

Email 1

From: [Name] [mailto:[Name]@republicofmedia.co.uk]
Sent: 22 February 2017 09:46
To: [Name]
Cc: [Name] [Name] [Name] [Name]
Subject: FSS Healthy Eating - Update Digital



1 - FSS Healthy Eating - March

Morning [Name]

How's the week going? Hope all is well.

Further to your feedback regarding the digital plan for the Healthy Eating March campaign I've attached an amended schedule. On this we've reduced the spend on the Zapp activity by a third and upweighted the social activity. I think your feedback on this was entirely sensible and hopefully this plan now restores the balance towards the more in-depth visual elements of the digital campaign.

The other small point to make is that I've removed the [Cost] contingency budget that we had against digital as per your advice.

Do you happen to know if there are any changes to the creative that will affect this activity? I know the Girl ad was being edited. Perhaps the best bet is for me to get in touch with [Name] and share the schedule with her.

Have a look when you get a chance and let me know if this all makes sense. As always don't hesitate to give me a shout if you've any concerns about it. Cheers

[Name]

Account Manager

Republic of Media Ltd

5th Floor | Greg's Buildings | No.1 Booth Street | **Manchester** | M2 4DU

2nd Floor South | Nova House | 3 Ponton Street | **Edinburgh** | EH3 9QQ

[Name] [@republicofmedia.co.uk](mailto:[Name]@republicofmedia.co.uk)

T: [Number]

W: www.republicofmedia.co.uk

Email 2

From: [Name]
Sent: 01 March 2017 13:17
To: [Name]
Cc: [Name]
Subject: RE: FSS Healthy Eating - Update Digital

Hi [Name]

Can we try to FB targeting and review how this is delivering a week into the campaign, and revise if necessary at that stage. Happy to stick with the wider audience for the other channels.

Otherwise happy with the media schedule.

Thanks
[Name]

From: [Name]
Sent: 01 March 2017 11:13
To: [Name]
Cc: [Name]
Subject: FW: FSS Healthy Eating - Update Digital

Hi both, please see below note from [Name] with regard the targeting of people with kids aged 5-11. I think his point is fair, it proves to be possible in theory to target further on FB in particular, but given we have a reasonable budget and only a short period to deliver it would make it difficult to deliver the campaign fully. In light of that I think we are best to stick with the schedule as is- and we give that more thought for future campaigns.

If you can confirm that is OK with you please [Name].

Thanks

[Name]
Food Standards Scotland
Marketing Executive - Campaign and Insight
Pilgrim House, Old Ford Road, Aberdeen, AB11 5RL
[Number]

Rich.Wilson@fss.scot
www.foodstandards.gov.scot



From: [Name] [mailto: [Name]@republicofmedia.co.uk]
Sent: 01 March 2017 09:31
To: [Name]
Cc: [Name] [Name]
Subject: RE: FSS Healthy Eating - Update Digital

Morning [Name]

Of course! Sorry, I should've come back to you yesterday on this. Was just waiting for some additional information. Here are the details:

Facebook – we can target that particular audience on this channel.

Zapp & Adludio gave the same answer – It is technically possible to target parents with kids 5-11. However, it becomes a very niche audience and the real danger is that we struggle to deliver the whole campaign in the given timeframe. We would definitely suggest sticking to the wider audience which still does deliver the specific audience you're asking about.

YouTube – this channel doesn't allow us to be that specific. Parents aged 25-44 is as close as we can get here.

Overall our view is that the best bet would be to stick to the wider audience of parents aged 25-44 across all the channels. We have relatively chunky budgets for each channel on this plan and only a short period to deliver the campaign in. The narrower we make the audience, the more difficult it becomes to actually deliver the campaign on time.

Please do ask if you've any questions and let us know what the conversation about it is at your end. We're happy to discuss. I'm going to leave you in the hands of [Name] and [Name] whilst I go down in box packing.

[Name]

Email 3

From: [Name]

Sent: 01 June 2017 16:11

To: [Name]

Cc: [Name]

Subject: Pink Chicken Media schedule- approval (or at least the radio element)

Importance: High



2 - FSS Summer
BBQ - 01.06.17 .m

Hi [Name]

I've got a final media schedule for approval. We've added in the Youtube 6", Rep Of Media felt it is good value for money and good at targeting the right age group, we've sacrificed Mozoo, which wasn't going to be as good value. There have been some changes to the social media elements, whereby they've added in some static FB posts to compliment the new lad posts Union are creating, and taking some spend off Instagram, which I'm quite happy with.

Although would be good if you could approve the entire schedule, we do need to have the radio signed-off tomorrow, so if you could approve that element that will suffice for the time being. Just let me know in the morning.

Many thanks indeed.

[Name]

[Name]

Food Standards Scotland
Marketing Executive - Campaign and Insight
Pilgrim House, Old Ford Road, Aberdeen, AB11 5RL
[Number]

[\[Name\]@fss.scot](mailto:[Name]@fss.scot)
www.foodstandards.gov.scot



Email 4

From: [Name]
Sent: 27 February 2017 11:09
To: [Name]
Cc: [Name]
Subject: Re: Media schedule- HE campaign

Agree re age of parents but can RoM target to parents of kids aged 5-11?

[Name]
Head of Communications and Marketing
Food Standards Scotland
[Number]
www.foodstandards.gov.scot

From: [Name]
Sent: Monday, February 27, 2017 11:07
To: [Name]
Cc: [Name]
Subject: RE: Media schedule- HE campaign

Hi,

Not sure what is happening there as the decimals are there for me? In saying that a spend of millions would be great! Have re-attached in any case.

I agree with where you are coming from there that primary school kids are the bullseye, and looking at average age of new mums these days it would make the adult bullseye roughly 33 – 50 to target primary school age, however given we are targeting those from lower social groups who are more likely to have children at an earlier age, I feel the targeting of 25-45 is reasonably accurate, give or take a couple of years. What do you think?

Thanks

[Name]
Food Standards Scotland

Marketing Executive - Campaign and Insight
Pilgrim House, Old Ford Road, Aberdeen, AB11 5RL
[Number]

[Name] [@fss.scot](#)
www.foodstandards.gov.scot



From: [Name]
Sent: 27 February 2017 10:34
To: [Name]
Cc: [Name]
Subject: RE: Media schedule- HE campaign

Hi [Name]

The figures on this look odd – I think the decimal points are missing. Perhaps it's the PC I'm on in the touchdown centre in SAH, but would you mind re-sending as I can't sign it off if it's showing us spending millions rather than thousands!

My main point about targeting – particularly digital – is whether we can tighten this up to be parents of primary school-aged children. The target for the campaign as you know is parents of children aged 2-15, but the discussions after the first airing were that pre-school children tended to be snacking more healthily in the main and/or parents of toddlers found it harder to envisage a future of obesity and ill health as it seemed too distant. And once children are 12-15, parental control over their food choices diminishes. So for me, our bullseye target audience is parents of children aged 5-11 ie primary school age – and this is of course the age we have used in the campaign for this very reason.

Thanks
[Name]

From: [Name]
Sent: Friday, 24 February 2017 dd MMMM yyyy
To: [Name]
Cc: [Name]
Subject: Media schedule- HE campaign
Importance: High

<< File: FSS Healthy Eating - March 2017 All Media v4.xlsx >>

Afternoon [Name] ,

I've got a final media schedule attached for your approval please. We think it's in a really good place, with good coverage on digital. We had flagged that there was too much spend on Zapp360, which they have addressed by adding some of that spend to social- which had really good results during the previous campaign.

I think you've already seen the TV, Adsmart and VOD already, Rep of Media have it all booked and good to- it is really impressive what they managed to get us there at short notice.

If you would be so kind to approve at earliest opportunity please- COP Monday would be great.

Many thanks indeed.

[Name]

Food Standards Scotland

Marketing Executive - Campaign and Insight

Pilgrim House, Old Ford Road, Aberdeen, AB11 5RL

[Number]

[Name] [@fss.scot](mailto:fss.scot)

www.foodstandards.gov.scot