


# IT'LL COST YOU




## Proxy Purchase Campaign Evaluation Report December 2022



**IT'LL  
COST  
YOU**

If you're about to buy **ALCOHOL** for someone under 18 you could face a **FINE** of up to £5,000 or up to 3 months in **PRISON**. Or both.

For more information visit [www.itwillcostyou.com](http://www.itwillcostyou.com)

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## 1. Campaign Background

In Scotland it is illegal to purchase alcohol on behalf of anyone under the age of 18. Purchases of this nature are referred to as 'Proxy Purchases' and offenders can be fined up to £5,000, receive a prison sentence or both.

Irresponsible drinking of alcohol has a range of short-and long term physical and mental health effects, and for underage drinkers there are additional consequences. Consumption of alcohol at a young age can affect health, development, and often leads to anti-social behaviour.

### SAIP Campaign history

The campaign was created in 2015 by the Scottish Alcohol Industry Partnership in collaboration with Police Scotland, North Lanarkshire Council and the Scottish Government. This coalition of partners worked together to design and deploy a creative campaign to assist retailers eliminate incidences of an adult knowingly purchasing alcohol for a minor to consume. Several test campaigns lead to an enhanced trial across the entire local authority area of North Lanarkshire in 2017. These proved the effectiveness of the campaign. The campaign has run in different parts of Scotland since but was halted due to COVID.

The initial campaign proposition was **'You're asking for it'**. However, there was concern from some partner organisations this phrase was more commonly associated with gender based violence so the proposition was reviewed and evolved for future campaigns. Consumer research was commissioned in January 2022. A number of campaign propositions were tested and **'It'll cost you'** was confirmed as the new strapline for the campaign.

From 16th May 2022 (soft launch) to 14th August 2022 the **'It'll cost you'** integrated campaign ran nationally throughout Scotland. This was the first time the campaign had been delivered as a national campaign. The campaign was run as a partnership between the Scottish Alcohol Industry Partnership, Police Scotland and Community Alcohol Partnerships. It was coordinated by a Steering Group involving representatives from these organisations plus the Scottish Government and supported by STORY, our creative agency. This report records the campaign activity and its performance.

## 2. Campaign Objectives

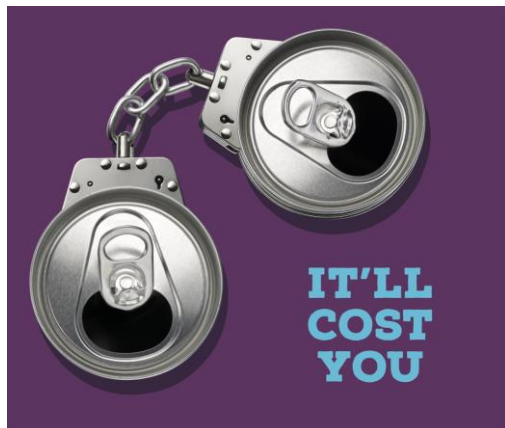
The **'It'll cost you'** campaign for 2022 has the following objective:

To raise awareness that a proxy purchase is a criminal offence which carries a fine of up to £5,000, 3 months in prison, or both. This will lead to:

- Fewer actual or attempted proxy purchases
- Reduction in anti-social behaviour
- Reduction in associated crime

### 3. It'll Cost You campaign identity

The campaign needed to have a strong campaign identity, which in itself raises awareness that proxy purchasing is a criminal offence. Beer can tops were used to create handcuffs to make that association. Consideration was also taken to ensure that this campaign identity worked well in both large and small formats.



### 4. Campaign Overview

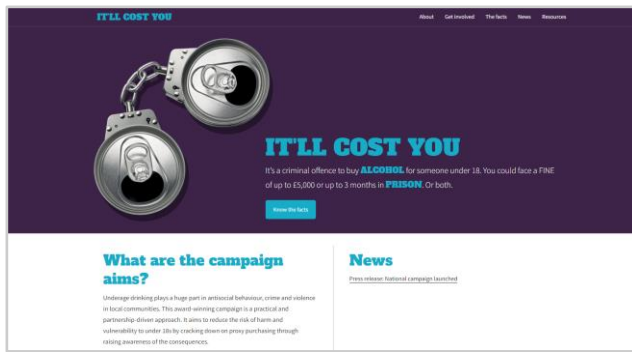
The campaign ran from 16th May – 14th August 2022. The table below gives an overview of the different channels used to support delivery of the campaign messages.

| Activity  | May |    |    | June |    |    |    | July |    |    |    | August |   |
|---|-----|----|----|------|----|----|----|------|----|----|----|--------|---|
|   | 16  | 23 | 30 | 6    | 13 | 20 | 27 | 4    | 11 | 18 | 25 | 1      | 8 |
| Soft launch - Campaign Website goes live  | █   |    |    |      |    |    |    |      |    |    |    |        |   |
| Police Scotland distribute campaign material/ongoing engagement and events supported by Police Scotland Youth Volunteers. | █   | █  | █  | █    | █  | █  | █  | █    | █  | █  | █  | █      | █ |
| Paid for Social media campaign goes live  |     | █  | █  | █    | █  | █  | █  | █    | █  | █  | █  | █      | █ |
| Campaign partners support campaign on their social media platforms  |     | █  | █  | █    | █  | █  | █  | █    | █  | █  | █  | █      | █ |
| Radio adverts   |     |    |    |      |    | █  |    |      |    | █  |    |        |   |
| Radio ads in store  |     |    |    |      |    |    |    |      | █  | █  | █  | █      | █ |
| Media launch – 30 June 2022   |     |    |    |      |    |    | █  |      |    |    |    |        |   |
| Pavement Stencils   |     |    |    |      |    |    | █  | █    | █  | █  | █  | █      | █ |

### 5. Channels

#### Website

Website homepage [www.itwillcostyou.com](http://www.itwillcostyou.com)



The website was 're-skinned' to reflect the new campaign positioning **'It will cost you'** - the most significant updates were to add the new campaign identity and to update the suite of downloadable resources.

A retailer video was created and added to the website. It aims to help train staff on how to spot and stop a proxy purchase with 5 key signs. These are described in the following scenarios:

1. **"A bottle of my usual"**  
An adult enters their local shop and chooses some alcohol they don't usually buy. At the till they also ask for their usual bottle. The shopkeeper is suspicious, as they know the purchase is out of character for this customer. They refuse the sale.
2. **"Nervous customer"**  
At the till, an adult customer asks nervously about different types of alcoholic drinks. The shopkeeper is suspicious of this awkward and hesitant behaviour, so refuses the sale.
3. **'Only one ID'**  
A group of young people approach the till to buy alcohol. When they are asked for ID only one of them has any. The shopkeeper refuses the sale.
4. **'For me, for them'**  
The customer has a basket of groceries and some alcoholic drinks. They ask to pay separately for the alcohol, using change. The shopkeeper is suspicious and refuses the sale.
5. **'A handful of change'**  
The customer wants to buy a selection of alcoholic drinks, but tries to pay using a pile of coins. The shopkeeper suspects these coins have been given to the adult by under 18's to pay for the alcohol. The sale is refused.

The full retailer video can be viewed on the following webpage  
<https://www.itwillcostyou.com/facts>

Traffic was driven to the web pages from all channels, as the website address featured on all assets.

## Campaign Packs and Direct Consumer Engagement

Campaign packs were produced for use by retailers in store.

Each pack contained:

- A4 stakeholder briefing document
- A4 poster, door vinyl
- window vinyl
- A4 information poster for staff.

These packs were distributed by Police Scotland colleagues as part of the direct engagement with retailers in support of the campaign. Campaign packs were also distributed by Police Scotland Youth Volunteers (PSYV). It was seen as a positive bonus for the campaign to have the PSYV involved supporting it.

Police Divisions were also provided with campaign leaflets (10,000 per division) and pop-up banners (34 in total). These campaign materials were for use in direct engagement with adults in store or at local events during the course of the campaign.

## Social Media Campaign

An important part of the campaign was the social media element. Social media had not been widely used in the campaign previously and was an important element of supporting the national delivery of the campaign. There were two parts to the social media campaign: (a) paid for part which ran on Facebook and Instagram and (b) and an organic part where partners were provided with campaign assets to post on their own media channels.

### a. Paid for Social Media

A targeted static and video advertising campaign was developed and executed on Meta (Facebook and Instagram) placements using reach and frequency buying and retargeting tactics.

The campaign Key Performance Indicators (KPIs) were:

- **CPM - £2.00** (CPM (cost per mille) is a paid advertising option where companies pay a price for every 1,000 impressions an ad receives. An "impression" refers to when someone sees a campaign on social media, the search engines or another marketing platform)
- **Impressions - 7.5 million** (No. of times your content is displayed no matter if it's clicked on or not )
- **Reach - 1.3 million** (Total no. of people that will see your content)

## b. Organic Social

The following suite of organic social assets were shared with each of the SAIP partner organisations and Police Forces for use on their own organic social channels. A range of formats were supplied, allowing all partners to post on Facebook, Twitter and Instagram.



The organic campaign commenced 16th May. Partner organisations were requested to post content on their social channels during the course of the campaign.

### Organic Social Creative

#### Campaign Video 1:1 Format



#### Carousel v1 - General Awareness 1:1 Format



#### Carousel v1 - General Awareness 9:16 Format



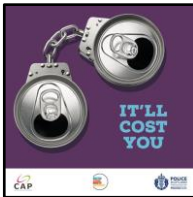
#### Carousel v2 - Why it has to stop 1:1 Format



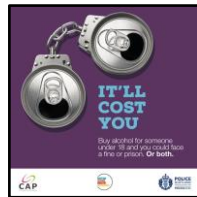
## Carousel v2 - Why it has to stop 9:16 Format



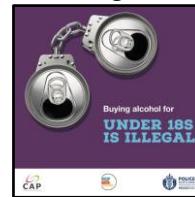
Static V1



Static V2



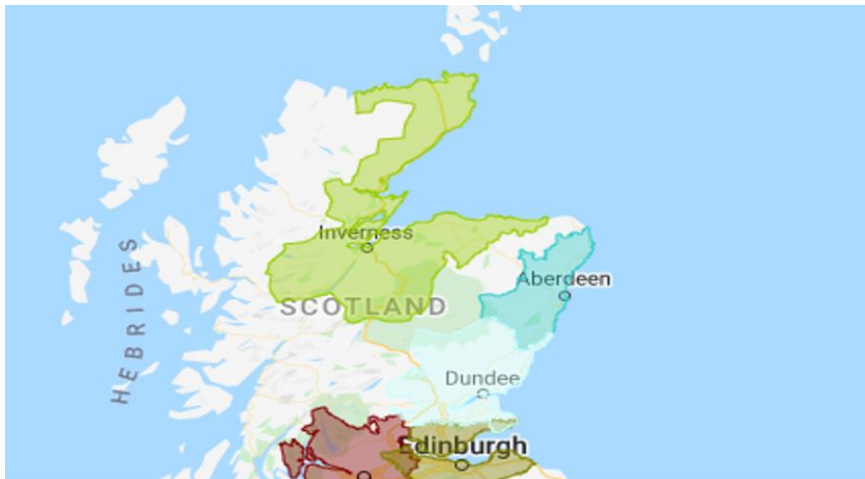
Static V3



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## Radio Adverts

We commissioned a 30sec advert from Bauer which was played on the following local stations: Hits Radio Brand (Aberdeen, Dundee, Edinburgh and Glasgow, Moray Firth Radio, Radio Borders and West Sound (covering West FM). The geographical scope can be seen in the map below. The adverts ran in two slots, the week of 20 June and 18 July.



ASDA, Co-Op, Morrisons and Scotmid also ran the ad in their stores across Scotland.



## Media launch & PR

The media launch of the campaign took place on Thursday 30th June at the Scotmid Store, 5-19 Leven Street, Tollcross, Edinburgh



A copy of the press release can be found [here](#). The spokespeople for the event were

- Ash Regan MSP, Minister for Community Safety, Scottish Government
- Superintendent Hilary Sloan, Police Scotland
- John Lee, Chair of the Scottish Alcohol Industry Partnership (SAIP) Campaigns Group and Head of Policy and Public Affairs, Scottish Grocers Federation
- Gavin Randall, Retail Operations Director, Scotmid
- Grahame Clarke, Community Alcohol Partnerships (CAP)

Other attendees included representatives from Police Scotland, CAP, SAIP and Police Scotland Youth Volunteers.

A key aim of the PR element of the campaign was to create awareness at the local level through generating pieces on the campaign in local press.

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## Pavement Stencils

A pavement stencil was designed with the key campaign messages for use on pavements outside convenience stores, supermarkets and off licences. These were deployed as part of the direct engagement element of the campaign, in conjunction with the pop-up banners and distribution of leaflets. Each police division was provided with two stencils and 12 cans of pavement paint. Stencils packs were distributed to divisions end of June 2022.

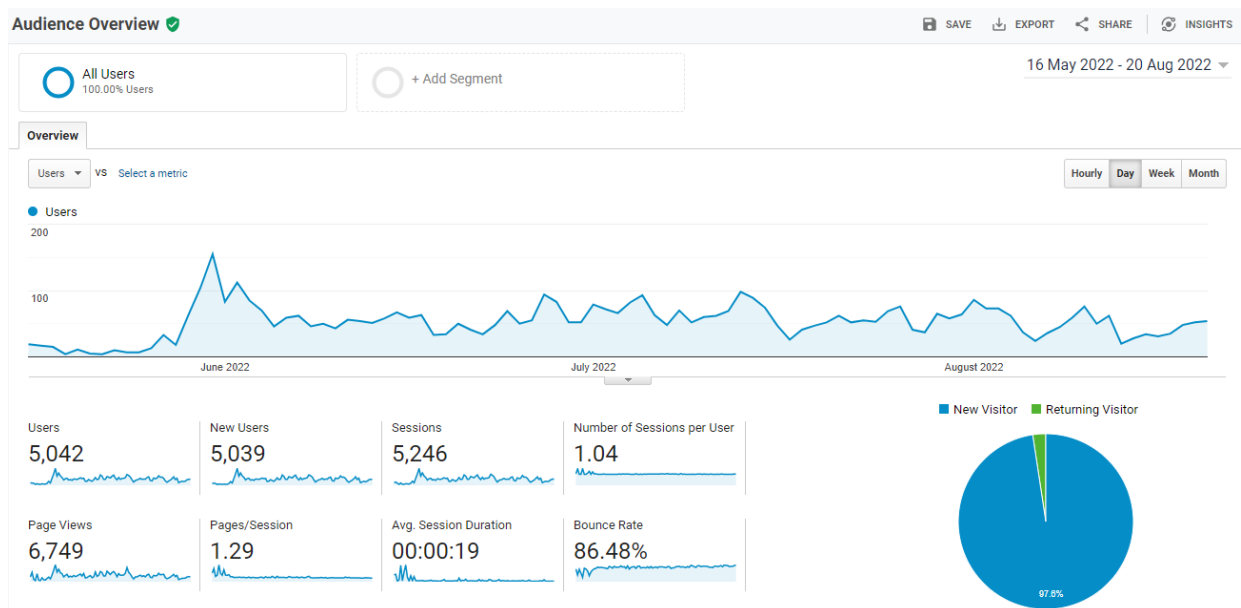
Police Scotland Youth Volunteers were involved in the placement of the stencils.



## 6. Results

### Website

The [www.itwillcostyou.com](http://www.itwillcostyou.com) website is a corporate site and not consumer facing. Therefore it is no surprise that the audience which has been delivered there has not engaged with the content - dwell time is incredibly low and bounce rate is high.



Key outcomes/learnings for the future would be to invest in the development of a suite of consumer facing pages so that social media campaign traffic can be delivered to these pages where the audience can view engaging, interesting and relevant content.

## Direct Engagement

Police Scotland supported by Police Scotland Youth Volunteers and in conjunction with retailers were key to delivery of the campaign on the ground. Set out below are examples of the activity undertaken in different areas across the country.

### Greater Glasgow

Campaign materials were distributed to all local Police subdivisions who independently promoted the campaign within their area. Local officers attended all relevant premises and provided support and education. Greater Glasgow licensing department also attended a local supermarket in company with the PSYV where a pop up stall was on display and the relevant material was handed to the community.

Premises around main event venues were visited, i.e. Glasgow Green, Hampden, and OVO Hydro. Working closely with Community Alcohol Partnerships and local council liaison officers there was a joint effort to promote the campaign. Social media was used as a platform for communication.

Pop up banners and material were provided to the G1 group for distribution across their off sales estate.

### Lanarkshire

Nominated community policing officers were tasked with identifying premises/areas within their sub divisions of responsibility. Lanarkshire Licensing assisted by collating information and intelligence in relation to specific premises/areas that should be targeted. Police Scotland Youth Volunteers were utilised to assist in the delivery of literature within public buildings. Large superstores also participated and worked in partnership by allowing police to attend and set up stalls where campaign literature and information was made available to the public.

### Renfrewshire

Supermarkets within the area, Asda, Tesco, Co-Op, Morrisons, Aldi and Lidl were engaged and provided space to host popup banners and leaflet drops. Community police distributed campaign packs to in the licensed premises within their areas

Local gala days throughout the division were used for leaflet drops and joint ventures with safer communities and partner agencies including local authorities and Licensing Standards Officers.



A joint social media opportunity was carried out with St Mirren football club with a leaflet drop at their summer training camp.

### Lothian and Scottish Borders

A total of 513 off sales were visited and campaign leaflets and information handed out. Pavement stencils with the campaign message were put down outside approximately 100 off-sales. Larger and problematic areas were prioritised.

Campaign materials were also utilised by Midlothian as part of their Community Alcohol Partnership launch.

### North East

Campaign materials were extensively distributed across Aberdeenshire, Aberdeen City and Moray.

A pop event was held in Elgin and the literature/posters were used in Anti-Social Behaviour initiatives in Elgin, Forres, Banff and Stonehaven.

### Edinburgh City

'Days of action' or a planned week of activities were delivered throughout the campaign period. This involved stalls at off sales premises, colleges, and retail shopping centres. Numerous licensed premise visits were made across the city, and numerous uses of the pavement stencils. Social media captured all the work as and when it was carried out. There was close working with the Community Alcohol Partnerships established across the city. The NE of the city had a Multi-Partner day of Action where Police carried out licensing visits and inspections. The social media toolkit was used extensively throughout the campaign.

A short survey was carried out via the School Link Officers. Five schools participated in the survey – Forrester High School, Boroughmuir HS, Gracemount HS, Liberton HS & Tynecastle HS, but at least they represent a fair breadth of the city. Results below:

- 178 surveys were completed by 13 to 16 year olds.
- 31 (17%) said that they had asked an adult to buy them alcohol.
- 15 said it was a family member or friend

- 16 said it was a stranger
- Proxy Age 18-30 x 14; Age 30-50 x 10; Age over 50 x 7.
- The types of alcohol were mainly spirits, with a small number of beer/lager/cider.
- It was largely 50/50 for purchasing at a local off-licence or supermarket.

Inspections of licensed premises were intelligence led. No offences were detected, however corrective advice was given regarding alcohol displays (usually excessive amounts) and appropriate signage.

There was one person charged, with a proxy purchase.

### Police Scotland Youth Volunteers (PSYV)

PSYV groups from the following areas: Edinburgh North, Aberdeen, Falkirk, Alloa, Perth, Edinburgh South, Glasgow East, Dunfermline, Shotts, Hamilton and Cumbernauld. were actively engaged in supporting the campaign. They helped to communicate the key messages of the campaign through direct engagement with consumers at events in their local areas: by manning pop-up stands, handing out leaflets and putting down pavement stencils. There was positive feedback from both retail staff and customers. 5000 leaflets were handed out over 31 hours of deployment.

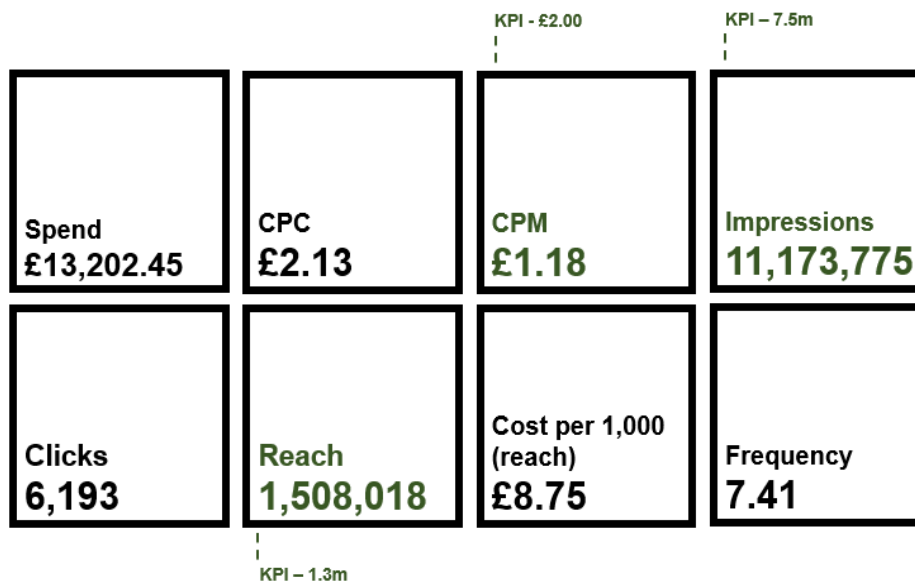


*PSYV at retailers handing out leaflets and advice about underage drinking and the consequences of proxy purchase. PSYV Dunfermline produced a short video supporting the campaign which they promoted on social media.*

## Social Media Campaign

### (a) Paid Social Results

- **All three KPIs were achieved comfortably.** CPM finished £0.82 under target, 3.7m+ additional impressions were achieved over threshold and the campaign reached an additional 208,000 people over the target reach goal.
- Our recommended frequency to record high reach and campaign awareness was a minimum of 4, the campaign ended at just over 7.4, which is an ideal range for a campaign of this length and type.
- Campaign finished £1,797.55 under agreed media budget. This was due to an agreed pause on the retargeting campaign because the audience was not big enough. .



### Channel Comparison

| Channel          | Spend     | Impressions | CPM   | Traffic | CPC   | Reach  | CPR    | Frequency |
|------------------|-----------|-------------|-------|---------|-------|--------|--------|-----------|
| Facebook         | £6,749.42 | 5656987     | £1.19 | 4215    | £1.60 | 868819 | £7.77  | 6.50      |
| Instagram        | £6,388.67 | 5471029     | £1.17 | 1959    | £3.26 | 816086 | £7.83  | 6.70      |
| Audience Network | £64.37    | 45759       | £1.41 | 19      | £3.39 | 3328   | £19.34 | 13.47     |

- The highest spending channel was Facebook which accounted for 51% of media spend.

- Facebook was also our best performer overall and most valuable channel. Facebook provided higher reach and impressions than other channels, and delivered our lowest costs for reach and traffic.
- Instagram was a close second, accounting for just over 48% of media spent and delivering our lowest CPM. Costs for traffic were significantly higher than Facebook, but performance for reach and impressions were very close, suggesting that Instagram is a valuable awareness channel to consider for future campaigns.
- Audience Network was an auxiliary placement and generated a low overall spend. It is likely that we can dispense with this channel in future activity.

### Placement Comparison

- Facebook feed was our most valuable placement overall, providing the highest gross impressions and traffic from the highest percentage of media spend.
- Instagram Stories proved a very useful placement, providing second highest impressions and traffic as well as the joint second-lowest CPM. Lowest CPM went to another Stories placement on Facebook.
- Instagram feed, Facebook Marketplace and Facebook video placements all proved good value for money as well. This information may be useful when deciding which placements to activate in future campaigns.

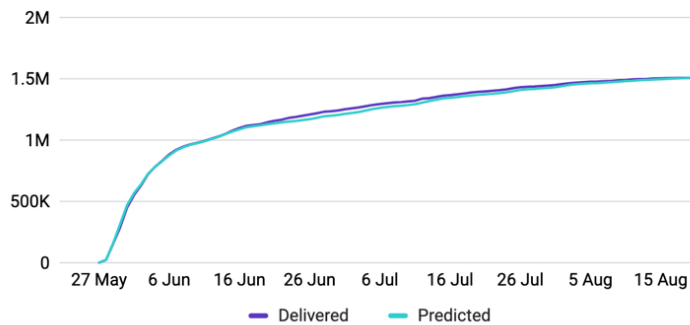
| Channel                  | Spend     | Impressions | CPM   | Traffic | CPC   |
|--------------------------|-----------|-------------|-------|---------|-------|
| Facebook feed            | £5,016.11 | 4185343     | £1.20 | 3070    | £1.63 |
| Facebook Marketplace     | £1,209.92 | 1042523     | £1.16 | 714     | £1.69 |
| Facebook Stories         | £49.10    | 42663       | £1.15 | 25      | £1.96 |
| Facebook video           | £194.68   | 164211      | £1.19 | 236     | £0.82 |
| Facebook Instant article | £246.64   | 211752      | £1.16 | 160     | £1.54 |
| Instagram feed           | £1,640.08 | 1415504     | £1.16 | 223     | £7.35 |
| Instagram Stories        | £3,754.84 | 3236721     | £1.16 | 1616    | £2.32 |
| Instagram Explore        | £945.22   | 816445      | £1.16 | 120     | £7.88 |
| Audience network         | £50.73    | 42724       | £1.19 | 18      | £2.82 |

### Campaign performance v's forecast

The campaign delivered along forecasted lines consistently throughout flight time. In late June and early July, we exceeded the reach target by as much as 10%.

The campaign did level out in August as our available pool of new users to reach became smaller and more expensive, however the campaign did still end at around 101% of forecasted reach.

May 28, 2022-Aug 20, 2022



### Channel Performance Facebook

Facebook spent 51% of our media and achieved a CPM well below our £2.00 target.

The channel was responsible for over 75% of our target impressions and 67% of target reach in total. CPC was very reasonable considering we were using a reach objective, and Facebook ended up moving over 4.2k people to the campaign landing pages.

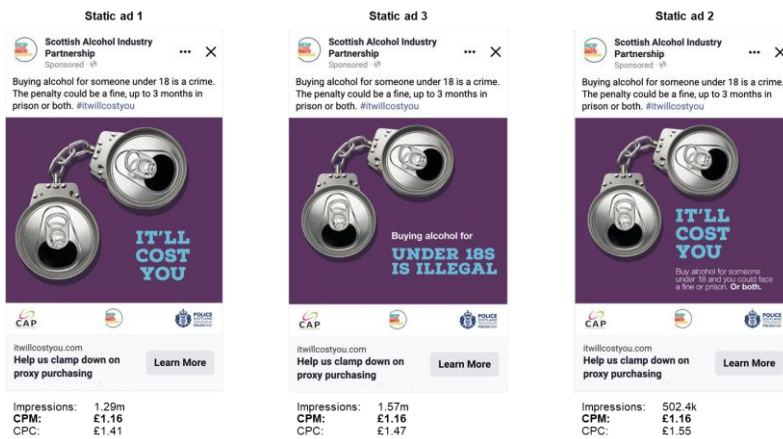
|                           |                                 |                         |
|---------------------------|---------------------------------|-------------------------|
| <b>Spend</b><br>£6,749.42 | <b>CPC</b><br>£1.60             | <b>CPM</b><br>£1.19     |
| <b>Clicks</b><br>4,215    | <b>Impressions</b><br>5,656,987 | <b>Reach</b><br>868,819 |
|                           | Over 75% of KPI                 | 67% of reach KPI        |

### Facebook Creative Performance

Static ads delivered best performance overall, with lowest CPM, lowest CPC and highest reach & impressions of any format. Static performance was very similar, with identical CPM for each of the top three.

To separate best performers, we have used CPC as the decider when ranking creative. Lowest CPC went to the ad with the least text, which is a general trend within social creative. Best performing ads are detailed below:

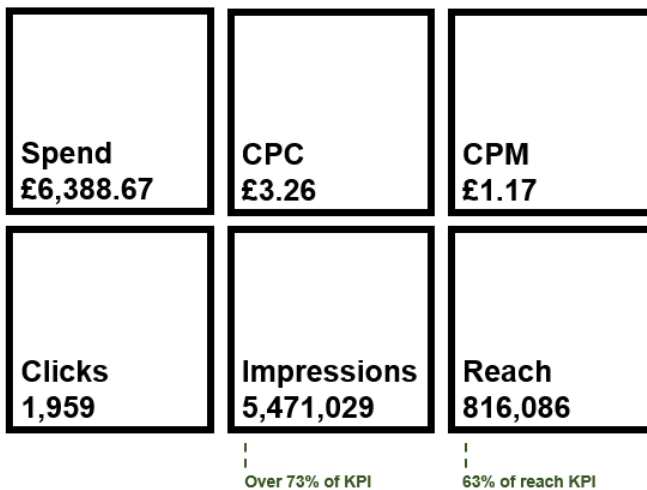




## Instagram

Instagram spent 48% of our media and achieved a CPM £0.02 lower than Facebook. The channel was responsible for over 73% of our target impressions and 63% of target reach in total.

CPC was higher than Facebook by £1.66, however as an awareness channel Instagram over-performed against our expectations, providing very high reach and impressions which helped the campaign achieve the KPIs very comfortably.



## Instagram Creative Performance

Ad performance for Instagram was identical to Facebook, with the same three creatives appearing in the same order. All three ads also achieved the same CPM as their Facebook counterparts, Static Ad 3 was our most delivered asset, and Ad 1 was our lowest CPC.

**Static ad 1**

saipsecretariat Sponsored

IT'LL COST YOU

CAP

Learn More

saipsecretariat Buying alcohol for someone under 18 is a crime. The penalty could be a fine, up to 3 m... more

|              |       |
|--------------|-------|
| Impressions: | 1.22m |
| CPM:         | £1.16 |
| CPC:         | £1.77 |

**Static ad 3**

saipsecretariat Sponsored

Buying alcohol for UNDER 18S IS ILLEGAL

CAP

Learn More

saipsecretariat Buying alcohol for someone under 18 is a crime. The penalty could be a fine, up to 3 m... more

|              |       |
|--------------|-------|
| Impressions: | 2.86m |
| CPM:         | £1.16 |
| CPC:         | £3.75 |

**Static ad 2**

saipsecretariat Sponsored

IT'LL COST YOU

Buy alcohol for someone under 18 and you could face a fine or prison. Or both.

CAP

Learn More

saipsecretariat Buying alcohol for someone under 18 is a crime. The penalty could be a fine, up to 3 m... more

|              |        |
|--------------|--------|
| Impressions: | 231.2k |
| CPM:         | £1.16  |
| CPC:         | £4.61  |

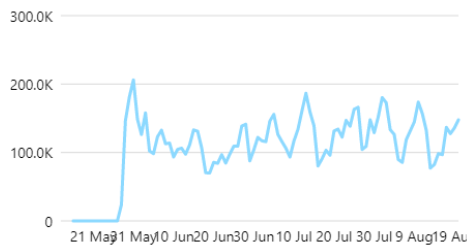
## b. Organic Social Results

### Facebook

#### Facebook Reach

**1,496,064** people saw campaign activity

1,496,064 ↑ 4.4M%

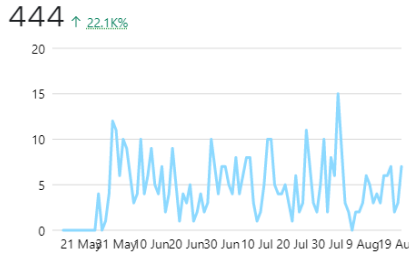


#### SAIP Facebook Page Reach

The number of people who saw any content from or about your Page, including posts, stories, ads, social information from people who interact with your Page and more. Reach is different from impressions, which may include multiple views of your posts by the same people. This metric is estimated.

#### Facebook Page Visits

Over the period of the campaign there were **444 page visits**

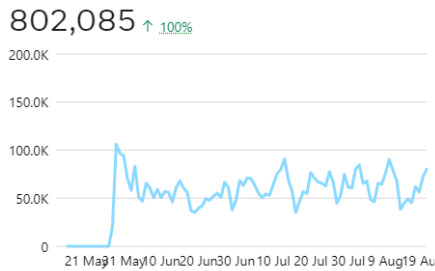


**SAIP Facebook Page Visits**

The number of times that your Page was visited.

Instagram

The number of unique accounts who saw any SAIP posts at least once was 802,085

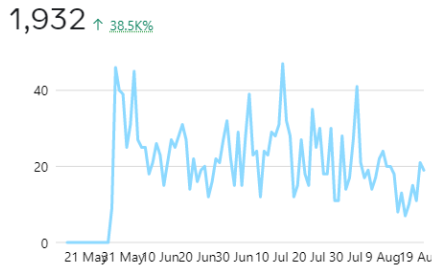


**SAIP Instagram Page Reach**

The number of unique accounts that saw any of your posts or stories at least once. Reach is different from impressions, which may include multiple views of your posts by the same accounts. This metric is estimated.

SAIP Profile Visits

During the campaign the SAIP Profile page was visited 1,932 times.

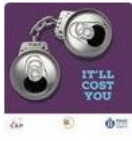
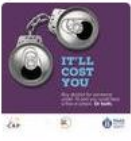
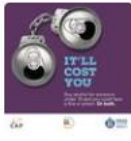
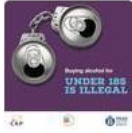
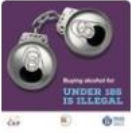
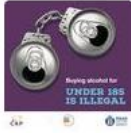


**SAIP Instagram Profile Visits**

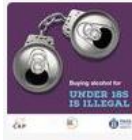





The number of times that your profile was visited.

Facebook and Instagram Results by Reach, Reactions & Comments

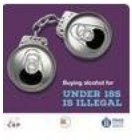
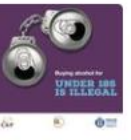
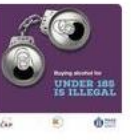



SAIP Facebook & Instagram Best performing creative by reach:

|   |   |  |
|---|---|--|
|  <p>26 May 06:59<br/>IT'LL COST YOU Buy al...<br/>Post<br/>Reach 157</p> |  <p>27 May 08:16<br/>Buying alcohol for so...<br/>Post<br/>Reach 154</p> |  <p>30 July 09:37<br/>Buying alcohol for UN...<br/>Post<br/>Reach 135</p> |
|  <p>2 June 11:34<br/>Underage drinking pla...<br/>Post<br/>Reach 120</p> |  <p>1 July 07:05<br/>Buying alcohol for so...<br/>Post<br/>Reach 118</p> |  <p>10 June 09:04<br/>Buying alcohol for so...<br/>Post<br/>Reach 116</p> |

### SAIP Facebook & Instagram Best performing creative by reactions:

|   |   |   |
|---|---|---|
|  <p>2 July 09:40<br/>Buying alcohol for so...<br/>Post<br/>Likes 3</p> |  <p>9 June 09:01<br/>Buying alcohol for so...<br/>Post<br/>Likes 3</p> |  <p>26 May 07:36<br/>It's a criminal offence t...<br/>Post<br/>Reactions 3</p> |
|  <p>9 July 08:00<br/>Buying alcohol for so...<br/>Post<br/>Likes 2</p> |  <p>27 May 08:16<br/>Buying alcohol for so...<br/>Post<br/>Likes 2</p> |  <p>13 August 07:35<br/>Buying alcohol for UN...<br/>Post<br/>Likes 1</p>      |

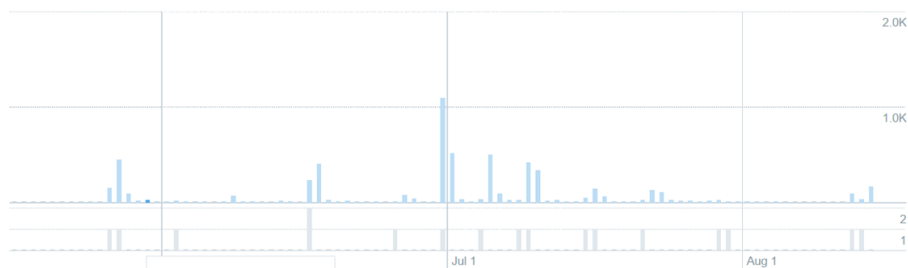
### SAIP Facebook & Instagram Best performing creative by comments:

|   |   |  |
|---|---|--|
|  <p>22 July 09:18<br/>IT'LL COST YOU Buy al...<br/>Post<br/>Comments 1</p>    |  <p>13 August 11:52<br/>Buying alcohol for UN...<br/>Post<br/>Comments 0</p>  |  <p>13 August 07:35<br/>Buying alcohol for UN...<br/>Post<br/>Comments 0</p> |
|  <p>12 August 09:49<br/>IT'LL COST YOU Buy al...<br/>Post<br/>Comments 0</p> |  <p>12 August 07:32<br/>IT'LL COST YOU Buy al...<br/>Post<br/>Comments 0</p> |  <p>6 August 09:35<br/>It'll cost you campaign<br/>Post<br/>Comments 0</p>  |

### Twitter

#### Impressions

Your Tweets earned **6.3K impressions** over this 91 day period



**YOUR TWEETS**  
During this 91 day period, you earned **69 impressions** per day.

Period 16th May - 14th August (90 day reporting period)

- Engagement rate - average 2.1%
- 29 link clicks
- 33 Retweets without comments

The tweet of the campaign launch event was the one that received most impressions on the SAIP account.

Twitter was the social media channel most used by partners to support the campaign using the hashtag #itwillcostyou. Across all partners a total of 74 tweets were posted. As well as using the creative developed for the campaign a developed there own posts, some examples below.



## Radio

The radio ad played on local radio achieved the following results:

|   |            |
|---|------------|
| Number of times the ad was played   | 401        |
| Reach (the number of different people that heard the ad)                  | 2, 164,096 |
| Impacts <sup>1</sup>  | 7,575,058  |
| Opportunities to hear (how many times a listener is likely to hear an ad) | 3.58       |

<sup>1</sup> Impacts are the gross number of opportunities to hear (OTH) an ad. In terms of radio research, one impact is one person's listening to one spot. These are added together to give total impacts for an advertising campaign, or total impacts for all commercial airtime on a certain station. Calculated by multiplying OTH by Weekly Reach ('000s).

The radio ad was also play in a total of 582 stores across Scotland

| Company   | Number of Stores | Details  |
|-----------|------------------|--|
| ASDA      | 60               | Between 10.00am -10.00pm<br>11 July- 14 August                           |
| Co-Op     | 341              | Evenings and Saturdays<br>couple of times per hour 7<br>July - 14 August |
| Scotmid   | 120              | Once an hour between<br>4.00pm – 10.00pm<br>15 July – 31 August          |
| Morrisons | 61               | 29 July - 14 August  |

### Media & PR

The national launch was reported on by STV news. 13 pieces in national and local press were recorded.

### YouGov Survey Pre and Post Campaign

#### Pre-Campaign

The Steering Group commissioned a survey of 1,000 adults in Scotland pre-the launch of the campaign through YouGov. The survey was carried out online between 26-28 April 2022 and asked several questions in relation to underage drinking and proxy purchasing.

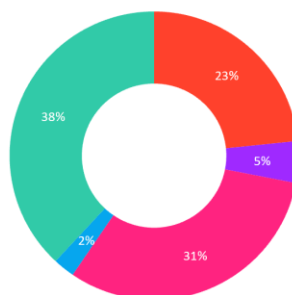
In terms of the importance of preventing young persons from accessing alcohol 71% of respondents considered it very important/quite important.

When asked if they agreed with the statement 'underage drinking is a problem in my local area' 46% agreed. Also, 43% agreed with the statement 'underage drinking results in anti-social behaviour'. In response to the statement 'In general, underage drinking is a bigger problem today compared to 10 years ago (i.e. 2012) only 28% of respondents strongly agreed/tended to agree.

24% reported having been approached by a young person to buy them alcohol and 27% were aware of someone else being approached by a young person to buy alcohol for them. 95% of respondents were aware that buying alcohol on behalf of a young person was illegal. However, only 31% knew the full scope of the legal consequences of doing so.

## Legal consequences of buying alcohol for a young person

■ A fine of up to £5,000 ■ Prison sentence of up to three months with a criminal record ■ All of the above ■ None of the above ■ Don't know/ unsure



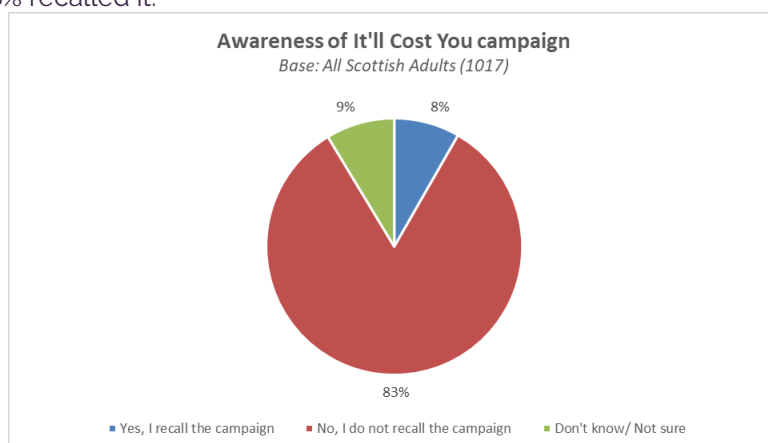
Base: All Scotland Adults (1010)

Fieldwork was undertaken between 26th - 28th April 2022. The survey was carried out online. The figures have been weighted and are representative of all Scottish adults (aged 18+).

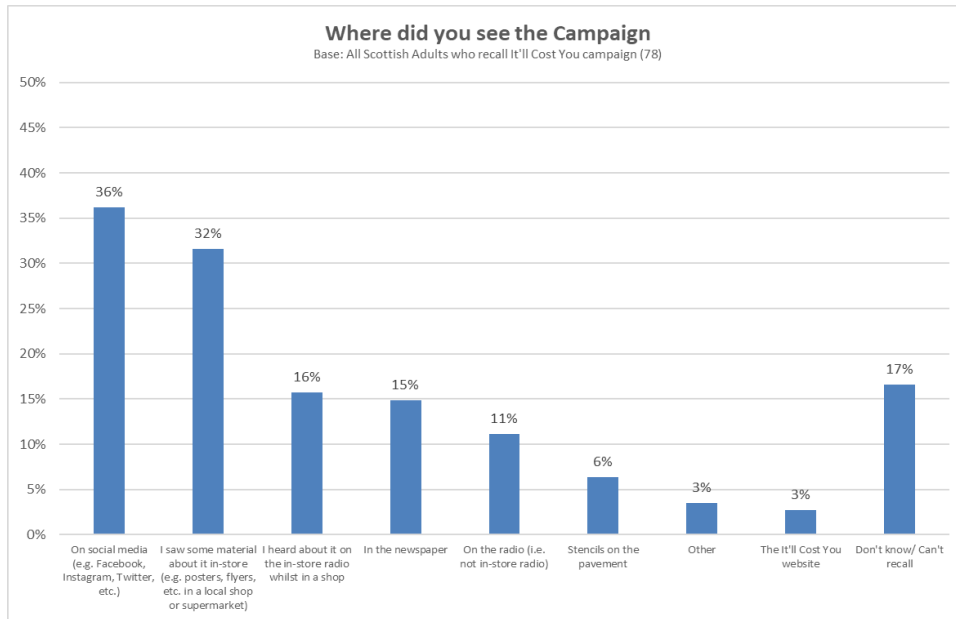
## Post campaign

The post-campaign survey of 1,000 adults in Scotland was conducted online between 25 - 30th August 2022. It used prompted recall i.e respondents were shown the campaign creative.

In response to the question do you recall seeing, hearing or reading anything about the campaign only 8% recalled it.

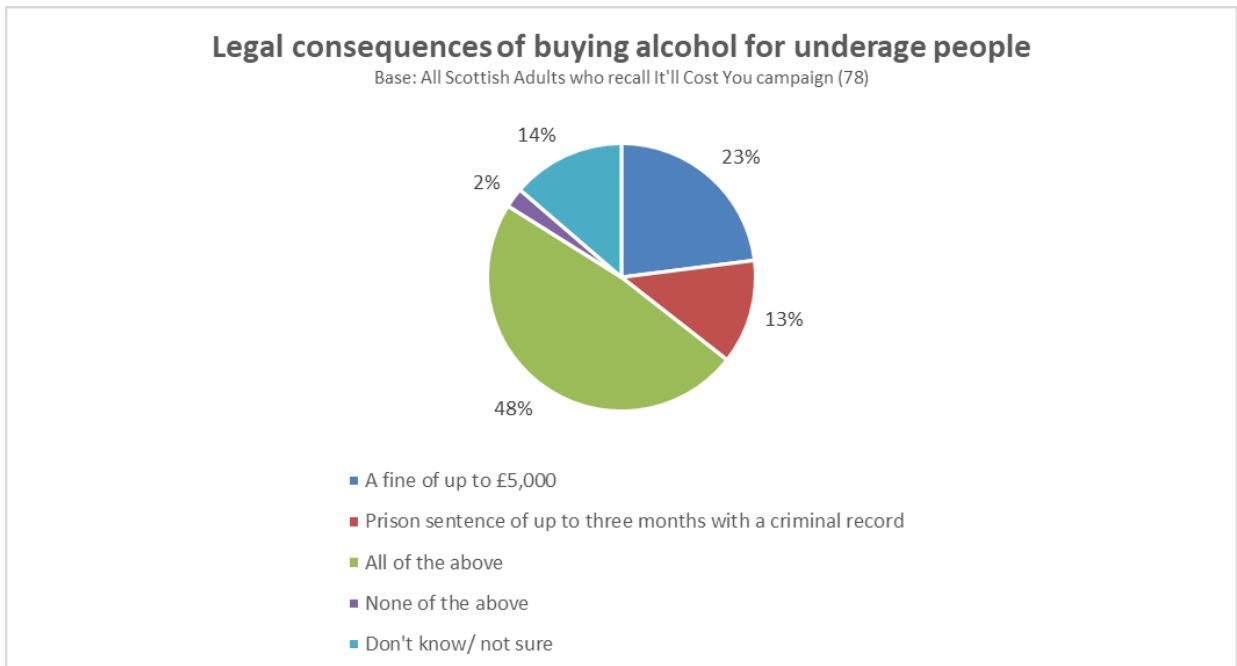


For those that did recall the campaign the majority heard about on social media or from material in store, see bar chart..



When asked what were the key messages of the campaign 74% identified that there are legal consequences for you if you are found to be buying alcohol for someone who is under 18.

For those that recalled seeing the campaign 48% correctly identified the full legal consequences of doing so which is an improvement on the pre-campaign survey where only 31% of respondents were aware.





## 7. Key Learnings

### General Points

- This was the first time the campaign had been delivered at the national level and therefore was seen as generating learning for the future delivery of the campaign.
- Comparator data from previous years was not available due to COVID and the national delivery of the campaign for the first time.
- General feedback from Police Scotland and PSYV is that the campaign was well received by retailers and the public. It underpinned the partnership working between the retail trade and police.
- To note, SAIP and CAP have an agreement that the 'It'll Cost You' campaign will be the proxy purchase element of all CAPs rolled out in Scotland.
- There is scope for developing the campaign .

### Website

- The website should be updated so that it is primarily consumer facing, but still retains sections to support retailers and other partners who wish to join in and support the campaign.
- The website should be kept updated throughout the campaign to provide fresh stories of what was happening at the local level across different parts of the country.

### Paid Social Media Activity

- Balance future placements: Using learnings from this campaign our next round of activity will be able to put forward a nuanced list of placements where we believe spend will achieve minimal wastage.
- Dynamic Creative: The next step to achieving higher reach and lower CPMs will likely be to [adopt dynamic creative](#), which will involve a higher volume of creative and text assets, but will also come with enhanced performance and greater learnings.
- Implement awareness lift study: Another tool which will help improve future performance would be the addition of an awareness lift study to more closely measure impact of creative and the benefit a campaign has to the overall awareness effort of your advertising. A study of this type would require a minimum £17.5k spending over 3 months.
- Channel targeting: Now that we have found efficiencies within Meta, we can apply learnings to develop similarly successful campaigns on other broad reach channels. Our next largest immediate opportunities would be to develop strategies for Twitter, Google Display and YouTube.

- Video creative sizing: Two ways to quickly improve video performance on social media would be to develop multiple video variants and to provide video creative in 1:1 and 9:16 ratio in order to fully optimise available placements (particularly Stories).

#### Organic Social Media Activity

- Flag timelines for campaigns earlier so partners can build into their social media plans. And/or encourage partners to repost/like posts from Police Scotland, SAIP and CAP.

#### Partnership Engagement to Support Delivery at the local level

- It was not considered achievable to deliver the campaign comprehensively at the local level across the country. A national approach with targeted delivery in certain hotspots was considered to be the best approach to allow Police divisions to have the necessary flexibility to fit with operational needs. This appeared to work and should be taken forward when considering future bursts of the campaign.
- More consideration should be given as to how best to engage partners to help support delivery at a local level. Inviting relevant partners to a campaign pre-meeting well in advance of running the campaign may be the best way to achieve this.

#### National Launch & PR

- Having a series of regional launch events may work better than a national launch and achieve better media pick up as well engaging more partners at the local level.
- Developing a template press release for use at the local level would also be a useful development.

#### Stencils

- Although the pavement stencils are visually impactful, some local authority areas (Glasgow and Aberdeen) did not give permission for them to be used.

#### Digital assets

- Making better use of the digital assets on screens in store, but also other settings e.g. leisure centres, libraries, council offices and healthcare settings would help boost visibility of the campaign.

#### Evaluation

- Commissioning pre and post surveys in local hotspot areas and obtaining key data sets (eg youth disorder, proxy purchase detections) and pre and post campaign will provide more detailed information to assess effectiveness of the campaign.

## Appendix 1 - Press Coverage Links

<https://www.scotland.police.uk/what-s-happening/news/2022/june/launch-of-it-ll-cost-you-proxy-purchasing-campaign/>

<https://alcoholcampaign.org/2022/05/22/itll-cost-you/>

<https://www.bordertelegraph.com/news/20184054.police-borders-support-itll-cost-you-campaign/>

<https://www.dailyrecord.co.uk/in-your-area/renfrewshire/police-crack-down-under-age-27367557>

<https://nen.press/>

<https://www.alloaadvertiser.com/news/20254343.campaign-curb-underage-drinking-clackmannanshire/>

<https://scottishgrocer.co.uk/2022/07/05/proxy-purchasing-campaign-goes-national/>

<https://www.falkirkherald.co.uk/news/crime/falkirk-residents-warned-not-to-buy-alcohol-for-children-3756184>

<https://www.edinburghnews.scotsman.com/news/crime/midlothian-crime-man-31-arrested-for-buying-alcohol-for-underage-youth-in-bonnyrigg-3769271>

[Campaign to tackle underage drinking launched after successful Lanarkshire pilot - Daily Record](#)

[Campaign tackling underage drinking and youth disorder launched in Lanarkshire - Daily Record](#)

[https://www.edinburghlive.co.uk/news/west-lothian-crackdown-booze-sales-24964698?utm\\_source=linkCopy&utm\\_medium=social&utm\\_campaign=sharebar](https://www.edinburghlive.co.uk/news/west-lothian-crackdown-booze-sales-24964698?utm_source=linkCopy&utm_medium=social&utm_campaign=sharebar)



## Campaign Costs

The campaign was funded by the Scottish Alcohol Industry Partnership. The costs associated with the campaign are set out below (the costs are ex VAT).

| <b>Campaign Item</b>          | <b>Costing (£)</b> |
|-------------------------------|--------------------|
| Campaign strapline            | 10,000             |
| Printed materials             | 9,218              |
| Social media                  | 27,305             |
| Stencils                      | 3,527              |
| Radio ad & instore commercial | 15,781             |
| Update to website             | 5,740              |
| Animation                     | 7,420              |
| Launch event                  | 467                |
| YouGov surveys                | 4,600              |
| <b>Total</b>                  | <b>£84,058</b>     |