

11 May 2018

Request under The Freedom Of Information (Scotland) Act 2002

Thank you for your Freedom of Information request dated 11 April 2018, in which you requested information about the Scotland is Now marketing campaign launched on 11 April, specifically requesting information on the following:

- a) *your organisation's total overall advertising budget for this campaign*
- b) *how much of this you plan to spend on advertising in Scotland*
- c) *how much of this you plan to spend on advertising in the rest of the UK*
- d) *how much of this you plan to spend on advertising internationally*
- e) *the total budget for promoting the campaign on social media*
- f) *how much of this money you plan to spend on targeting the campaign at specific audiences (for example through targeted Twitter and Facebook posts)*
- g) *how much of this you plan to spend on targeting aimed at a domestic (i.e Scottish) audience*
- h) *how much of this you plan to spend on targeting aimed at a rest of UK audience*
- i) *how much of this you plan to spend on targeting aimed at an international audience*
- j) *information on any other groups you plan to target, which groups these are and how much of a budget you plan to spend on each*

As you will be aware, Scotland is Now has been managed and delivered by three principal partner organisations – VisitScotland, Scottish Government and Scottish Enterprise / SDI. The campaign is one part of a new approach to the way we do all our marketing, across all assets, channels and platforms – a rebranding and re-positioning of the activity carried out by these three organisations that has been underway for the past nine months. Therefore rather than provide you with a response that covers only VisitScotland's contribution, we have provided information to show expenditure for the whole campaign, from inception to delivery, which includes expenditure by our partners, the Scottish Government and Scottish Enterprise / SDI.

The attached table – Partner Costs – provides a breakdown of expenditure by fiscal year, by type of spend, by partner organisation and, where appropriate by channel and by geographic market. The information contained within this table provides answers to each of the questions outlined above. Please note that while there is a projected spend of up to £6m by the end of 18/19, the table only includes details of monies spent to date on bringing all the marketing activity together under one banner and the delivery of the new global campaign. Any decision on how and when further monies will be invested will be dictated by the results we get from the first phase of the campaign and agreed by the partners.

We hope this information is helpful to you. If, however, you are not satisfied with our response or the manner in which we have dealt with your application, you may in the first instance contact our Chief Executive, Malcolm Roughead, whose contact details are set out below:

Mr Malcolm Roughead
Chief Executive

VisitScotland
Ocean Point One
94 Ocean Drive
Edinburgh, EH6 6JH
Telephone: 0131 472 2201
Fax: 0131 472 2223
E-mail: malcolm.roughead@visitscotland.com

If you wish to request a review of your application under either the Freedom of Information (Scotland) Act 2002 or the Environmental Information (Scotland) Regulations 2004, your request should be submitted to us in writing, or another permanent format (for example e-mail or voice recording), and be received by us within 40 days of the date of this letter. Any request for a review should also set out, in as much detail as possible, the reasons why you are not satisfied with our response or the manner in which we have dealt with your application.

If you are still not satisfied with our handling of your application after we have responded to your request for a review, you have a right to apply to the Scottish Information Commissioner for a decision on whether we have dealt with your request in accordance with the Act.

The Scottish Information Commissioner may be contacted at:

Scottish Information Commissioner
Kinburn Castle
Doubledykes Road
St Andrews, Fife
KY16 9DS
Telephone: 01334 464610
Fax: 01334 464611
E-mail: enquiries@itspublicknowledge.info
Website: www.itspublicknowledge.info/Appeal

You also have the right to appeal to the Court of Session in Scotland on a point of law concerning either our response.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Douglas Keith', with a long horizontal line extending to the right.

Douglas Keith
Government and Parliamentary Affairs Executive
VisitScotland

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