

Annex

Request

** Please provide a breakdown showing how much the agency spent on campaigns in 2018 and to date in 2019, with the breakdown showing the name of the campaign, the total spend and amounts spent on marketing, social media, video, TV, print etc.*

** Please disclose the names of any celebrities paid as part of the campaigns (including those paid expenses or reimbursed costs), which campaigns these were, and the amount paid to celebrities for their involvement in the campaigns.*

Response

Food Standards Agency campaigns are primarily delivered through our own corporate channels (website and social media etc), partnerships, local authorities and media.

Total costs provided below will include asset creation (videos, graphics etc) project management (planning and evaluation). Where we have paid third parties for advertising or celebrity endorsement, we have provided details per channel.

FSA campaigns run in England, Wales and Northern Ireland in 2018

June 2018 - National Food Safety Week: The people who protect your plate

Total: £76,000

July – September 2018: Consumer Food Hygiene campaign: Safe Summer Food

Total: £5000

September 2018 - Allergens campaign: Easy to ask

Total: £51,946.46

Includes:

- LADbible media partnership: £14,781.88
- Jack Fowler fees: £1,588
- Social media promotion - Instagram: £9,929.31

December 2018: Food Hygiene campaign: Season's Eatings

Total: £18,000

Campaigns run specifically in Northern Ireland and Wales - 2018

February 2018 - Food Hygiene Ratings Scheme (FHRS) Valentine's Campaign

Total: £16,767.71

Includes:

- Social media advertising spend on Facebook, Twitter and Instagram: £4,000
- Digital Display Advertising (Belfast Live and Wales Online): £2,000

Campaigns run specifically in Northern Ireland - 2018

February 2018 to October 2018 - Food Labelling Know your calories campaign

Total: £128,179.06

Includes:

- Online display: £8,639.00
- Video on demand: £5,826.58
- Out of home: £9,533.38
- Radio Partnerships: £7,061.00
- Social media: £5,167.47

October 2018 – December 2018 Allergens campaign: Easy to ASK

Total: £27,062.60

Includes:

- Radio Partnership: £7,260.00
- Social Media: £1,461.86

Campaigns run in England, Wales and Northern Ireland in 2019

June 2019 - World Food Safety Day

Total: £11,282

February 2019 – Allergens Campaign: Valentine’s Easy to Ask

Total: £14,544.36

Includes:

- Jack Fowler fees: £1,588

Campaigns run in Northern Ireland only in 2019

January 2019 – July 2019 NI Food Labelling Know your calories campaign

Total: £49,923.79

Includes:

- Video on demand: £3,750.00
- Digital Display: £7,500.00
- Social media promotion: £3,750.00