

Client: Food Standards Scotland  
 Campaign: Healthy Eating  
 Date: 20/09/2016  
 Reporting: 05/09/2016 - 18/09/2016

**YouTube**

Age Group	Impressions	Views	View Rate (%)	CPV	Cost
<b>Grand Total</b>	<b>482,982</b>	<b>112,113</b>	[Section s.33(1)(b)]		

Video Creative	Impressions	Views	View Rate (%)	CPV	Cost
<b>Boy</b>	246,153	58,987	[Section s.33(1)(b)]		
<b>Girl</b>	236,795	53,110			
<b>Grand Total</b>	<b>482,948</b>	<b>112,097</b>			

**COMMENTS**

- There has been very little to separate the Boy and Girl creatives. Both have driven a strong VTR above [Number] with a CPV of [Cost] 3 or less
- The Boy creative has performed slightly stronger than the Girl creative by a difference of [Number] in VTR

**Facebook Display**

Format	Impressions	Reach	Frequency	CPM	Unique Clicks	Unique CTR	Cost-Per-Click	Page Likes	Post Shares	Post Reactions	Post Comments	Spend
<b>Carousel</b>	1,053,417	63,455	[Section s.33(1)(b)]									
<b>CTA Image Ads</b>	1,421,450	56,559										
<b>TOTAL</b>	<b>2,474,867</b>	<b>127,453</b>										

**Instagram**

Format	Impressions	Reach	Frequency	CPM	Unique Clicks	Unique CTR	Cost-Per-Click	Page Likes	Post Shares	Post Reactions	Post Comments	Spend
<b>Carousel</b>	33,205	23,864	[Section s.33(1)(b)]									
<b>CTA Image Ads</b>	37,614	22,840										
<b>TOTAL</b>	<b>70,819</b>	<b>46,704</b>										

**Facebook Canvas**

Format	Impressions	Reach	Frequency	CPM	Unique Clicks	Unique CTR	Cost-Per-Click	Page Likes	Post Shares	Post Reactions	Post Comments	Spend
<b>Canvas Boy</b>	186,874	73,039	[Section s.33(1)(b)]									
<b>Canvas Girl</b>	167,569	68,303										
<b>TOTAL</b>	<b>354,443</b>	<b>124,319</b>										

**Video**

Format	Impressions	Reach	Frequency	CPM	Unique Clicks	Unique CTR	Cost-Per-Click	Video Views	Cost-Per-Video View	Post Shares	Post Reactions	Post Comments	Spend
<b>Facebook</b>	313,815	95,294	[Section s.33(1)(b)]										
<b>Instagram</b>	111,730	43,735											
<b>TOTAL</b>	<b>425,545</b>	<b>219,966</b>											

**COMMENTS**

- Carousel and CTA Image Ads are proving more successful across Instagram over the first two weeks of the campaign. Impression volume on Facebook has been considerably higher and with Facebook beginning to optimise, we should see CTR increase week on week
- The Canvas activity performed well in terms of engagement, driving a CTR of [Number], considerably better than the Carousel or CTA activity at a lower CPC.
- The video activity has so far driven 136,986 video views across Facebook and Instagram, with Facebook delivering a higher view rate at a lower cost per view, though Instagram has