

Food Standards Scotland

Food labelling campaign – Wash up

Digital Performance

	Impressions	Clicks	CTR%
TWITTER	514,720	[Section s.33(1)(b)]	[Section s.33(1)(b)]
FACEBOOK	604,184	[Section s.33(1)(b)]	[Section s.33(1)(b)]
AMNET	4,975,116	[Section s.33(1)(b)]	[Section s.33(1)(b)]
ADMAXIM	2,173,924	[Section s.33(1)(b)]	[Section s.33(1)(b)]
TOTAL	8,267,944	33,806	0.41%

- All of the platforms performed strongly and the overall results have been very good
- A high click thru rate demonstrates high engagement with the campaign
- Industry standard is 0.07%

Twitter

	Impressions
⊕ Promoted Account	218429
⊖ Website Card	296291
Targeting Adults 55+	150970
Targeting Mums	145321
Grand Total	514720

[Section s.33(1)(b)]

 **FoodStandardsScot**
@FSScot



Most allergic reactions to food are mild but some can be fatal. Always [#lookatthelabel](#)



Look at the Label
foodstandards.gov.scot

Learn more

 **FoodStandardsScot**
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Use the Colour-Coded label to help make a healthier choice. Always [#lookatthelabel](#)



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Never eat anything past its 'Use By' date, it's not safe! Always [#lookatthelabel](#)



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Learn more

Facebook

	Impressions
Targeting Mums	458307
Page Like Ad	181279
Multi Product	277028
Targeting Adults 55+	145877
Page Like Ad	93639
Multi Product	52238
Grand Total	604184

[Section s.33(1)(b)]

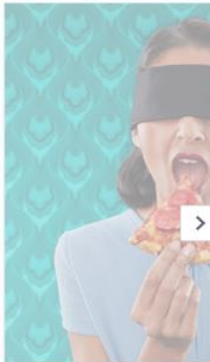
 **Food Standards Scotland**
12 November · 🌐

Always #lookatthelabel



Always check the 'use by' date so you know your food is safe to eat.

See [foodstandards.gov.scot](https://www.foodstandards.gov.scot)



Colour-coded labels let you make choices.

For more go to [foodstandards.gov.scot](https://www.foodstandards.gov.scot)

👍 Like 💬 Comment ➦ Share

30 people like this.

Chronological ▾

Suggested Page

 **Food Standards Scotland**
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Look at the label when storing food so you know it's safe to eat later.
[foodstandards.gov.scot](https://www.foodstandards.gov.scot)



Food Standards Scotland
Government Organisation
5,221 people like this.



Suggested Page

 **Food Standards Scotland**
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Don't look at the allergens label? Don't know if it's safe to eat.
[foodstandards.gov.scot](https://www.foodstandards.gov.scot)



Food Standards Scotland
Government Organisation
5,221 people like this.

