

36917 External Comms Spending

Please list any external public relations, communications, media consultancy, social media or lobbying firms hired by your organisation for the 2021/22 financial year.

Please break the data down by financial year and include the following information:

- The name of the firm hired for each job (or individual/freelancer)
- The amount of money paid to each firm (including VAT)
- The specific remit/purpose of the hire, and detail of what activities they undertook for your organisation

Name of Firm	Amount Paid	Remit/Purpose
Beeline PR	£16k + VAT	<p>Activities: Consumer PR support services for our destination marketing <i>The Story Never Ends</i> campaign.</p> <p>Designed and delivered a range of newsworthy activations including:</p> <p>'Win a tour with Ian Rankin' competition. Remit included securing prize elements, writing and distributing press releases, box office management, liaison with competition winner, and the winner announcement release.</p> <p>Promoting Edinburgh as a dog-friendly city: Sourcing a dog, story boarding, participation in the film, writing and distribution of press release to launch the activity, documenting coverage and reporting.</p> <p>Delivering 'Gail Porters Guide to Dark Edinburgh' including liaison with endorser, photo-call planning and delivery, editing content, writing and distributing press releases, and social media promotion.</p> <p>Sex and the City inspired competition: Writing and distributing idea brief, securing media partner, reporting.</p> <p>Launch a 'Reviewer in-Residence' competition to help Edinburgh find a local music fan. Remit included: Writing and distribution of press release to launch the competition, planning and delivery of the photo-call and writing and distributing a winner announcement release. Sourcing music reviews.</p>

		On-going campaign support from a PR perspective - sharing relevant news stories and opportunities for the team to utilise.
John Doe (Summer '21)	£8,466 + VAT	<p>Activity overview: To support the launch of 'The Story Never Ends' campaign by:</p> <p>Writing launch press releases and selling them into target media titles.</p> <p>Shortlisting social influencers and securing buy-in from those shortlisted.</p> <p>Developing itineraries for influencers to complete and cover as part of their commission.</p> <p>Support in liaising with local tourism businesses that were on the itineraries, briefing them.</p> <p>Managing the outputs of the social influencer activity including results of the social content created.</p> <p>Research forward feature opportunities with gold-tier media titles and pitch news angles to journalists to come to Edinburgh.</p> <p>Manage journalists including itinerary planning, briefing, delivery and outputs.</p>
TMP	£2,250 incl VAT	SNAP campaign from 13 to 28 October 2021
TMP	£16,219 incl VAT	<p>Campaign to promote a career in care:</p> <p>SNAP campaign from 15 to 29 November 2021</p> <p>Advertising on ScotJobsNet from 3 November 2021 to 28 December 2021</p> <p>Advertising on Reed.com from 4 November to 29 December 2021</p> <p>Advertising on Google ads from 5 November to 30 December 2021</p>
TMP	£2,250 incl VAT	SNAP campaign from 7 to 20 January 2022
Webflow	£432 incl VAT	Annual subscription fee – "Thrive Edinburgh" website hosting service
Clear Design North	£540 incl VAT	Design logo/branding for veterans 'Not Alone' project
Clear Design North	£768 incl VAT	Design logo/branding for 'Game on' – young people programme

Clear Design
North

£768 incl VAT

Design logo/branding for Scottish Veterans Wellbeing Alliance Project