



Derek McLachlan  
request-785063-888ba786@whatdotheyknow.com

Our Reference: 202100233012

16 September 2021

Dear Mr McLachlan,

### **REQUEST UNDER THE FREEDOM OF INFORMATION (SCOTLAND) ACT 2002 (FOISA)**

Thank you for your request dated 24 August 2021 under the Freedom of Information (Scotland) Act 2002 (FOISA).

#### **Your request**

You asked for how much has the Scottish Government spent on Covid advertising in 2020 and so far in 2021?

#### **Response to your request**

The Scottish Government financial year runs from 1 April – 31 March. To cover your information request, we have provided information on three financial years relating to COVID-19 advertising across all media formats.

2019-2020: £1,298,582

2020-2021: £18,247,641

2021 April 1st – August 31st: £4,938,222

Covid public health campaigns have reached over 98.6% of the adult population in Scotland during 2020-21, achieving levels of 70%+ recall and have motivated around two thirds or more of people who recognise campaigns to take relevant action.

#### **Your right to request a review**

If you are unhappy with this response to your FOI request, you may ask us to carry out an internal review of the response, by writing to Andrew Bruce, Director of Communications, Ministerial Support and Facilities, St Andrew's House, Regent Road, Edinburgh, EH1 3DG or [directorcmsw@gov.scot](mailto:directorcmsw@gov.scot). Your

Scottish Ministers, special advisers and the Permanent Secretary are covered by the terms of the Lobbying (Scotland) Act 2016. See [www.lobbying.scot](http://www.lobbying.scot)



review request should explain why you are dissatisfied with this response, and should be made within 40 working days from the date when you received this letter. We will complete the review in accordance with FOISA as soon as possible, and not later than 20 working days from the day following the date we receive your review request.

If you are not satisfied with the result of the review, you then have the right to appeal to the Scottish Information Commissioner. More detailed information on your appeal rights is available on the Commissioner's website at:  
<http://www.itspublicknowledge.info/YourRights/Unhappywiththeresponse/AppealingtoCommissioner.aspx>.

Yours sincerely

Neil Harrison

**COMMS : Marketing, Insight, Brand Scotland & Internal Comms**

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St Andrew's House, Regent Road, Edinburgh EH1 3DG  
[www.gov.scot](http://www.gov.scot)



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