

## **Second Review of Scottish Parliament Boundaries Advertising analysis during public consultation on Further Proposals for Constituencies and Provisional Proposal for Regions**

### **Background**

1. The Commission is invited to note analysis of its publicity and online advertising during the public consultation on its Further Proposals for constituencies and Provisional Proposals for regions held between 26 September and 26 October 2024.

### **Republic of Media**

2. The Commission agreed to employ the services of Republic of Media to manage its online advertising during this consultation. Republic of Media are a named supplier on the Scottish Government Media Planning, Buying and Associated Services framework.
3. The Commission had previously used Republic of Media to manage its online advertising during the consultation on its Revised Proposals for constituencies between April and May 2024. That campaign made over 2 million impressions and drew more than 1,100 responses to the consultation and cost approximately £16,000.
4. Prior to this the Secretariat had advertised on Facebook and X (formerly Twitter) but had found it challenging to advertise as a public body due to administrative red tape, a lack of specific expertise and limited access to metrics to analyse how successful any campaigns were.

### **Consultation September – October 2024**

5. The Further Proposals, consulted on 26 constituencies alongside the Provisional Proposals for eight regions. The Revised Proposals for constituencies had consulted on all 70 mainland constituencies.
6. Social Media adverts were placed through Meta (Facebook and Instagram) and this was complemented by online adverts which appeared embedded in users' browser windows.
7. Republic of Media provided a report on the adverts and engagement which covers the consultation from September to October 2024. The full report is available at Appendix A.
8. Meta based adverts across Scotland showed a slight increase in the number of impressions made when compared to the revised proposals consultation. However the online ads slightly under delivered on what was planned in terms of number of clicks.
9. Republic of Media recommend pursuing a similar approach in future campaigns and noted the increased interest in the video element.
10. The cost of updating the adverts and GIFs, advertising and for the services of Republic of Media for the consultation on Further Proposals for constituencies and Provisional Proposals for regions was approximately £18,000.

### **Newspaper adverts**

11. Newspaper adverts were placed in the following publications to publicise the consultation on Further Proposals for constituencies and Provisional Proposals

for regions: Aberdeen Press and Journal; Dundee Courier and Advertiser; Edinburgh Evening News; The Evening Times; The Herald; and The Scotsman.

12. The newspaper adverts costs varied depending on the publications but the overall cost for the publications listed above was approximately £6,500.

### Other publicity methods

13. As well as newspaper and online advertising the Commission: issued a news release, this was used in 21 online articles across a range of news sites; held a news conference; wrote to key stakeholders (MSPs, MPs, Political Parties, EROs, Councils, Electoral Commission, COSLA, SOLAR, SOLACE, Scottish Youth Parliament, Community radio and Community Councils etc); asked Councils to share details of consultations on their websites and media channels; posted on Boundaries Scotland X account; and publicised its proposals in 120 display points.

### Consultation responses

14. Respondents to the consultation site were asked how they had heard about the review.
15. The table below shows how users navigated to the consultation site. Not all consultation respondents this question.

Method	Further Proposals for constituencies	Provisional Proposals for regions	Total
Word of Mouth	54	26	80
Facebook	107	188	295
X (Twitter)	9	13	22
Newspaper Advert	6	4	10
Online Advert	21	32	53
Display Point	0	0	0

### Summary

16. Traditional forms of advertising such as newspapers have proven less effective than online or Meta advertising.
17. A use of online images and GIFs have proven to be popular methods of engagement.
18. The Commission will wish to continue monitoring its advertising and publicity methods for future consultations and reviews.
19. The Commission will also wish to consider alternative social media channels such as TikTok or YouTube and any new social media outlets. Working with media buyers, such as Republic of Media, will keep the Commission informed of the latest best practices.

### Conclusion

20. The Commission is asked to note the analysis of its advertising during the latest public consultation stage of the Second Review of Scottish Parliament Boundaries. This paper will help inform any lessons learned from the Second Review.

Client Boundaries Scotland  
 Campaign Boundaries Scotland Sept 24  
 Date 08.11.2024

Ad Sets / Ad Names	Amount spent	Impressions	CPM	Link clicks	CPC	CTR
<b>Central-Belt</b>	<b>£ 3,388.72</b>	<b>819,581</b>	<b>£ 4.13</b>	<b>14,601</b>	<b>£ 0.23</b>	<b>1.78%</b>
Clock	£ 337.09	85,060	£ 3.96	1,430	£ 0.24	1.68%
Equal-Sign	£ 2,466.64	575,667	£ 4.28	10,824	£ 0.23	1.88%
Magnifying-Glass	£ 201.30	79,546	£ 2.53	807	£ 0.25	1.01%
Speech-Bubble	£ 116.64	38,565	£ 3.02	588	£ 0.20	1.52%
Video	£ 267.05	40,743	£ 6.55	952	£ 0.28	2.34%
<b>Scotland</b>	<b>£ 3,761.39</b>	<b>950,174</b>	<b>£ 3.96</b>	<b>20,916</b>	<b>£ 0.18</b>	<b>2.20%</b>
Clock	£ 222.09	50,851	£ 4.37	734	£ 0.30	1.44%
Equal-Sign	£ 2,926.91	733,592	£ 3.99	17,001	£ 0.17	2.32%
Magnifying-Glass	£ 256.97	96,741	£ 2.66	1,473	£ 0.17	1.52%
Speech-Bubble	£ 77.33	26,176	£ 2.95	400	£ 0.19	1.53%
Video	£ 278.09	42,814	£ 6.50	1,308	£ 0.21	3.06%
<b>Grand Total</b>	<b>£7,150.11</b>	<b>1,769,755</b>	<b>£ 4.04</b>	<b>35,517</b>	<b>£ 0.20</b>	<b>2.01%</b>

Ad Names	Amount Spent	Impressions	vCPM	Clicks	CPC	CTR
Click&Surf	£ 3,000.00	895,001	£ 3.35	2,652	£ 1.13	0.30%
Cube	£ 1,836.25	165,763	£ 11.08	285	£ 6.44	0.17%
Loop	£ 1,344.06	121,452	£ 11.07	389	£ 3.46	0.32%
<b>Grand Total</b>	<b>£6,180.31</b>	<b>1,182,216</b>	<b>£ 5.23</b>	<b>3,326</b>	<b>£ 1.86</b>	<b>0.28%</b>

Metric	Planned	Delivered	Volume Difference	% Difference
Impressions	1,985,328	2,056,970	71,642	4%
Clicks	3,600	2,652	-948	-26%
CPM	£ 4.00	£ 4.04	£ 0.04	1%
vCPM	£ 13.00	£ 11.07	-£ 1.93	-15%
CPC	£ 1.20	£ 1.13	-£ 0.07	-6%

#### Commentary & Insights

The campaign has spent and delivered in full on planned impression volumes.

#### Meta

Compared to April's activity, we can notice a spike of **Impressions** within the **All Scotland** geo-targeting (+28% compared to April), translating into a **CTR of 2.20%** vs **2.64%** benchmark. This was probably due to the integration of the Video asset, which helped increasing the number of impressions recorded. **Central-Belt** did also perform well, with more than **800k Impressions**. Although paid social was not optimised towards traffic, it is worth mentioning that the activity recorded a total of **35,517 Link Clicks** with a total **Link CTR of 2.01%**.

In terms of assets, the **Equal-Sign** was the best performer with more than **1,3m Impressions** and **455,527 Accounts Reached** (+10% compared to April). The Video asset did record the highest number of **Link Clicks (2,260)** and **Link CTR (2.70%)**.

#### InVibes

The campaign spent in full slightly underdelivering in **Clicks (2,652 vs 3,600 planned)**; however, the activity recorded a **CTR of 0.28% vs 0.20%** benchmark meaning that the ads were drawing a strong level of attention and traffic.

Among all, the **Click&Surf** format over performed last April volume, driving the highest number of **Clicks (2,652 vs 2,630)** and **Impressions (895,001 vs 682,766)**, while the Loop format recorded the highest **CTR of 0.32%**.

#### Recommendation

For future activities, we recommend continuing to use a mix of creatives (both static and video), as they have proven to be cost-effective and volume-driven. Additionally, consider refreshing assets regularly to maintain audience engagement and exploring different ad formats, such as audio or YouTube ads. We also suggest accessing Google Analytics for the next campaign, as this will allow us to monitor performance not just based on clicks, but from a website landing point of view.