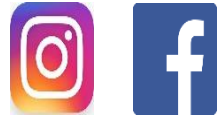


FOOD STANDARDS SCOTLAND

CHRISTMAS FOOD SAFETY – DECEMBER 2016

NOVEMBER 2016

FACEBOOK & INSTAGRAM



★ Formats across both FB and Instagram:

- **Video** – engaging the target audience using video. Subtitles are recommended for this platform as sound is user initiated
- **Carousel** – showcase 3-5 images and copy within a single ad unit with links to direct people to website
- **Call-to-action** standard image posts to amplify content

★ Targeting

- Aged 26+



YOUTUBE

★ Format

- TrueView skippable pre-roll & companion banner where a charge is only incurred when a user watched to 30 seconds or the end of the video if shorter than 30 seconds
- In-search & companion banner

★ Targeting

- Women with children, Topic: food & drink, Channel: Jamie's FoodTube, BBC Good Food, etc. Keyword: 'cooking turkey', 'Christmas recipes', etc.

