

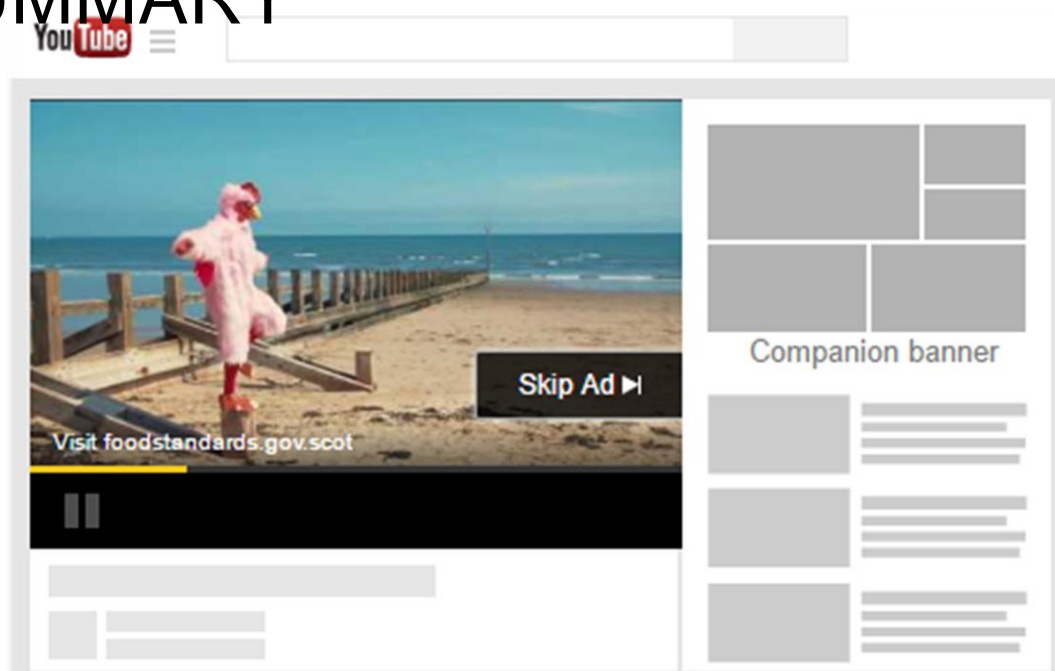
Food Standards Scotland

Summer Food Safety Campaign
'Pink Chicken'

Campaign Review

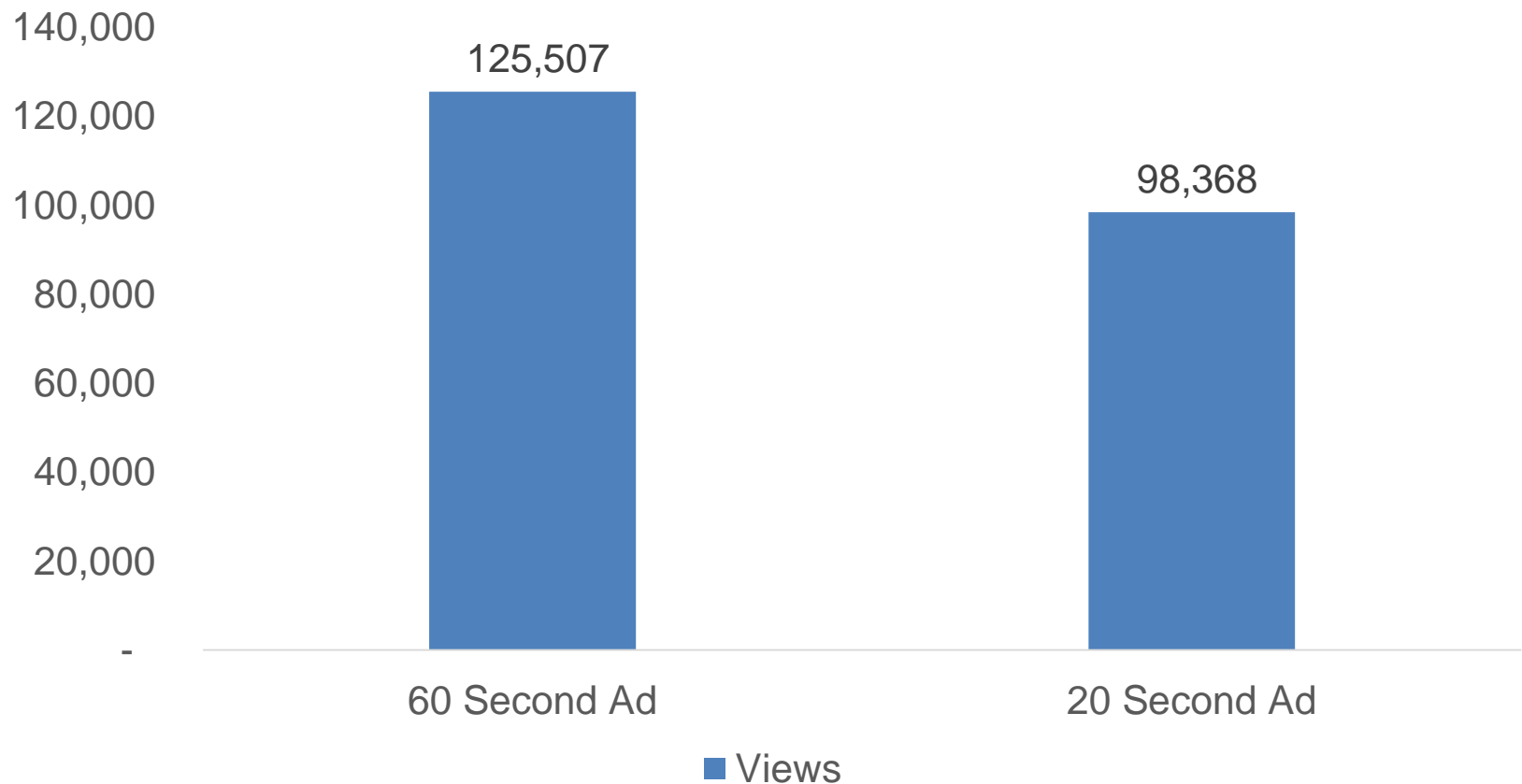
DIGITAL

ADVERTISING YOUTUBE - VIDEO SUMMARY

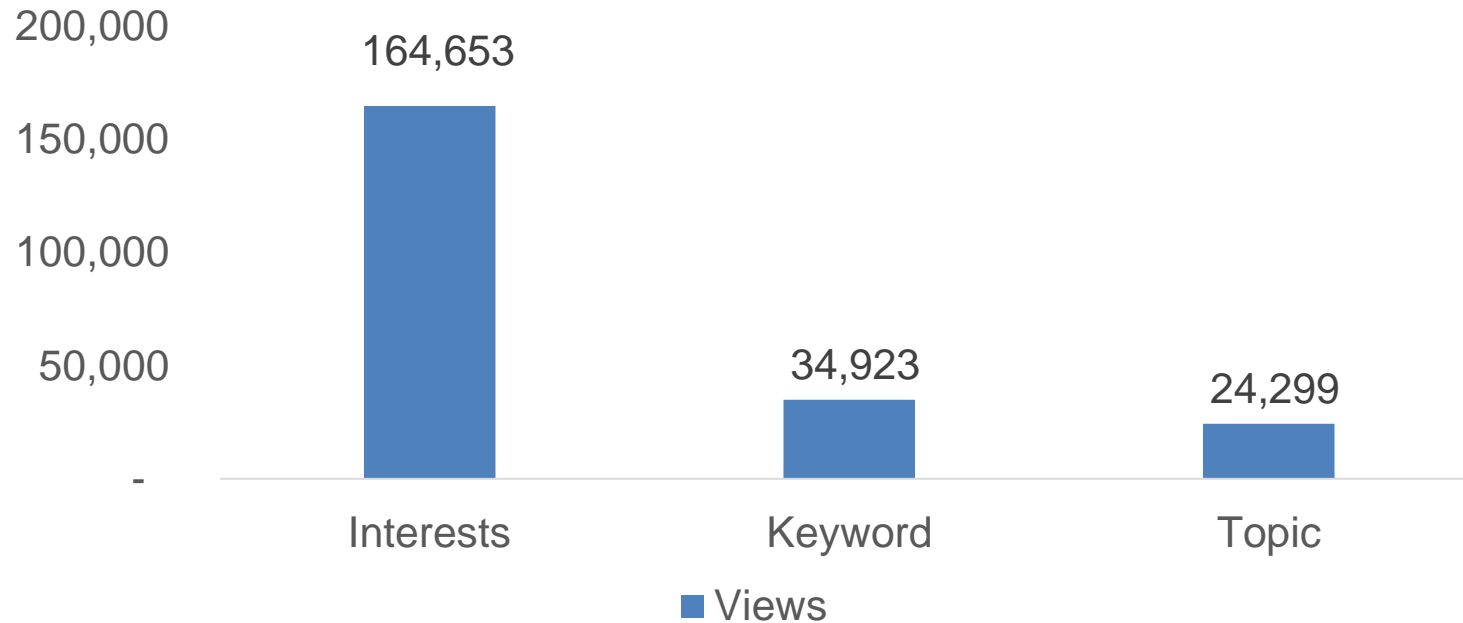


	IMPRESSIONS	VIEWS	VTR	100% of Video Viewed	CPV
Summer 2016	752,990	223,875	[Section s.33(1)(b)]		
Christmas 2015	499,805	79,770			

YOUTUBE - CREATIVE PERFORMANCE

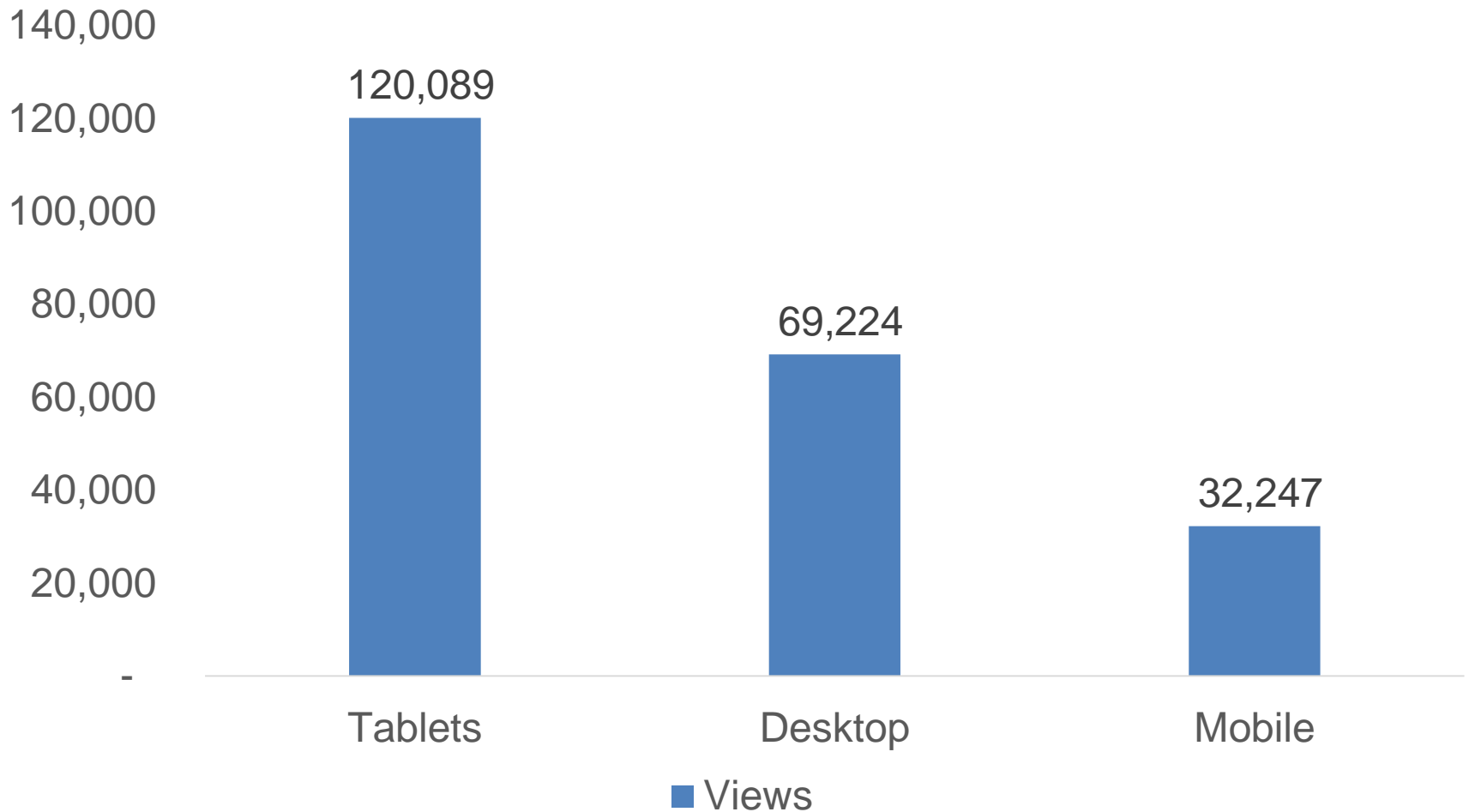


YOUTUBE - TARGETING



INTEREST	KEYWORD	TOPIC
Outdoor Enthusiasts	Wimbledon	Food & Drink
Sports Fans	Tour De France	Cooking & Recipes
Cooking Enthusiasts	Euros	BBQ & Grilling

YOUTUBE - DEVICE



FACEBOOK - CANVAS



Food Standards Scotland
Sponsored ·  

Pink chicken can spoil summers! Barbecue until juices run clear & there's no pink meat.



Food Standards Scotland

  36 5 Comments

 Like  Comment  Share



Food Standards Scotland
Sponsored ·  

Nothing spoils summer like Pink Chicken! Watch the mayhem it's already been causing...



Food Standards Scotland

   39 9 Comments 1 Share

 Like  Comment  Share

WATCH OUR VIDEOS



Nothing spoils summer like Pink Chicken! Watch the mayhem it's already been causing...



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

FACEBOOK - IMAGE

Food Standards Scotland
Sponsored (demo) · €

Like Page

Pink chicken can spoil summers! Barbecue until juices run clear & there's no pink meat.

Food Standards Scotland
For safe food and healthy eating

Food poisoning can wreck your summer barbecue. Keep pink chicken - and nasty food bugs - off the menu. Cooking Size matters. So does your cut of chicken and if it has any bones or not. Chicken with bones, like thighs and drumsticks, take longer...

WWW.FOODSTANDARDS.GOV.SCOT [Learn More](#)

Food Standards Scotland
Sponsored · €

Like Page

Having a BBQ? Don't let pink chicken spoil it. Check it's cooked to 75oC.

Food Standards Scotland
For safe food and healthy eating

Food poisoning can wreck your summer barbecue. Keep pink chicken - and nasty food bugs - off the menu. Cooking Size matters. So does your cut of chicken and if it has any bones or not. Chicken with bones, like thighs and drumsticks, take longer...

WWW.FOODSTANDARDS.GOV.SCOT [Learn More](#)

Food Standards Scotland
Sponsored · €

Like Page

Nothing spoils summer like Pink Chicken! Watch the mayhem it's already been causing...

Food Standards Scotland
For safe food and healthy eating

Food poisoning can wreck your summer barbecue. Keep pink chicken - and nasty food bugs - off the menu. Cooking Size matters. So does your cut of chicken and if it has any bones or not. Chicken with bones, like thighs and drumsticks, take longer...

WWW.FOODSTANDARDS.GOV.SCOT [Learn More](#)

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

	Impressions	Clicks	CTR	CPC	CPM
Images	2,737,513	3,303	[Section s.33(1)(b)]		

DIGITAL

FACEBOOK - CAROUSEL

Food Standards Scotland
June 16 · 🌐

Nothing spoils summer like Pink Chicken! Watch the mayhem its already been causing...



Food Standards Scotland
WWW.FOODSTANDARDS.GOV.SCOT

[Learn More](#)

vodafone UK 4G 14:54 82%

Search

Food Standards Scotland
Sponsored · 🌐

Nothing spoils summer like Pink Chicken! Watch the mayhem its already been causing...



Food Standards Scotland
foodstandards.gov.scot

[Learn More](#)

👍 34 3 Comments 1 Share

👍 Like 💬 Comment ➦ Share

Instagram

Food Standards Scotland Sponsored

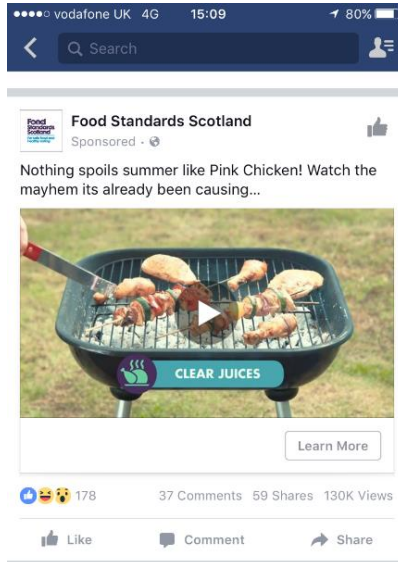


[Learn More](#)

Food Standards Scotland
Nothing spoils summer like Pink Chicken! Watch the mayhem its already been causing...

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

FACEBOOK – VIDEO SUMMARY



	Impressions	Views	VTR	Average % Viewed	Viewed to 100%	CPV
Facebook	989,735	239,630	[Section s.33(1)(b)]			
Instagram	682,327	75,064				
Total	1,672,062	314,694				

FACEBOOK – YOY COMPARISON

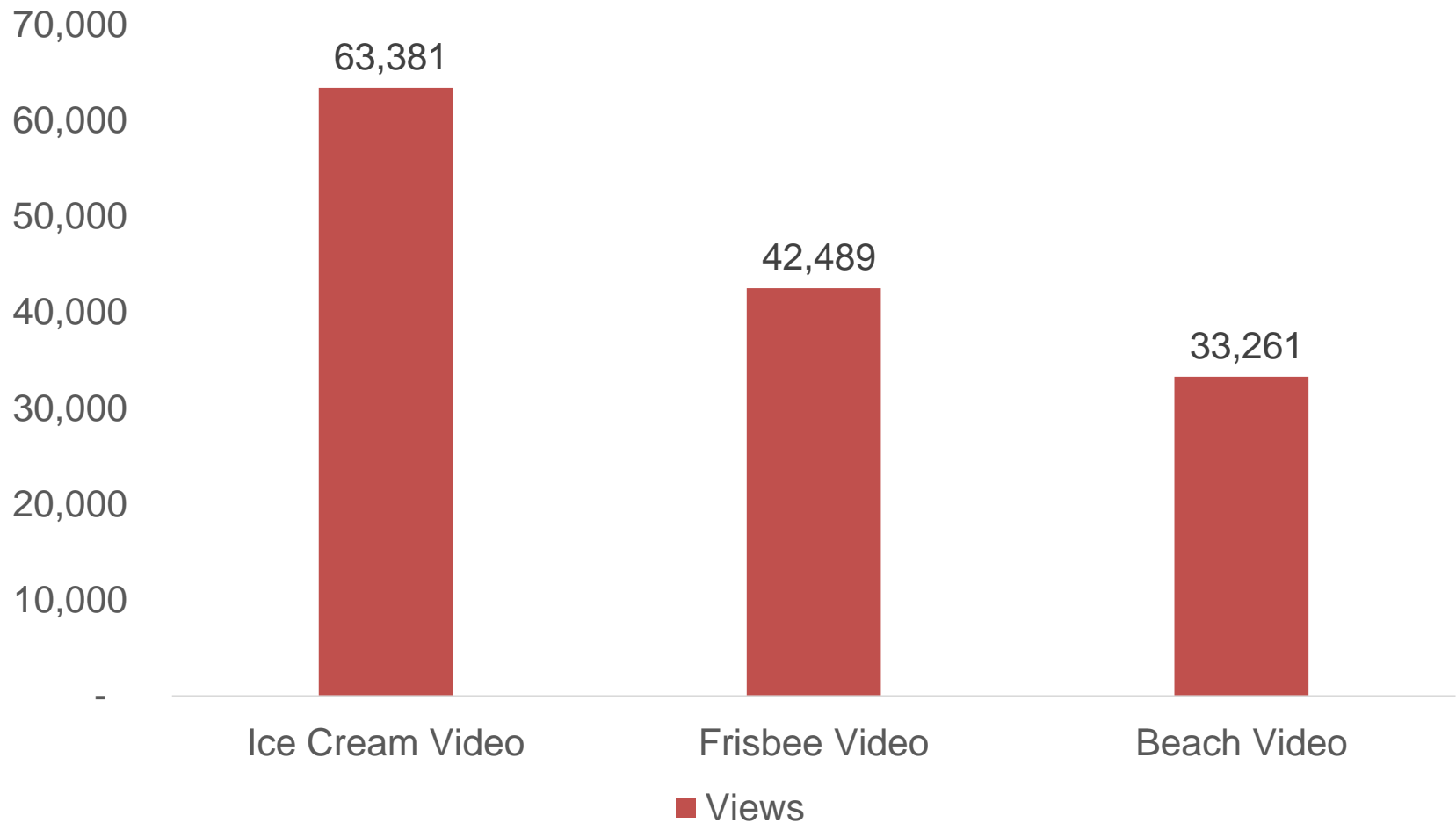
[Section s.33(1)(b)]

TWITTER – IMAGE



	Impressions	Engagements	Eng. Rate	CPE
Twitter Image	172,100	1,385	[Section s.33(1)(b)]	

TWITTER – VIDEO

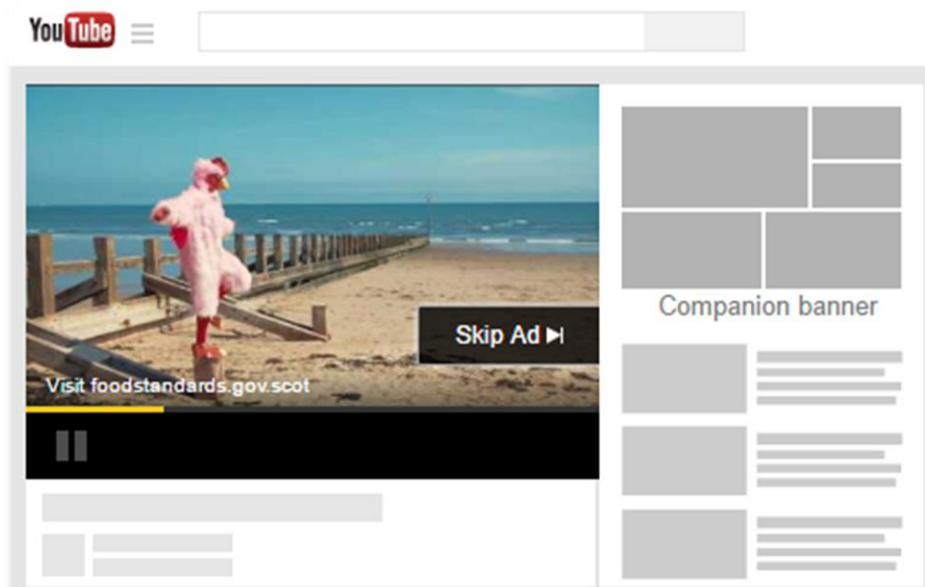


Food Standards Scotland

Summer BBQ – Pink Chicken

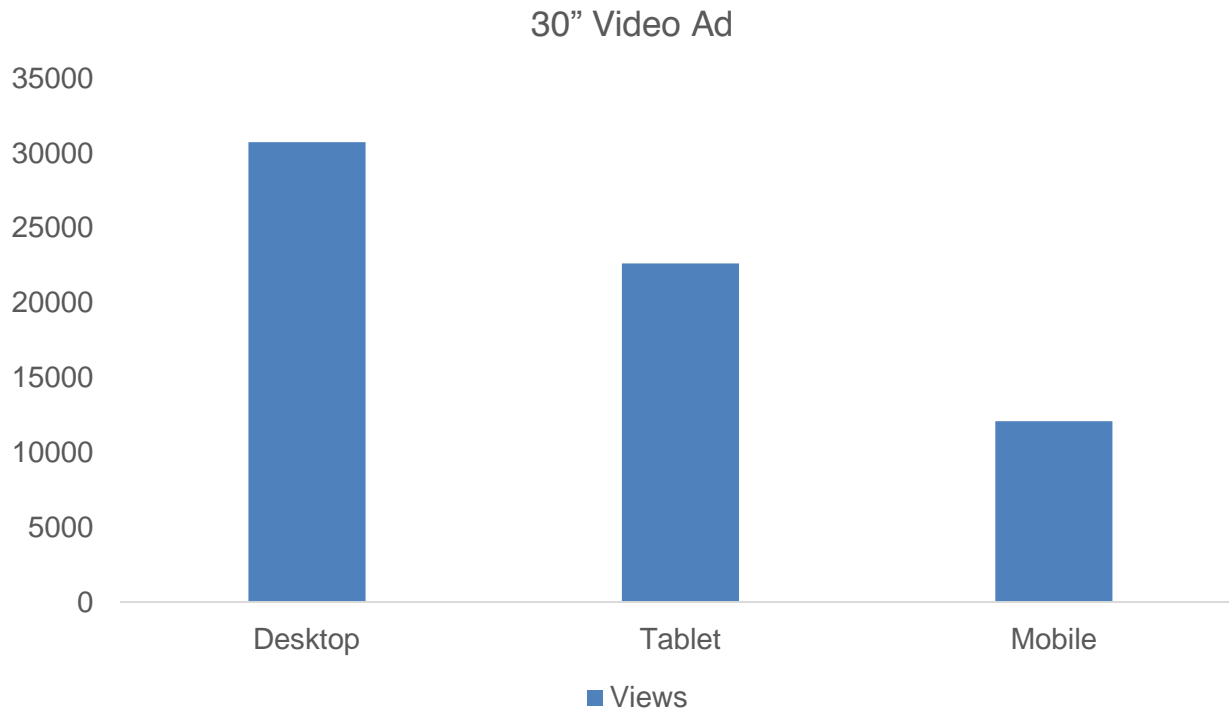
Campaign Review
2nd October 2017

YOUTUBE



	IMPRESSIONS	IEWS	Clicks	VTR	CTR	100% of Video Viewed	CPV
30" Ad 2017	282,762	67,156	[Section s.33(1)(b)]				
Bumper Ad 2017	1,472,464	-					
30" Ad 2016	752,990	223,875					

YOUTUBE



TOP PERFORMING TOPICS
Sports
Hobbies & Leisure
Food & Drink
Games

SNAPCHATS

- Pink chicken was the first longform video ad we had ran on Snapchat and the results look positive given that this is a new format
- [Number] swipe ups over the course of the campaign with a CPSU of [Cost] would be considered extremely positive
- With over [Number] top snap completions, this resulted in a completion rate of [Number]

	Impressions	Views	Swipes	Swipe Rate	Snap Completions	Full Video Completions	CPSU	Client Spend
Snapchat	2,515,839	196,839	11,158	0.44%	27,410	355	£0.50	£5,634.62

FACEBOOK IMAGE

Food Standards Scotland
Sponsored · 🌐

Pink chicken can spoil summers! Barbecue until juices run clear and there's no pink meat.

Pink Chicken Food Safety
FSS is the public sector food bod... [Learn More](#)
foodstandards.gov.scot

4

Food Standards Scotland
Sponsored · 🌐

Having a BBQ? Don't let pink chicken spoil it. Check there's no pink meat & juices run clear.

Pink Chicken Food Safety
FSS is the public sector food bod... [Learn More](#)
foodstandards.gov.scot

Food Standards Scotland
Sponsored · 🌐

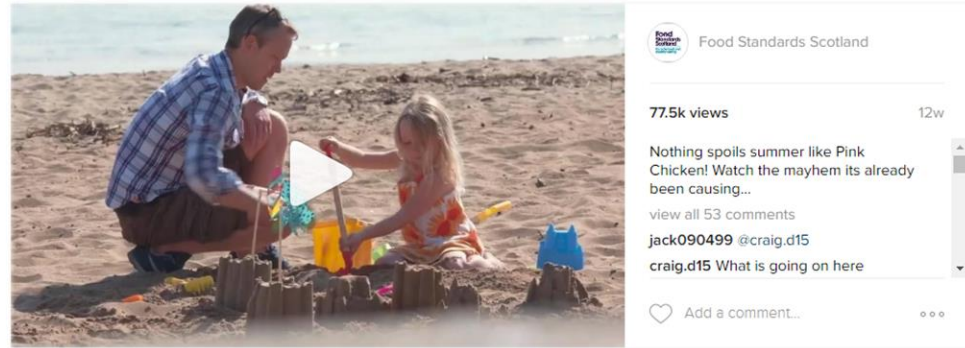
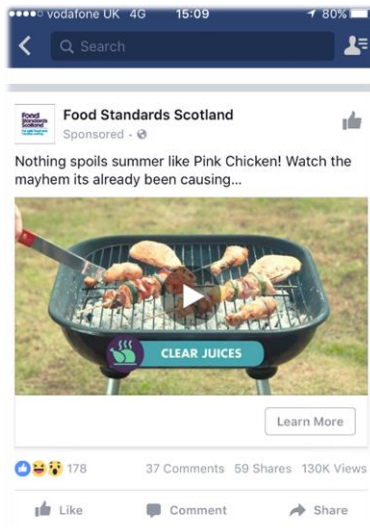
#PinkChicken is coming. Don't let him spoil #GoTS7, or you could end up on the throne.

Nothing Spoils Summer
foodstandards.gov.scot [Learn More](#)

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

	Impressions	Clicks	CTR	CPC	CPM
Images	2,166,622	1,791	[Section s.33(1)(b)]		

FACEBOOK VIDEO



	Impressions	Views	VTR	Average % Viewed	Viewed to 100%	CPV
Facebook	2,084,458	81,894	[Section s.33(1)(b)]			
Instagram	466,537	97,633				

INSTAGRAM STORIES

- Stories performed well by delivering a low CPV and a completion rate of 36% from those that had started viewing the video
- Over 2,000 users clicked through to learn more about the dangers of under cooked chicken which resulted in a CTR of 0.3%
- Being the first time we have used Instagram Stories for FSS, it is a format we would look to use again in future campaigns



	Impressions	Link Clicks	Views	Completions	Completion Rate	CPV	Client Cost
Instagram Stories	818,113	[Section s.33(1)(b)]	54,307	[Section s.33(1)(b)]			

Food Standards Scotland Festive Food Safety campaign

Evaluation
February 2016

YouTube - planning

YouTube GB



AdWords for video demo

YouTube GB

how to cook a turkey



- Home
- My Channel
- Trending
- Subscriptions
- History
- Watch Later

SUBSCRIPTIONS

Add channels

- Popular on YouTube
- Music
- Sports
- Gaming

- Browse channels
- Manage subscriptions



Up next

Autoplay



Adwords Fundamentals Exam Latest June 2015. Live Exam, Use For Training &
by game hounds
58,706 views



Refresher Hangout: AdWords Fundamentals
by Google Partners
32,284 views



Google Partners

Google Partners Promotional Offers Demo
by Google Partners
5,816 views

Filters

About 636,000 results



Festive Food Safety Tips
Ad by FoodStandards Scotland
24,136 views
Our quick guide to being food safe
www.foodstandards.gov.scot/festive



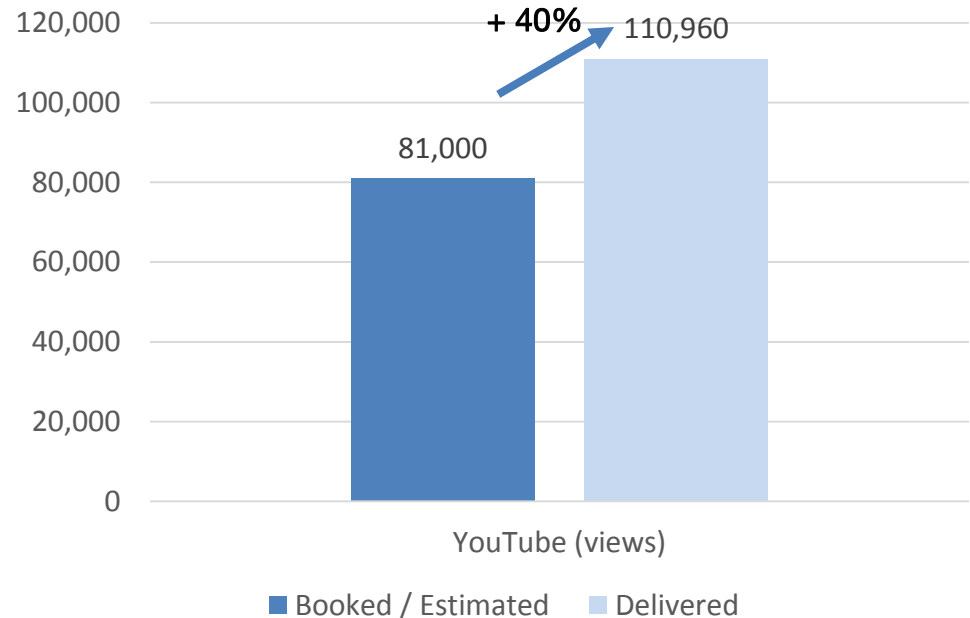
What to Do with Leftovers
Ad by Community Table
8,292 views
Combine all your holiday leftovers
into this easy recipe for pot pie!



Your First Turkey! Easy Roast Turkey for Beginners for the Holidays!
by Food Wishes
4 years ago • 1,108,616 views
Learn how to make an Easy Roast Turkey for Beginners! - Visit
<http://foodwishes.blogspot.com> for the ingredients, more recipe ...

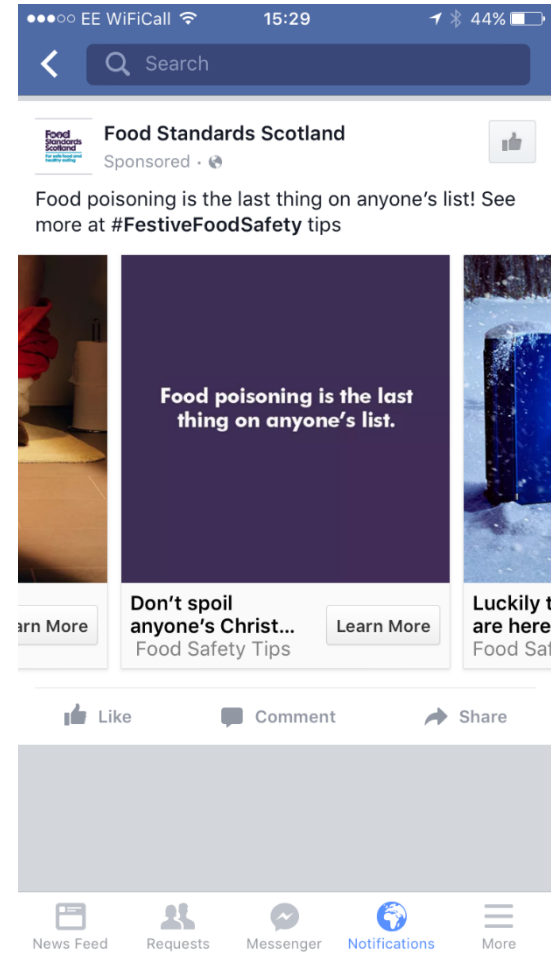
YouTube - summary

- The cost per view for both in-stream and in-display activity both averaged at [Cost], below our estimates of [Cost] and [Cost] respectively – allowing for the over-delivery
- Of the views, in-stream accounted for 87,731 whilst in-display drove 23,229



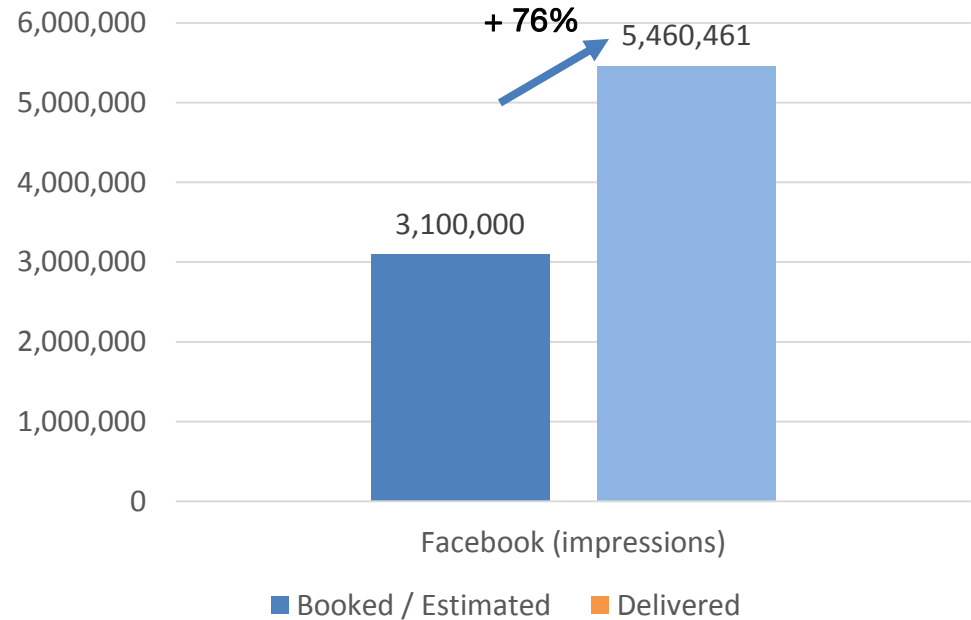
Views	Clicks	View rate %
110,960	[Section s.33(1)(b)]	

Facebook - interruption



Facebook - summary

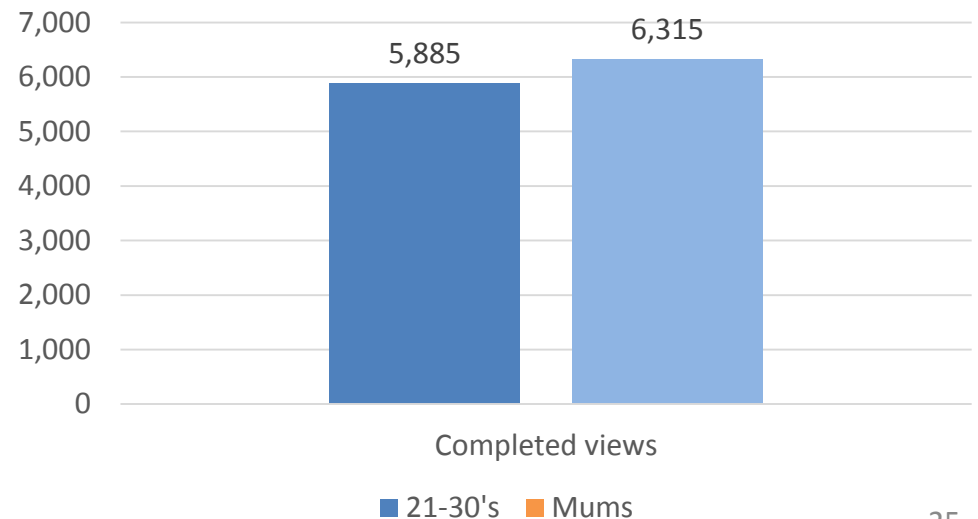
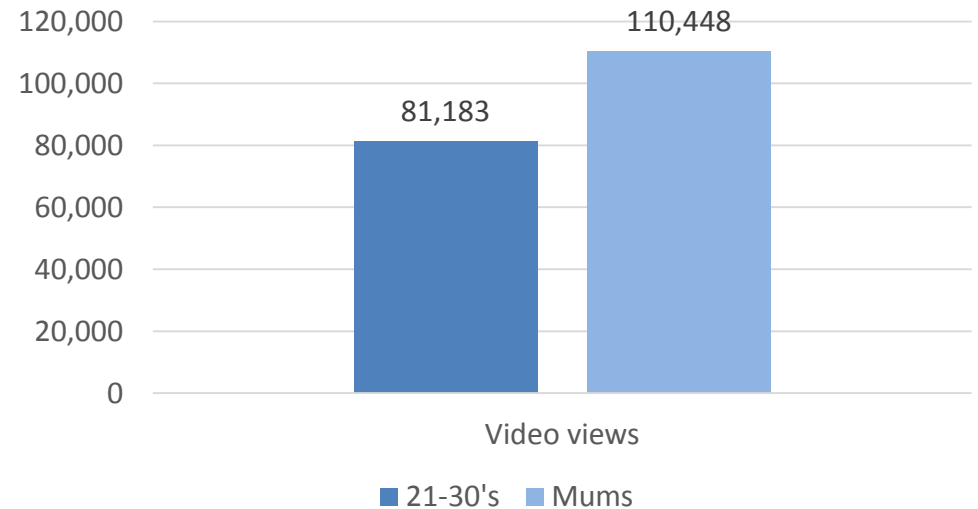
- 2,766 likes / comments / shares
- 191,631 video views
- [Number] link clicks on the carousel
- A relevance score of 4 out of 10



Reach	Frequency	People taking action
936,146	5.83	159,145

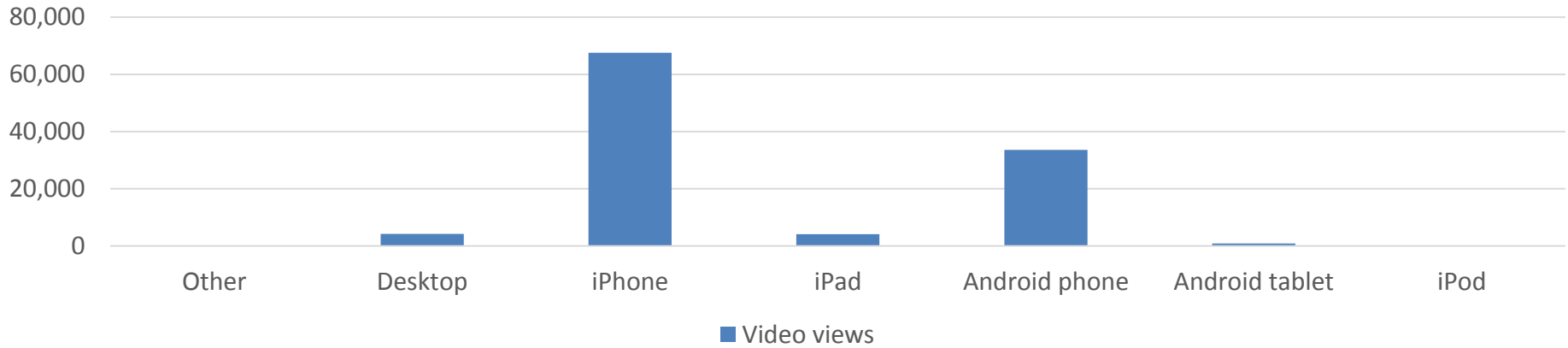
Video analysis

- Mums were more likely to engage with the video and were slightly cheaper to reach
- Mums generated 294 likes / comments / shares, whilst 21-30's drove 255

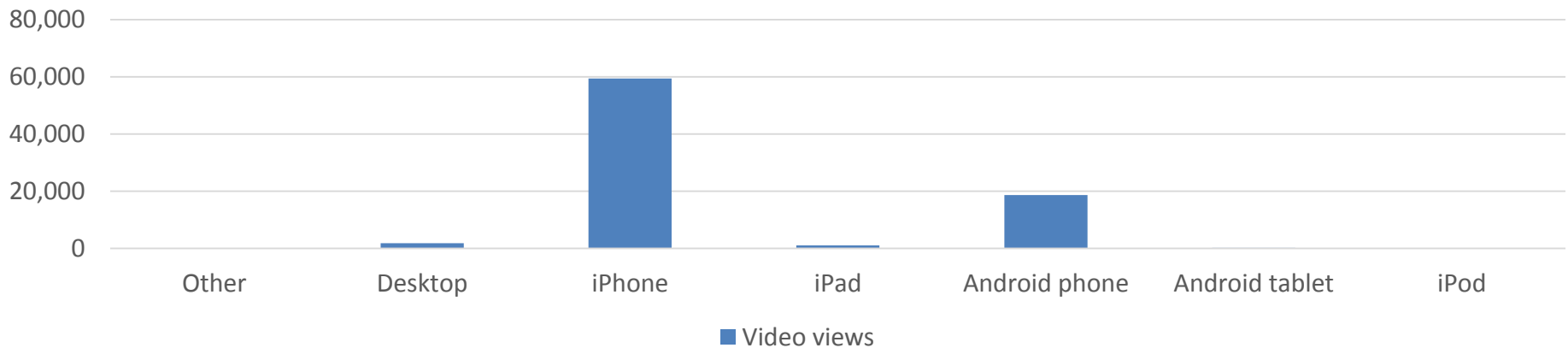


Top performing devices for video by audience

Mums

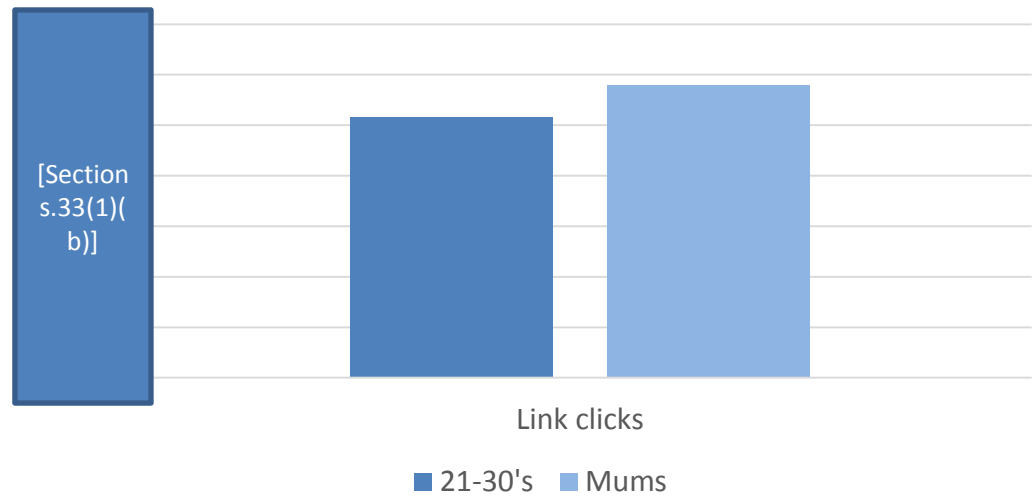
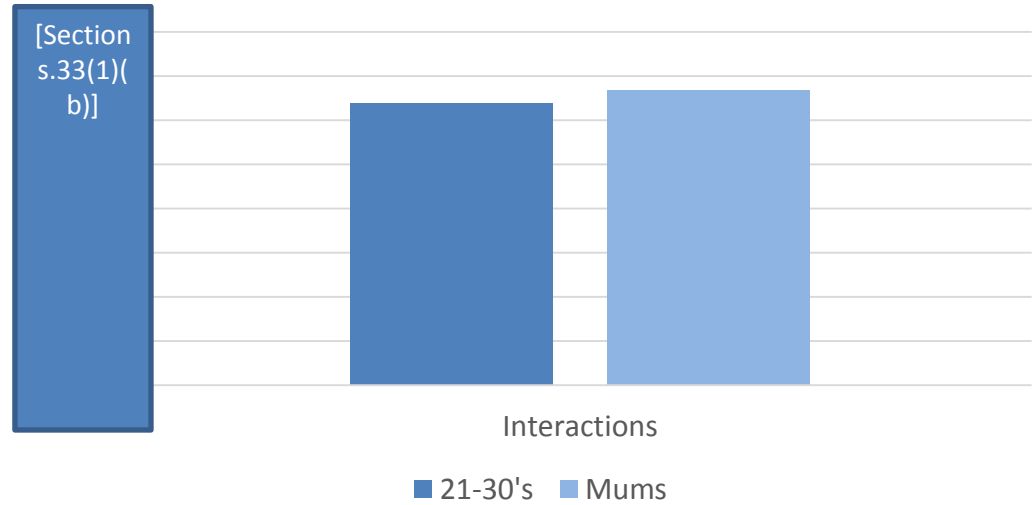


21-30's



Carousel analysis

- Again, the mums audience were slightly more likely to engage, albeit very slightly



Food Standards Scotland

Festive 2016

Campaign Review

Media


DIGITAL – SOCIAL

- Facebook delivered a large volume of impression across newsfeed and right-hand side formats
- The majority of spend was assigned to Facebook as Instagram has a much lower reach
- Instagram performed well with the strongest CTR of [Number]


	Impressions	Unique Clicks	CTR	Spend
Facebook Carousel	8,121,659	[Section s.33(1)(b)]		
Facebook CTA	7,899,253			
Instagram Carousel	172,078			
Instagram CTA	174,013			

Media

DIGITAL – SOCIAL

 **Food Standards Scotland**
Written by Republic of Media [?] · December 12, 2016 · 🌐

Stop the spread of harmful germs. Wash your hands, not your poultry!



Avoid festive food poisoning [Learn More](#) **Don't spoil Christmas**

[Number] Clicks to the FSS site

 **Food Standards Scotland**
Written by Republic of Media [?] · December 12, 2016 · 🌐

Think you've got Christmas dinners cracked? Think again. Wash your hands, not your poultry!



Avoid festive food poisoning [Learn More](#)

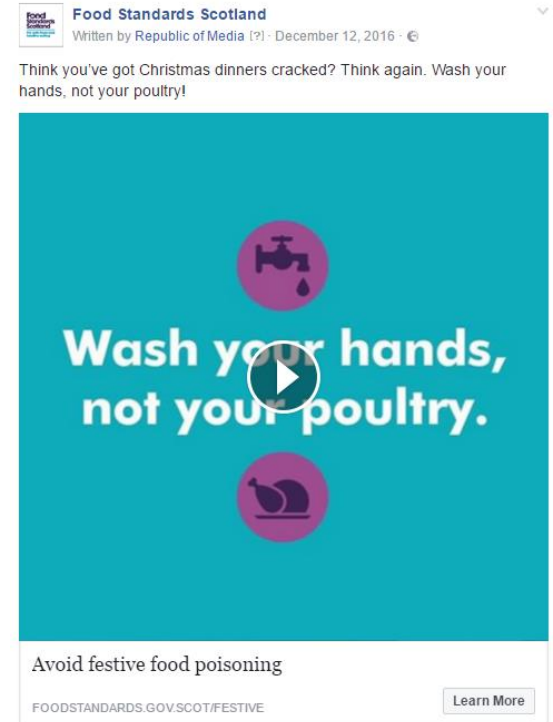
FOODSTANDARDS.GOV.SCOT

[Number] Clicks to the FSS site

Media

DIGITAL – SOCIAL VIDEO

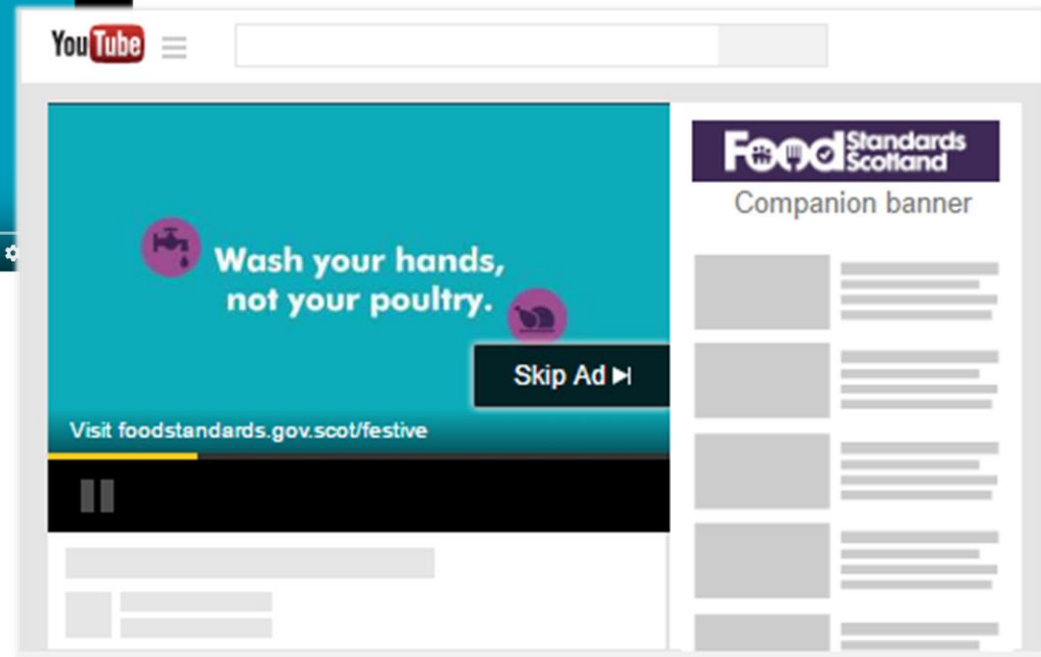
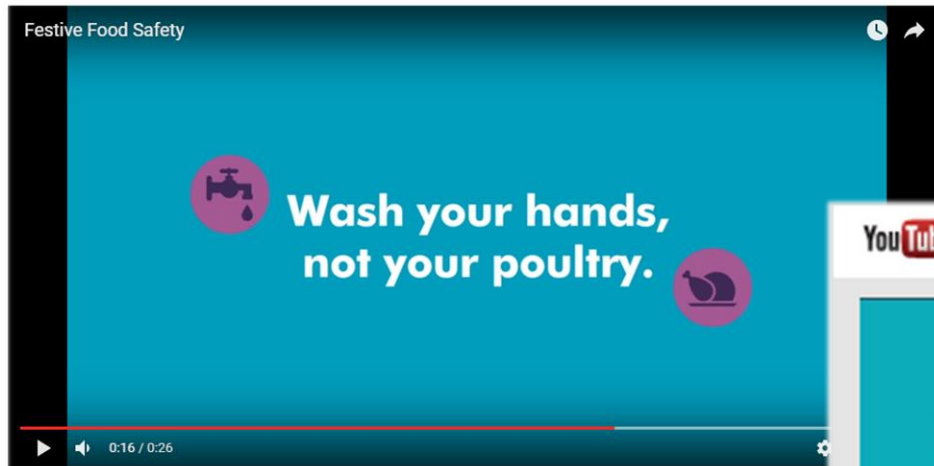
- As Facebook Video ran across the right-hand side as well as newsfeeds, the volume of impressions was high and VTR was low
- Instagram performed well as you can only run across newsfeed and they delivered a VTR of [Number]



	Impressions	3-Second Views	10-Second Views	25% Viewed	50% Viewed	75% Viewed	100% Viewed
Facebook	11,869,563	11,844	2,602	4,203	1,708	987	678
Instagram	404,222	42,927	8,262	15,269	5,337	2,387	1,124

Media

DIGITAL – YOUTUBE

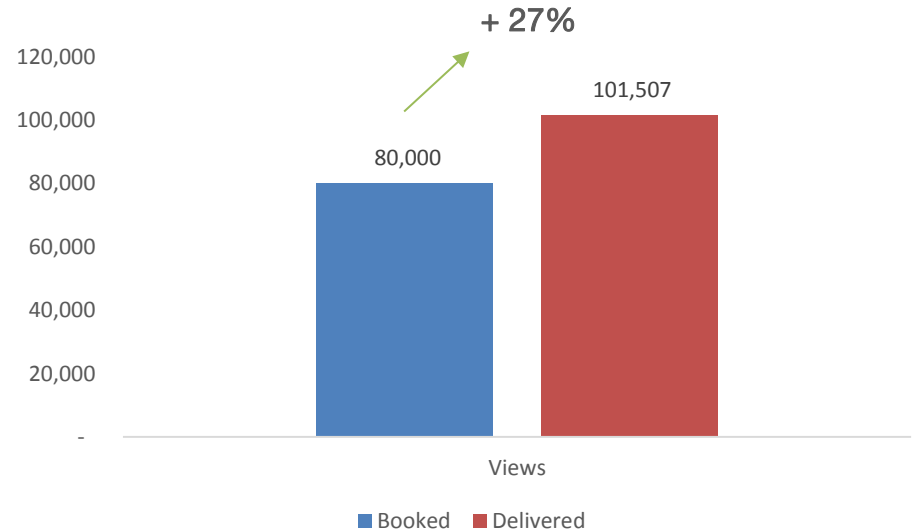


Media

DIGITAL – YOUTUBE

- Delivered [Number] more completed views than planned
- The 23rd of December delivered the highest number of views of 55,513
- VTR remained fairly static throughout the campaign with the lowest [Number] VTR on the first day of activity

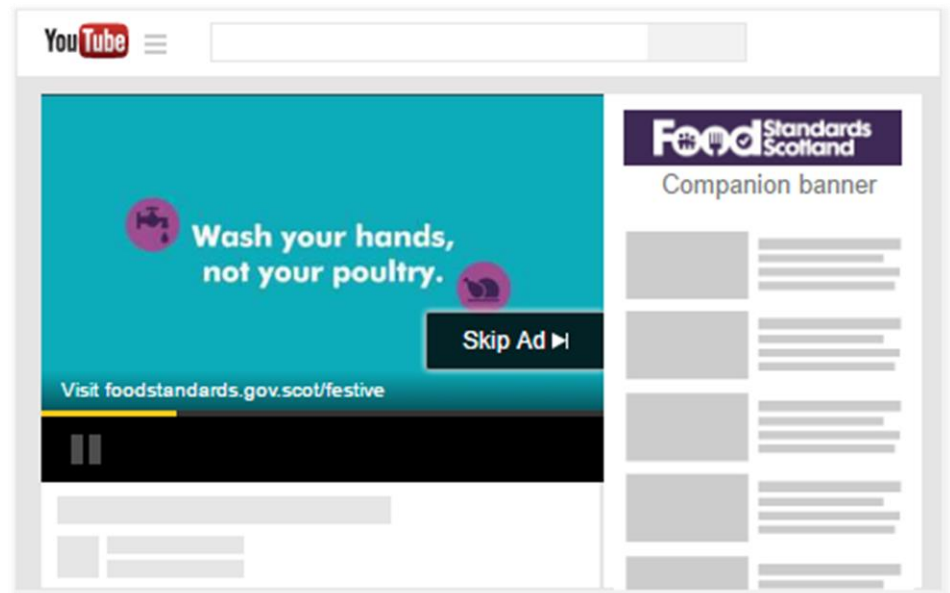
Impressions	Views	Clicks	VTR
673,783	101,424		



Media

DIGITAL – YOUTUBE

- Some of the top performing placements for the campaign were Christmas music videos such as;
 - Wham! – Last Christmas
 - Mariah Carey – All I want for Christmas
 - Top 30 Songs Of Christmas 2016
- Top Performing Keywords searches were;
 - Cooking turkey
 - Cooking recipes
 - Christmas meals
 - Food recipes



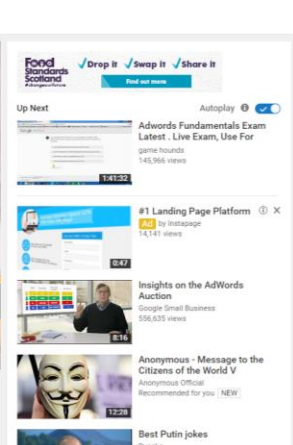
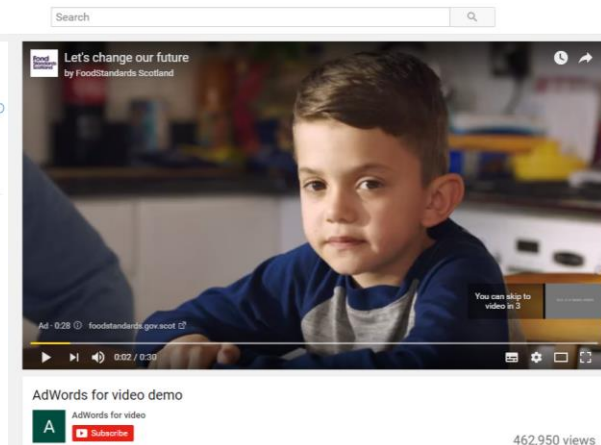
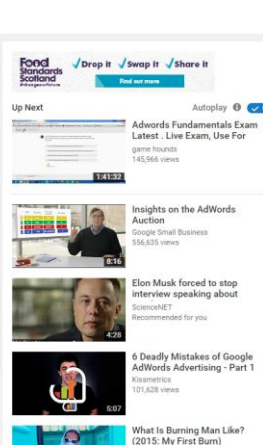
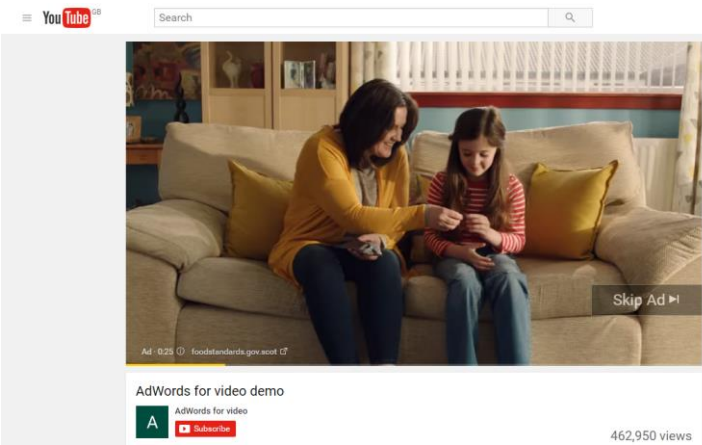
Food Standards Scotland

Healthy Eating

Campaign Review

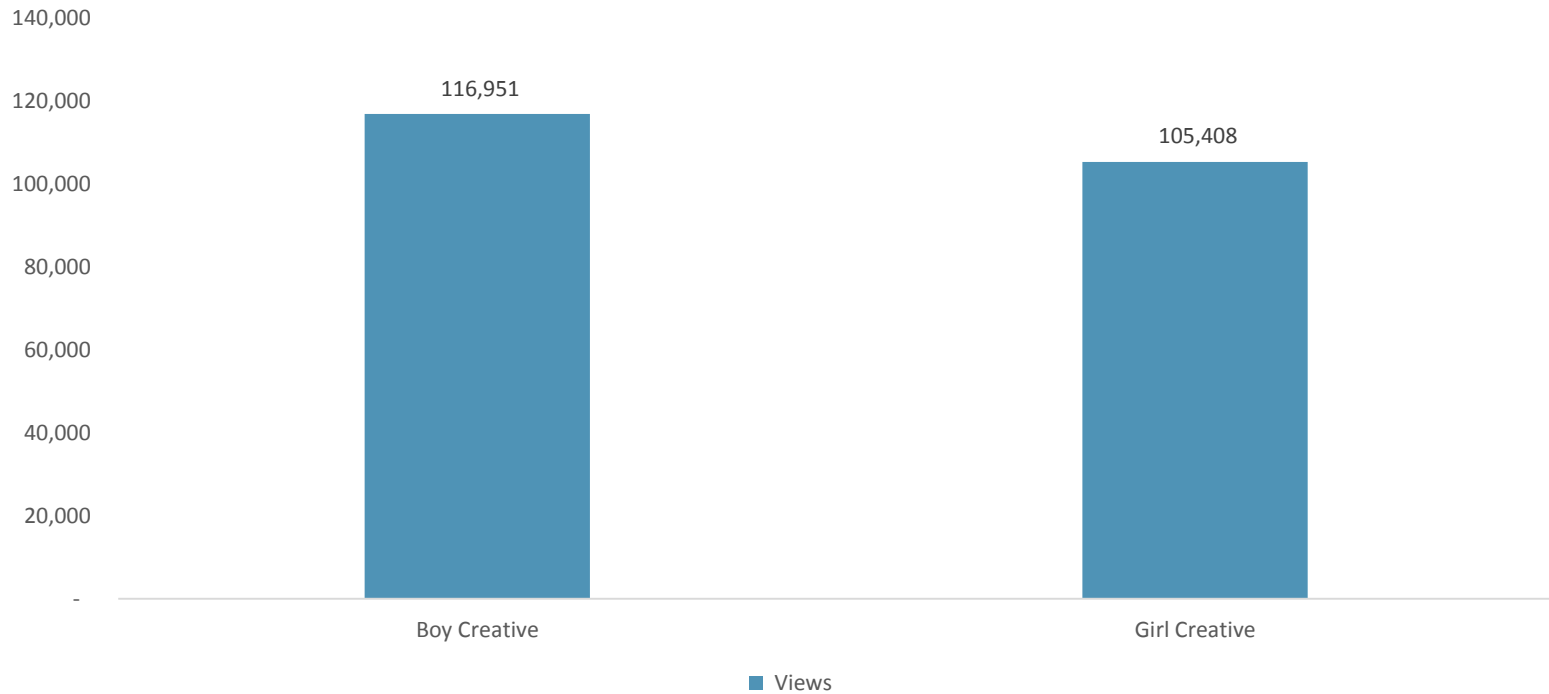
DIGITAL

VIDEO SUMMARY

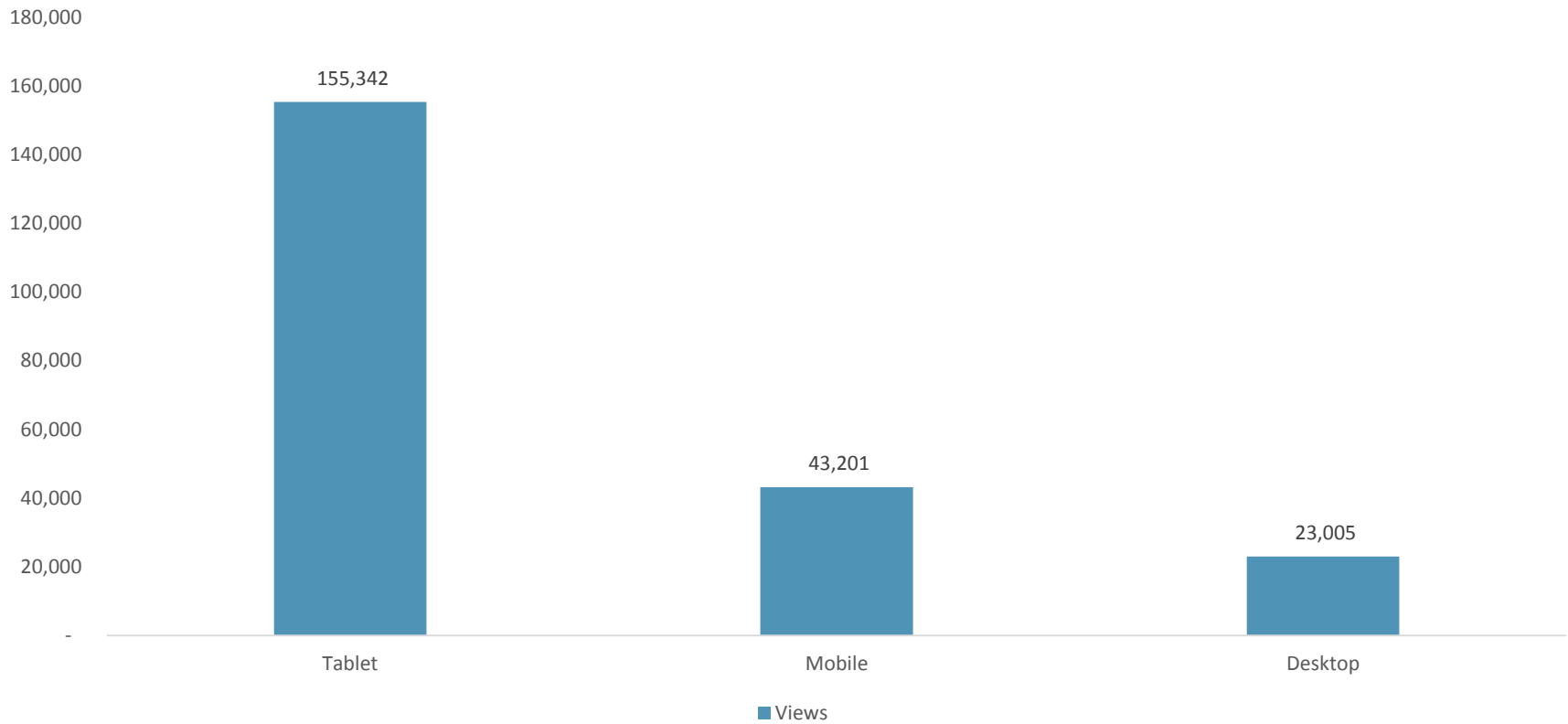


	IMPRESSIONS	VIEWS	VTR	100% of Video Viewed	CPV
Summer 2016	752,990	223,875	[Section s.33(1)(b)]		
Healthy Eating	1,023,765	222,375			

CREATIVE PERFORMANCE



DEVICE PERFORMANCE



DIGITAL

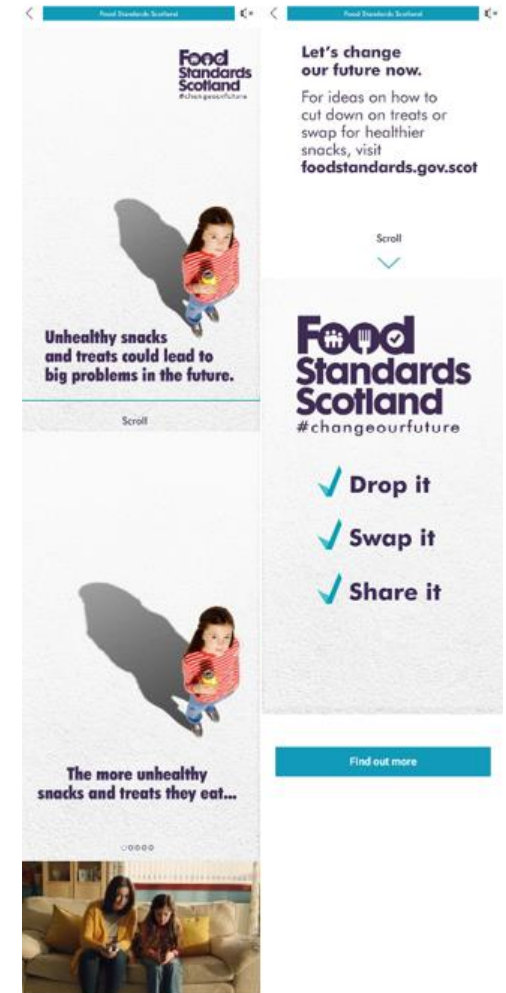
FACEBOOK - CANVAS



- On average – [Number] of Canvas ad was viewed
- An average of [Number] seconds spent within the Canvas ad unit



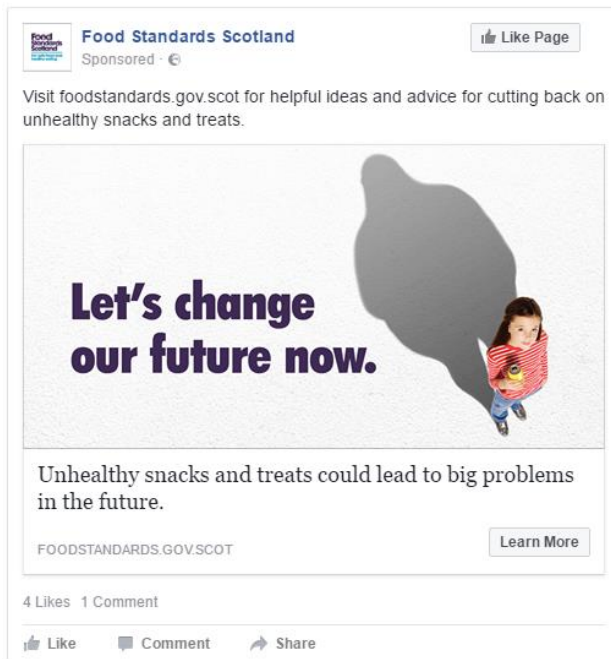
- On average – [Number] of Canvas ad was viewed
- An average of [Number] seconds spent within the Canvas ad unit



Let's change our future now.
For ideas on how to cut down on treats or swap for healthier

DIGITAL

FACEBOOK - IMAGE



Food Standards Scotland
Sponsored · €

Like Page

Visit foodstandards.gov.scot for helpful ideas and advice for cutting back on unhealthy snacks and treats.

Let's change our future now.

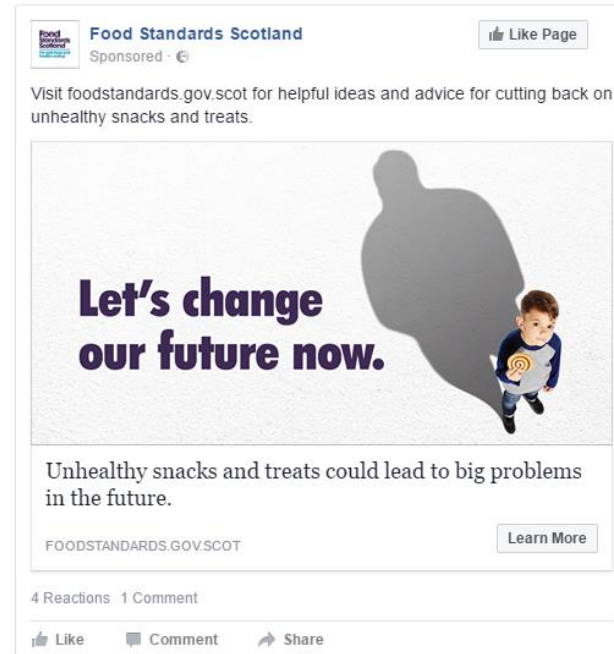
Unhealthy snacks and treats could lead to big problems in the future.

FOODSTANDARDS.GOV.SCOT

Learn More

4 Likes 1 Comment

Like Comment Share



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Like Page

Visit foodstandards.gov.scot for helpful ideas and advice for cutting back on unhealthy snacks and treats.

Let's change our future now.

Unhealthy snacks and treats could lead to big problems in the future.

FOODSTANDARDS.GOV.SCOT

Learn More

4 Reactions 1 Comment

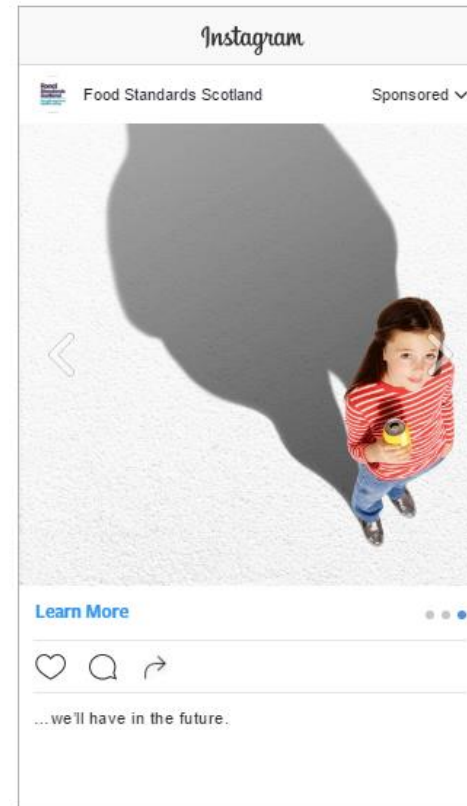
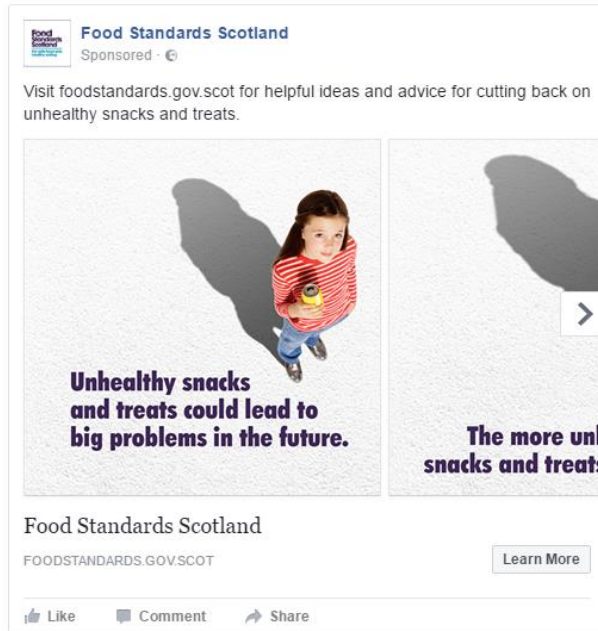
Like Comment Share

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

	Impressions	Clicks	CTR	CPC	CPM
FB & Instagram	3,636,344	[Section s.33(1)(b)]			

DIGITAL

FACEBOOK - CAROUSEL

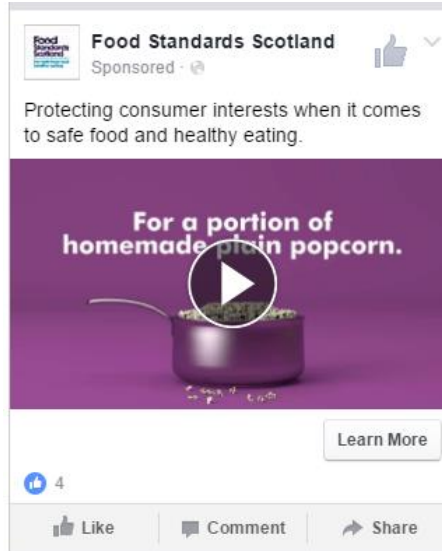


[Section s.33(1)(b)]

	Impressions	Clicks	CTR	CPC	CPM
Images	3,290,011	[Section s.33(1)(b)]			

DIGITAL

FACEBOOK - VIDEO

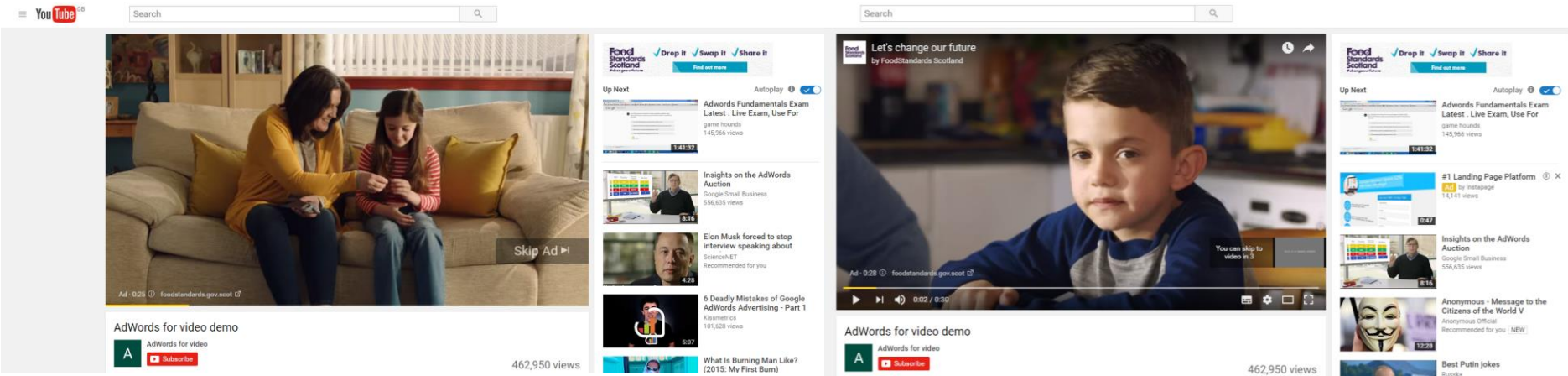


	Impressions	Views	VTR	Completed Views	CPV
Facebook	462,439	153,018	[Section s.33(1)(b)]		
Instagram	223,820	55,184			
Total	686,259	208,202			

Food Standards Scotland Healthy Eating Phase 2

Campaign Review
20th July 2017

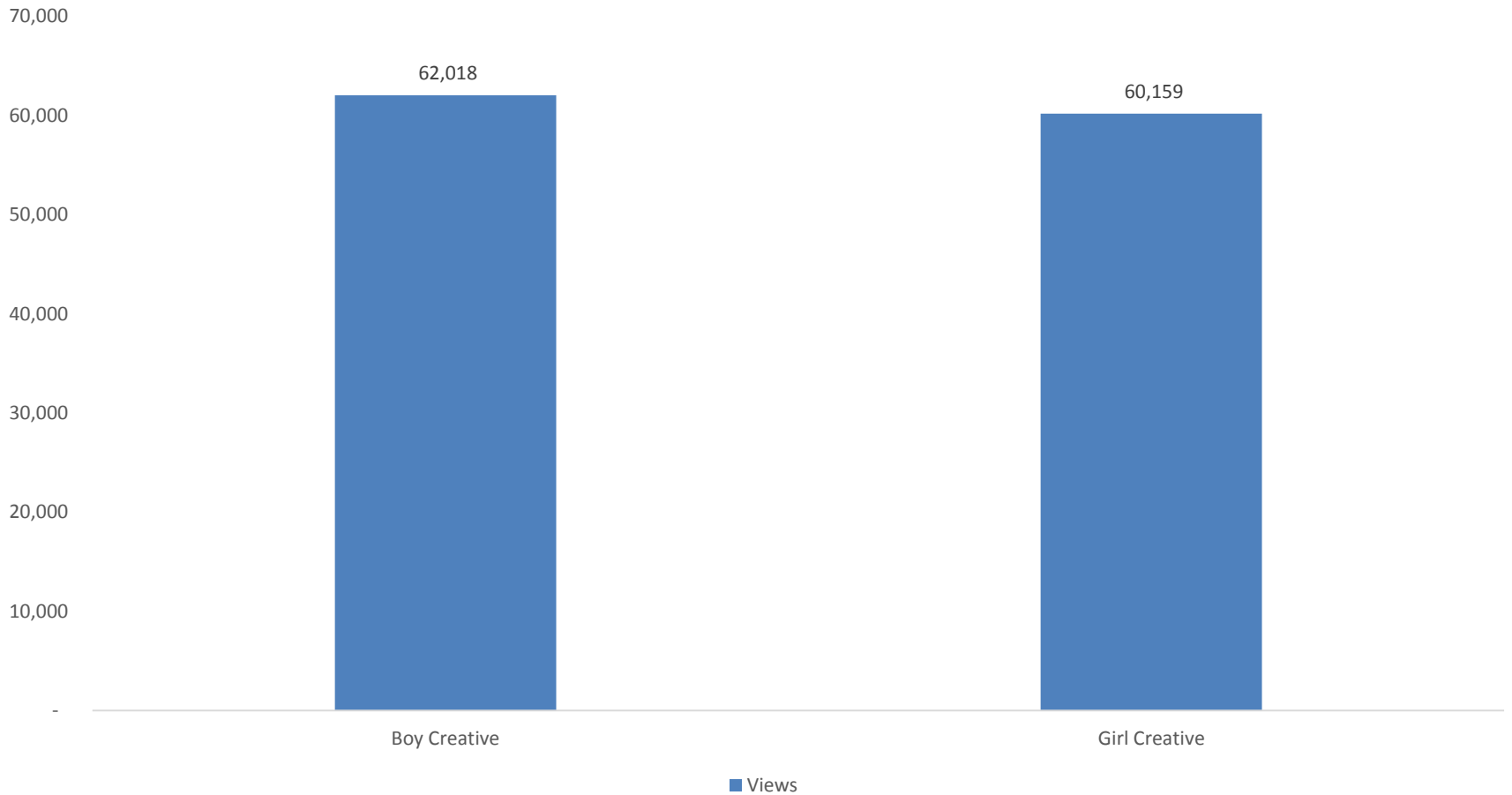
DIGITAL



	IMPRESSIONS	VEWS	VTR	100% of Video Viewed	CPV
Healthy Eating 2016	1,023,765	222,375	[Section s.33(1)(b)]		
Healthy Eating 2017	604,234	122,177			



CREATIVE PERFORMANCE



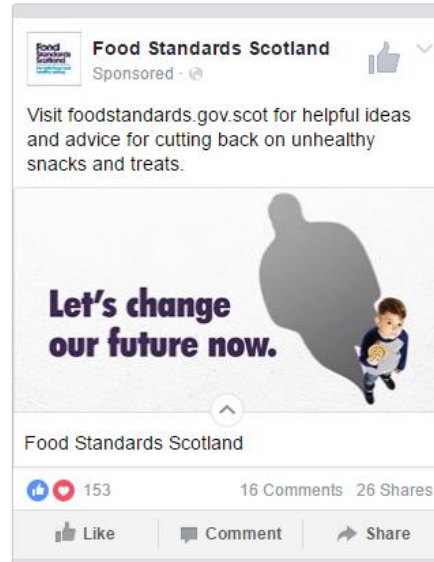
SOCIAL



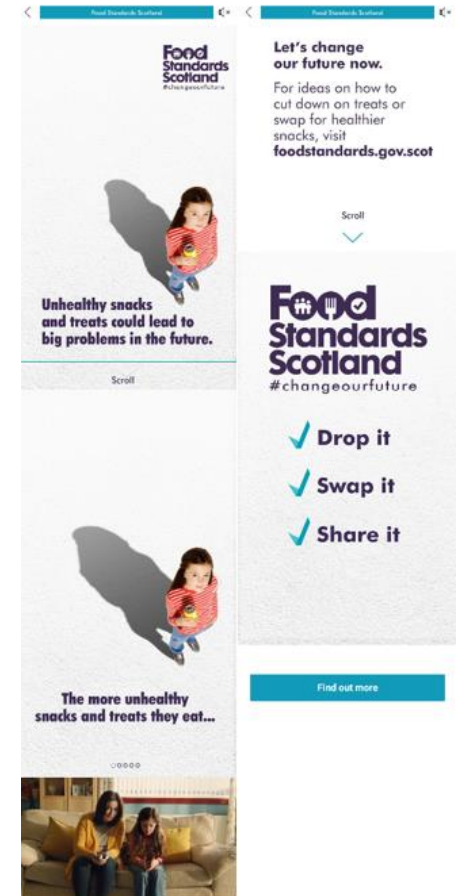
FACEBOOK CANVAS



- On average – [Number] of Canvas ad was viewed
- An average of [Number] seconds spent within the Canvas ad unit



- On average – [Number] of Canvas ad was viewed
- An average of [Number] seconds spent within the Canvas ad unit



Let's change our future now.
For ideas on how to cut down on treats or swap for healthier

SOCIAL

CAROUSEL



Food Standards Scotland
Sponsored · €

Visit foodstandards.gov.scot for helpful ideas and advice for cutting back on unhealthy snacks and treats.

Unhealthy snacks and treats could lead to big problems in the future.

The more unhealthy snacks and treats

Food Standards Scotland
FOODSTANDARDS.GOV.SCOT

Like Comment Share

[Learn More](#)

787 Clicks
0.04% FB CTR

Instagram

Food Standards Scotland Sponsored

[Learn More](#)

...we'll have in the future.

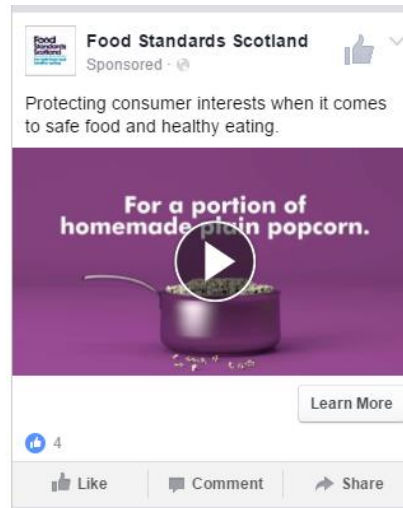


65 Clicks
0.03% FB CTR

	Impressions	Clicks	CTR	CPC	CPM
2016	3,290,011	[Section s.33(1)(b)]			
2017	2,094,437				

SOCIAL

SOCIAL VIDEO



	Impressions	Views	VTR	Completed Views	CPV
Facebook 2016	462,439	153,018	[Section s.33(1)(b)]	[Section s.33(1)(b)]	[Section s.33(1)(b)]
Instagram 2016	223,820	55,184			
Facebook 2017	534,670	199,683			
Instagram 2017	183,490	58,784			