

Scottish Media Campaign

Background

The Scottish Directorate has been given the opportunity to develop a Scottish specific media campaign. In the past we have adapted national large scale celebrity led consumer campaigns to add the Scottish perspective.

These national campaigns have had varying degrees of success in Scotland. Some of the issues with the pick up in Scotland in the past have been:

- news was dominated by Scottish specific topic
- supporting survey/research could not be adapted for Scotland
- conflicting survey/research results to key messages of campaign for Scotland
- celebrity used was not high profile in Scotland

Options

1. Generate a Scottish specific story from scratch focusing on a health issue affecting the Scottish population.

Commission Scottish research and source Scottish spokespeople to support the story.

Suggestions:

- Men's Health
- General health of Scots angle (smoking, obesity, alcohol abuse)

2. Piggy back and strengthen the National stories by paying specific attention to raising the number of Scottish research respondents and sourcing Scottish spokespeople / celebrities.

Scheduled future national campaigns are:

- Planning for a healthy holiday (Summer)
- Pregnancy/child health (Winter)
- Antibiotics mis-use (Autumn)