.00	£9,875.00
Drugs	£0.00	£19,650.00	£0.00	£0.00	£15,000.00
Equalities Overarching	£80,137.58	£24,828.00	£0.00	£0.00	£26,740.00
Forced Marriage	£13,423.11	£4,860.00	£0.00	£0.00	£0.00
No Knives Better Lives	£90,267.75	£32,488.08	£0.00	£0.00	£30,000.00
Resilience	£26,111.00	£0.00	£0.00	£0.00	£22,990.00
Road Safety	£233,472.84	£6,982.70	£0.00	£0.00	£73,423.00
50:50 by 2020	£30,679.20	£11,110.20	£0.00	£0.00	£0.00
SAFER & STRONGER	£495,377.76	£100,719.98	£0.00	£0.00	£178,028.00
Childcare	£53,834.66	£1,678.00	£0.00	£0.00	£2,200.00
Play Talk Read	£129,859.00	£82,495.20	£0.00	£0.00	£26,500.00
SMARTER	£183,693.66	£84,173.20	£0.00	£0.00	£28,700.00
Digital Participation	£37,820.29	£16,843.20	£0.00	£0.00	£17,290.00
Rural Futures	£23,752.70	£26,834.40	£0.00	£0.00	£20,000.00
WEALTHIER & FAIRER	£61,572.99	£43,677.60	£0.00	£0.00	£37,290.00
Totals	£1,739,029.81	£537,017.45	£67,907.85	£604.00	£572,839.77

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

2014-15 media services breakdown

Campaign by Product	Media Services					
	TV net	Radio net	Press net	Online net	Outdoor net	Cinema
Breast Feeding	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Cosmetic Intervention	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Detect Cancer Early	£180,919.71	£118,448.67	£91,578.81	£30,433.09	£80,191.66	£0.00
Fit in 14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Healthier Choices	£160,160.20	£42,472.16	£90,536.62	£42,505.04	£0.00	£0.00
Organ Donation	£112,302.19	£25,283.49	£0.00	£27,597.82	£0.00	£0.00
Our Voice	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Seasonal Flu	£169,497.69	£68,793.98	£34,275.32	£22,688.42	£0.00	£0.00
SPIRE	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Tobacco	£112,112.12	£65,194.38	£0.00	£58,843.39	£25,915.89	£0.00
HEALTHIER	£734,991.91	£320,192.68	£216,390.75	£182,067.76	£106,107.55	£0.00
Active Travel	£183,426.32	£23,298.30	£9,582.79	£39,846.79	£84,658.57	£0.00
Carriers Bags	£0.00	£39,763.39	£29,972.04	£0.00	£0.00	£0.00
Food Provenance	£0.00	£19,857.82	£16,579.66	£3,026.63	£0.00	£0.00
Greener Overarching	£60,060.00	£0.00	£0.00	£31,281.87	£0.00	£0.00
Greener Vision	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Home Energy Scotland	£179,320.15	£30,824.40	£68,233.16	£45,663.99	£0.00	£0.00
Litter	£86,086.55	£0.00	£1,123.02	£78,946.47	£60,539.52	£19,807.30
GREENER	£508,893.02	£113,743.91	£125,490.67	£198,765.75	£145,198.09	£19,807.30
A9 - Transport Scotland	£0.00	£52,807.47	£0.00	£24,881.00	£0.00	£0.00
Drugs	£0.00	£0.00	£0.00	£15,014.05	£0.00	£0.00
Equalities Overarching	£0.00	£32,822.49	£17,795.52	£6,255.63	£38,154.80	£0.00
Forced Marriage	£0.00	£0.00	£0.00	£9,496.86	£22,201.28	£0.00
No Knives Better Lives	£0.00	£0.00	£0.00	£66,175.32	£24,387.79	£0.00
Resilience	£83,851.73	£31,227.05	£0.00	£10,070.82	£0.00	£0.00
Road Safety	£463,065.32	£174,580.43	£0.00	£126,297.26	£19,791.73	£10,308.09
50:50 by 2020	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
SAFER & STRONGER	£546,917.05	£291,437.44	£17,795.52	£258,190.94	£104,535.60	£10,308.09
Childcare	£0.00	£48,775.01	£21,391.59	£35,590.92	£0.00	£0.00
Play Talk Read	£154,255.08	£0.00	£0.00	£51,031.50	£14,886.87	£0.00
SMARTER	£154,255.08	£48,775.01	£21,391.59	£86,622.42	£14,886.87	£0.00
Digital Participation	£0.00	£27,302.35	£19,731.35	£7,001.29	£0.00	£0.00
Rural Futures	£0.00	£0.00	£16,700.60	£0.00	£0.00	£0.00
WEALTHIER & FAIRER	£0.00	£27,302.35	£36,431.95	£7,001.29	£0.00	£0.00
Totals	£1,945,057.06	£801,451.39	£417,500.48	£732,648.16	£370,728.11	£30,115.39

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2014-15 director general & PR breakdown

Public Engagement spend by Director General area	spend net
Enterprise, Environment and Innovation	£3,211,392.78
Health and Social Care	£2,485,619.85
Learning and Justice	£1,408,236.09
Transport Scotland	£109,650.75
Totals	£7,214,899.47

PR spend by Director General area	Net
Enterprise, Environment and Innovation	£210,710.00
Health and Social Care	£228,824.77
Learning and Justice	£123,430.00
Transport Scotland	£9,875.00
Total	£572,839.77

PR spend by PR agency	Net
Consolidated	£184,986.38
Leith	£278,025.00
Smarts	£18,825.39
Weber Shandwick	£25,013.00
The Big Partnership	£65,990.00
Totals	£572,839.77

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