

35151

Can you please provide a breakdown of the amount (if any) the council spent on advertising and public awareness campaigns using social media influencers for the financial years 2016/17, 2017/18, 2018/19, 2019/20, 2020/21 and the projected spend for 2021/22.

Please give details of the nature of each expenditure, including the person/brand/account that was paid, the amount paid and what was being advertised.

The Council has only used social media influencers in the current financial year 2020/21 as follows. As at 3/1/22, we do not have any other spend users influencers planned.

Meet me halfway/festival: active travel campaign August 2021

Aim: Encourage behaviour change around travelling to events during the EIF/Fringe festivals events. Promote getting to festival events and/or meet up with friends either by walking, bike, scooter or using other 'wheels' e.g. wheelchair or prams, or by public transport.

Expenditure: £5,294

Influencers used:

- [Sultana](#)
- [Travel Two](#)
- [Ana Is Fun](#)
- [Viktoria](#)
- [Claire Ferguson](#)

Forever Edinburgh campaign Summer/Autumn 2021

Aim: After a year of lockdowns, as part of our 'Forever Edinburgh' city promotion campaign (supported by Government funding), we wanted to get people excited again and reignite the wonderful activities the city has to offer for locals or staycationers. As part of the PR activity for the campaign, we asked influencers to bring the capital's most fascinating stories to life and share that there is still more to discover in the capital city.

Expenditure: £3,500

Influencers used:

- [exploringedinburgh](#)
- [berriestagram](#)
- [caoilfhionnrose](#)

Green Christmas campaign Dec 2021

Aim: To encourage behaviour change around waste, raising awareness of how buying less, choosing well can have a positive impact on the environment and world around us in the run up to Christmas. Promote the Edinburgh reuse map to:

- get/give away things for free
- buy pre-loved and donate unwanted goods
- repurpose an item.

Expenditure: £5,294

Influencers used:

- [DearNatshaLou](#)

- [SimonHird](#)
- [Tim Drew](#)
- [Shawna.](#)

Can you also please provide a breakdown of the amount the council spent on advertising generally across the same years?

The information you have requested for 2016/17, 2017/18 and 2018/19 is contained within our Publication Scheme under FOI request 23855:

<https://edinburgh.axlr8.uk/documents/23855/23855%20Response.pdf>

This identifies spend through media buying frameworks and bought directly by the Communications team. Please note that the expenditure on public/statutory notices includes legal advertising of transport orders and planning applications.

Under the terms of the Act, a request for information can be refused where one or more of the exemptions listed in the Act apply. In this instance, the Council is claiming an exemption under section 25 of the Act because the information is 'otherwise accessible'.

The spend for 2019-20, 2020-21 and for the first six months of 2021-22 is below.

		<i>Apr 2021- Oct 2021</i>	2020-2021	2019-2020
Media	Description			
Print	Public/statutory notices	146,157.16	202,572.37	253,534.08
Print	Display	994.53	4,739.15	20,614.64
Print	Recruitment	0.00	0.00	5,541.17
Digital	Recruitment	4,559.44	3,200.25	3,353.17
Digital	Campaign advertising	14,760.77	111,073.75	75,427.00
Out of home	inc bus shelter, large format, etc	5,000.00	64,652.32	42,232.10
Radio	All radio	3,041.41	62,947.46	50,187.56
TV	including on demand, local	0.00	40,224.22	35,202.00
	Total	174,513.31	489,409.52	486,091.72