



IT'LL COST YOU PROXY PURCHASE CAMPAIGN 2024

EVALUATION REPORT

Prepared by:
ICY Steering Group
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Contents

1. Executive Summary	2
2. Campaign Background & Objectives	3
3. Campaign Delivery	4
• Campaign packs, in store displays and direct consumer engagement	4
• Pre-campaign activity in schools	5
• Social media campaign	5
○ Paid social	5
○ Organic social media	5
• Website	7
• Radio advert	7
• Out of home advertising	7
• Media & PR	8
4. Results	9
• YouGov survey	9
• Pre & post campaign	11
• Direct consumer engagement	15
• Social media campaign	18
○ Paid social	18
○ Organic social media	19
• Website	19
• Radio advert	20
• Digital displays	20
• Media & PR	21
5. Key Learnings and Recommendations	22
Appendices	24
Appendix 1 - Press coverage links	
Appendix 2 - Press coverage examples	
Appendix 3 - Campaign costs	

1. Executive Summary

It's an offence in Scotland for an adult to buy or attempt to buy alcohol for someone who is under the age of 18, for example a child gives money to an adult to buy alcohol for them. This is known as proxy purchase. The 'It'll Cost You' campaign is aimed at raising awareness amongst adults that a proxy purchase is a criminal offence which carries a fine of up to £5,000, 3 months in prison, or both. And through this activity contribute to tackling underage drinking.

The 'It'll Cost You' proxy purchase campaign was delivered at the national level for the third year and is now embedded as a 'business as usual' for the partners who support it.

The campaign was shorter in duration compared to last year (6 weeks as opposed to 10). A recommendation from last year was to focus running the campaign during the summer school holidays, a time when proxy purchasing can increase.

Delivery of the campaign is via a multiple channels with the campaign messages being delivered in store, via social media, radio and through direct consumer engagement. The report sets out the actions taken to deliver the campaign in 2024 and the output of that delivery. In 2023 a focus was placed on delivery of the campaign in local authority areas with the highest high harm for underage drinking. This approach was adopted for the 2024 campaign.

Proxy purchasing is not an easy crime to detect and remains an issue. The police took nine reports of proxy purchase offences over the course of the campaign eight of which have been detected. For one of the reports there was no accused person identified despite investigation.

The strength of the campaign continues to be derived from the partnership working between Police Scotland, Police Scotland Youth Volunteers, retailers and alcohol producers via the Scottish Alcohol Industry Partnership, Community Alcohol Partnership and support from the Scottish Government. This allows the campaign to be effectively delivered with a modest budget.

Another strength of the campaign is its flexibility, whilst there is a national focus on the campaign during the summer school holidays. Police divisions are able to deploy the campaign throughout the year if required.

The campaign achieved an improvement in results compared to 2023 in relation to message take out as evidenced by the YouGov survey. For those that recalled seeing the campaign 60% correctly identified the full legal consequences of doing so which is a significant improvement on last year where 51% of respondents were aware.

The pre and post surveys conducted in two local areas were limited due to the small numbers of responses but were useful as a complement to the national YouGov survey.

2. Campaign Background & Objectives

This year's campaign ran from 1 July to 12 August 2024 to coincide with the summer school holiday period. It is the third year the 'It'll Cost You' Proxy Purchase campaign has been run as a national campaign across Scotland.

The campaign is a partnership between the Scottish Alcohol Industry Partnership, Police Scotland and Community Alcohol Partnerships. It is coordinated by a Steering Group involving representatives from these organisations plus the Scottish Government and supported by STORY, our creative agency.

In Scotland it is illegal to purchase alcohol on behalf of anyone under the age of 18. Purchases of this nature are referred to as 'Proxy Purchases'.

The campaign objectives remained the same for 2024:

To raise awareness that a proxy purchase is a criminal offence which carries a fine of up to £5,000, 3 months in prison, or both. This will lead to:

- Fewer actual or attempted proxy purchases
- Reduction in anti-social behaviour
- Reduction in associated crime

Community Alcohol Partnerships had conducted research to identify the council areas with the highest levels of harm from underage drinking were, these are listed below:

- Western Isles
- Shetland
- Orkney
- Fife
- South Ayrshire
- West Dunbartonshire
- Glasgow
- Highlands
- Inverclyde
- North Lanarkshire

The aim was to focus activity in these areas where possible.

3. Campaign Delivery

Campaign packs, instore displays and direct consumer engagement

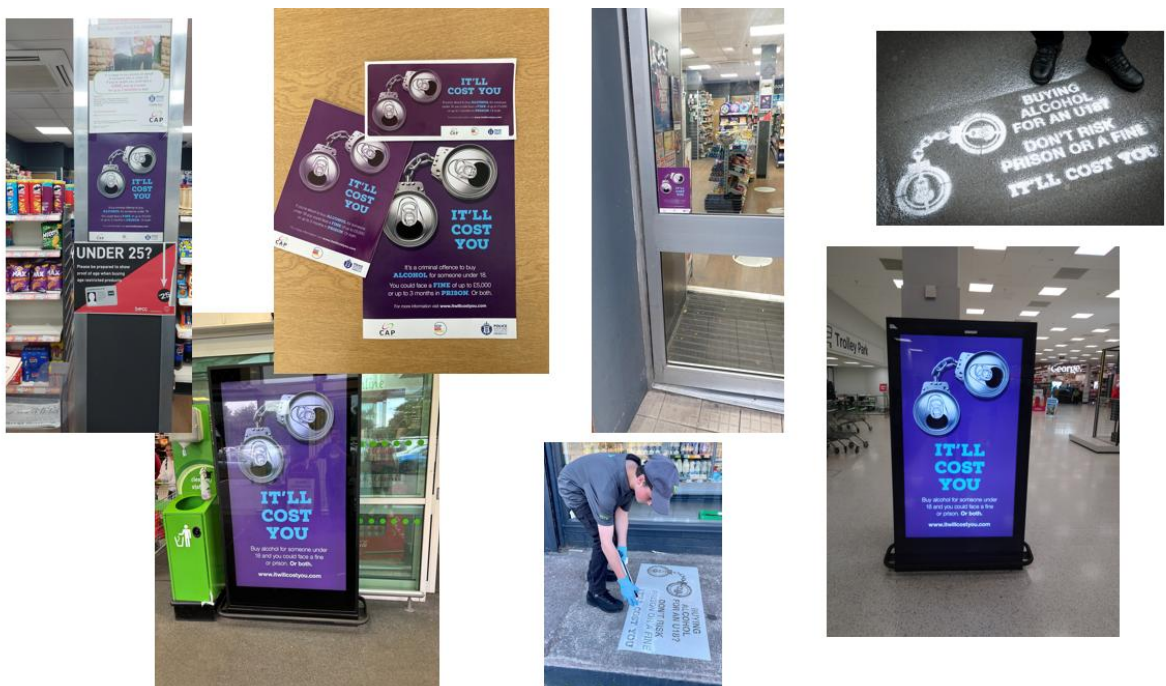
Campaign packs developed for the 2022 campaign for use by retailers were re-produced. Each pack contained:

- A4 stakeholder briefing document
- A4 poster, door vinyl
- Window vinyl
- A4 information poster for staff.

As in previous years, these packs were distributed by Police Scotland colleagues as part of the direct engagement with retailers in support of the campaign. Campaign packs were also distributed by Police Scotland Youth Volunteers (PSYV). The campaign Steering Group were delighted PSYV have once again been active in supporting the campaign.

Pop-up banners and leaflets were also used for direct engagement with adults in stores and at local events during the campaign.

Digital displays in store and pavement stencils outside store were again deployed as impactful ways of getting the campaign messages over. See examples below.



Pre-Campaign Activity in Schools

A recommendation from the 2023 evaluation report was to consider delivering some pre-campaign activity in schools. Whilst the audience for this campaign is adults it is important that children and young people under 18 are aware of the campaign and the consequence for adults of who purchase alcohol for U18s.

To support this Police Scotland Violence Prevention Licensing Coordination Unit and Children and Young Persons Unit developed a presentation which incorporated an educational video featuring young people on the topic of Proxy Purchase prepared by PSYV Dunfermline in 2023. This was made available to all local school link officers and continues to be available throughout the year. The slide pack was incorporated into the "I am me" resource which supports the health and wellbeing experiences and outcomes for early years, primary and secondary schools.

Social Media Campaign

Social media is an important element of the overall campaign. There were two parts to it: (a) paid for part and (b) and an organic part where partners were provided with campaign assets to post on their own social media channels.

a. Paid for Social Media

The same assets and approach were used as that deployed in the 2023 campaign which utilised static and carousel posts executed on Meta (Facebook, Facebook Messenger and Instagram).

For the first three weeks of the campaign it was targeted at the local authority areas identified by CAP as the areas with highest harms. After that point it was extended to the whole of Scotland.

The KPIs for the social media campaign were:

- Impressions – 6.2 million (No. of times content is displayed no matter if it is clicked on or not).
- Reach – 956,500 (Total no. of unique users who saw your content at least once).
- CPM - £1.60 (CPM (cost per mille) a metric that indicates how much you pay per for 1,000 impressions of your ad. Used to measure the cost-effectiveness of the campaign).

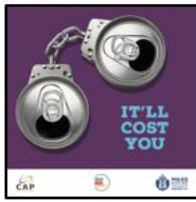
b. Organic Social

The same suite of organic social media assets used in the paid for campaign were provided to SAIP partner organisations, Police Scotland Divisions and CAP, plus the video asset – see below. SAIP posted twice a week on Facebook, Instagram and X.

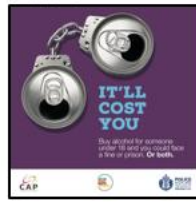
SAIP Partners were invited to use these assets or like/reposts SAIP posts or put out their own post welcoming the campaign.

The suite of assets deployed can be seen below.

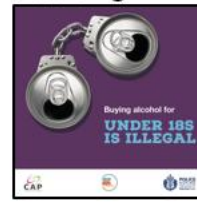
Static V1



Static V2



Static V3



Carousel v1 - General Awareness



Carousel v2 - Why it has to stop



Video Post

Scottish Alcohol Industry Partnership
Sponsored · 🌐

Buying alcohol for someone under 18 is a crime. Find out why it has to stop and how you can help.

IT'LL COST YOU

CAP

Help us clamp down on proxy purchasing
Never buy alcohol for under 18s

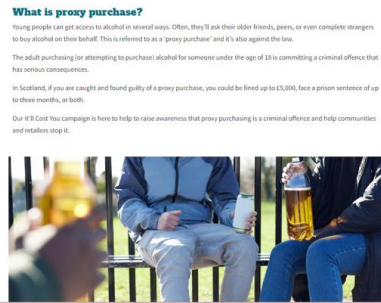
ITWILLCOSTYOU.COM [Learn More](#)

👍 Like 💬 Comment ➦ Share



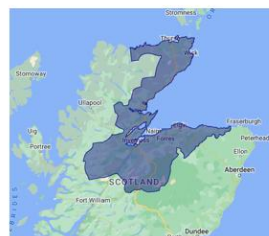
Website

The It'll Cost You website www.itwillcostyou.com is an important asset for the campaign. The public can find out more about the issue of proxy purchasing and the aims of the campaign. It also provides guidance for those who wish to get involved in supporting the campaign. In 2024 the website was updated to make it easier to access the campaign evaluation reports.



Radio ads

We used the 30 sec radio ad we commissioned in 2022 and booked it to play the following local radio stations. Hits Radio Brand (South West Scotland, Edinburgh and Glasgow) and Moray Firth Radio. The ad ran from 1 July to 18 August 2024: running Thursday to Saturday, 2pm to 10pm each week. The station coverage is shown below.



We also encouraged retailers to run the ad in their stores across Scotland.

Out of Home Advertising

For the first time in the national campaign the Steering Group commissioned some limited out of home advertising on bus shelters (seven locations) and on the rear of buses (37) operating out of the Leven, Aberhill and Glasgow, Scotstoun depots.

The bus shelter advertising ran for two weeks starting 29 July and the bus rear for two weeks starting 5 August.



Bus shelter and bus rear advertising

Media & PR

Generating awareness for the campaign through PR and the media is an important strand for the campaign. Three press releases were issued during 2024. The first press release was issued on 18 April to promote the evaluation report of the 2023 campaign and to announce the dates the campaign would run in 2024. A press release was issued on Monday 1 July to coincide with the launch of the campaign. An event was also held with Siobhian Brown, Minister for Victims and Community Safety on Wednesday 24 July at the Morrisons supermarket store in Ayr which allowed the Minister to meet several partners supporting the delivery of the campaign.



A recommendation from the 2023 evaluation report was to consider engaging a media partner. Building on the experience from 2023 we purchased the media package set out below from with the Reach/Daily Record:

- Daily Record online article on homepage of website for 24 hrs.,
- Taboola enhanced reads across Scotland

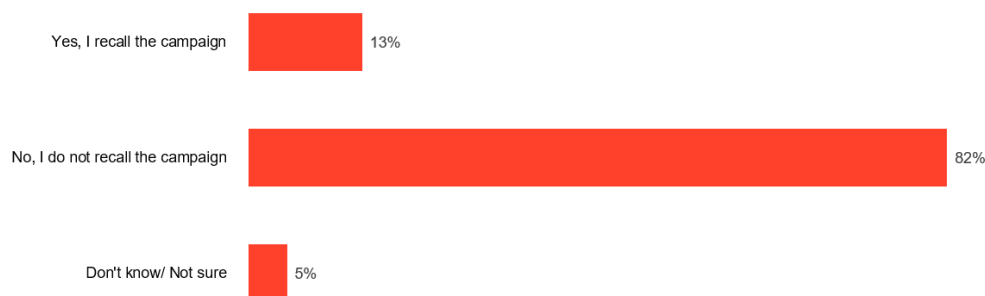
- Newsletter insert on Daily Record website for 24hrs.
- Targeted Facebook Post - main brand page
- In your area (IYA) – a hyper Local news platform – our article was featured here in addition to the article on the website for 2 Weeks.
- Full page classified advert in Daily Record which appeared on 2 August and in 17 Regional titles listed below with the date the ad appeared:
 - Hamilton Advertiser 1 Aug
 - Strathearn Herald 1 Aug
 - Ayrshire post-7th Aug
 - Kilmarnock Standard - 7th Aug
 - Irvine Herald - 7th Aug
 - Blairgowrie Advertiser - 30th Jul
 - Airdrie & Coatbridge Advertiser - 31st Jul
 - Dumfries & Galloway Standard 30th Jul & 2nd Aug
 - East Kilbride News - 31st Jul
 - Galloway News - 2nd Aug
 - Hamilton Advertiser - 1st Aug
 - Lennox Herald - 6th Aug
 - Paisley Daily Express - 6th Aug
 - Perthshire Advertiser - 6th & 9th Aug
 - Rutherglen Reformer - 7th Aug
 - Stirling Observer - 31st Jul & 2nd Aug
 - Strathearn Herald - 1st Aug

4. Results

YouGov Survey

The Steering Group commissioned an online survey of 1,000 adults across Scotland through YouGov post campaign. The survey was conducted between 22nd - 26th August 2024. The results are presented below.

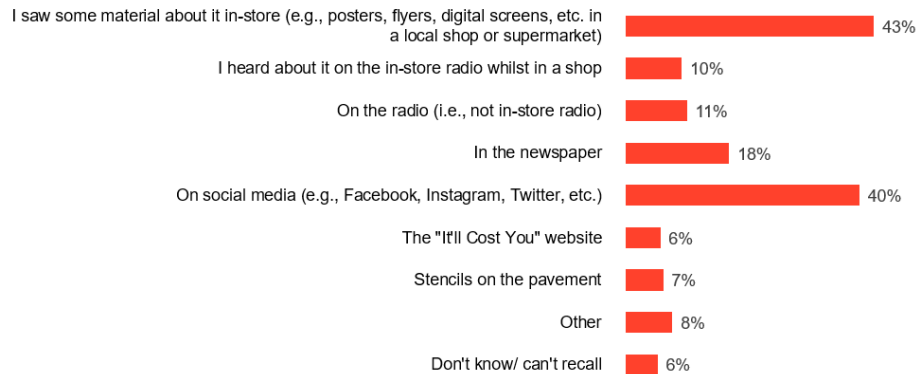
In relation to awareness of the campaign 13% of those surveyed recalled the campaign. This is an increase of 1% from last year.



XSI_Q1. The poster below is from the "It'll Cost You" campaign that launched in Scotland in July 2024. Do you recall seeing, hearing, or reading anything about the campaign?

Unweighted base: All Scottish Adults (1000)

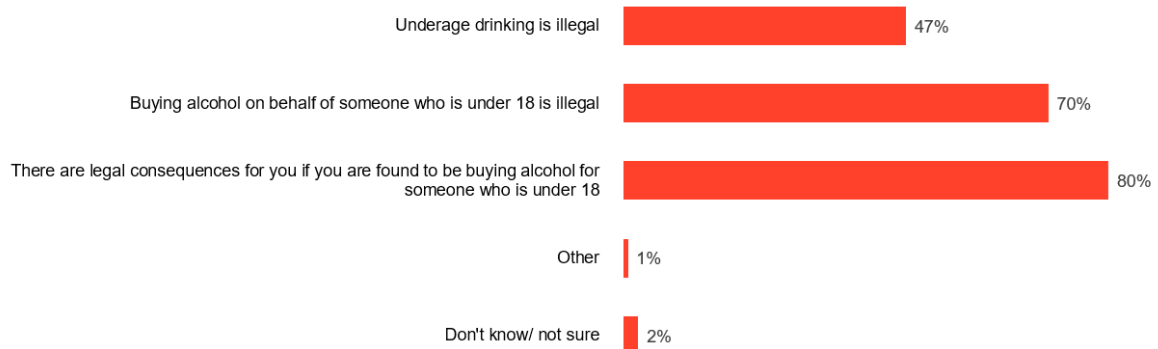
For those that did recall the campaign the majority heard about it from two main sources: material in store and social media. This was similar to previous years. Although see details of the campaign in newspapers increased compared to last year (18% vs 6%).



XSL_Q2. You indicated you recall seeing, hearing, or reading the "It'll Cost You" campaign...In which, if any, of the following places do you recall seeing/ hearing about the campaign? (Please select all that apply)

Unweighted base: All Scottish Adults who recall It'll Cost You campaign (129)

When asked what were the key messages of the campaign 80% identified that there were legal consequences for you if you are found to be buying alcohol from someone who is under 18 (see chart below). This was a decrease on last year when the finding was 89%.



XSL_Q3. Still thinking about the "It'll Cost You" campaign...Which, if any, of the following do you think were the key messages the campaign was trying to get across? (Please select all that apply)

Unweighted base: All Scottish Adults who recall It'll Cost You campaign (129)

For those who recalled the campaign 60% correctly identified the full legal consequences of doing so which is a significant improvement on last year when it was only 51%.



XSL_Q4a. Buying alcohol for a young person (under 18) is a criminal offence. Thinking of the above statement, which ONE of the following do you think are the legal consequences of buying alcohol for a young person? (Please select option that best applies)

Unweighted base: All Scottish Adults who recall It'll Cost You campaign (129)

Pre & Post Campaign Surveys

The cost of conducting pre and post campaign surveys across Scotland is out with the reach of the campaign budget. A recommendation from last year's evaluation report was to investigate conducting pre and post campaign surveys in two specific areas where the campaign would be running.

In discussion with Police Scotland two clearly define areas were identified: Leven, Methil and Buckhaven in Fife and Clydebank, Dalmuir & Whitecrock in West Dunbartonshire. Both are local authority areas which have high levels of harm from underage drinking.

CAP devised and produced a survey that was distributed online to the target local communities. The surveys were open from w/c 27 May to 28 June. In Fife, Police Scotland Youth Volunteers helped to administer the survey in person at the Sainsbury store, Leven on 15 June. The table below shows key findings from both areas pre-campaign.

Pre: campaign survey results

	Leven, Methil, Buckhaven	Clydebank, Dalmuir, Whitecrock
Number of responses	84	58
Gender profile	19% Male 76% Female 5% not stated	69% Male 31% Female
Age profile	Answered: 84 Skipped: 0 	Answered: 58 Skipped: 0
To what extent do you think it is important or	Very important 67%	Very important 71%

	Leven, Methil, Buckhaven	Clydebank, Dalmuir, Whitecrook
unimportant to prevent under 18-year-olds from accessing alcohol?		
To what extent do you agree or disagree with the following statement: Underage drinking results in anti-social behaviour in the area where I live.	Strongly agree 54%	Strongly agree 56%
To what extent do you agree or disagree with the following statement: In general, underage drinking is a bigger problem today compared to 10 years ago in 2014.	Strongly agree/tend to agree 76%	Strongly agree/tend to agree 73%
Have you EVER been approached by a young/minor person (under 18) to buy/purchase alcohol for them?	Yes 32%	Yes 60%
Do you know someone who has been approached by a young/minor (under 18) to buy alcohol for them?	Yes 46%	Yes 64%
Before taking this survey, were you aware that buying alcohol on behalf of a young person (under 18) is illegal?	Yes 99%	Yes 96%

The samples sizes are small and not statistically significant. However, the results from both areas are similar, with the exception of the response to questions:

- Have you EVER been approached by a young/minor person (under 18) to buy/purchase alcohol for them?
- Do you know someone who has been approached by a young/minor (under 18) to buy alcohol for them?

Which are higher for the Clydebank, Dalmuir, Whitecrook area.

The post campaign surveys were distributed online after the campaign ended through the month of September. The table and graphs below show key findings. The post campaign survey focussed on awareness of the campaign and understanding of the key messages.

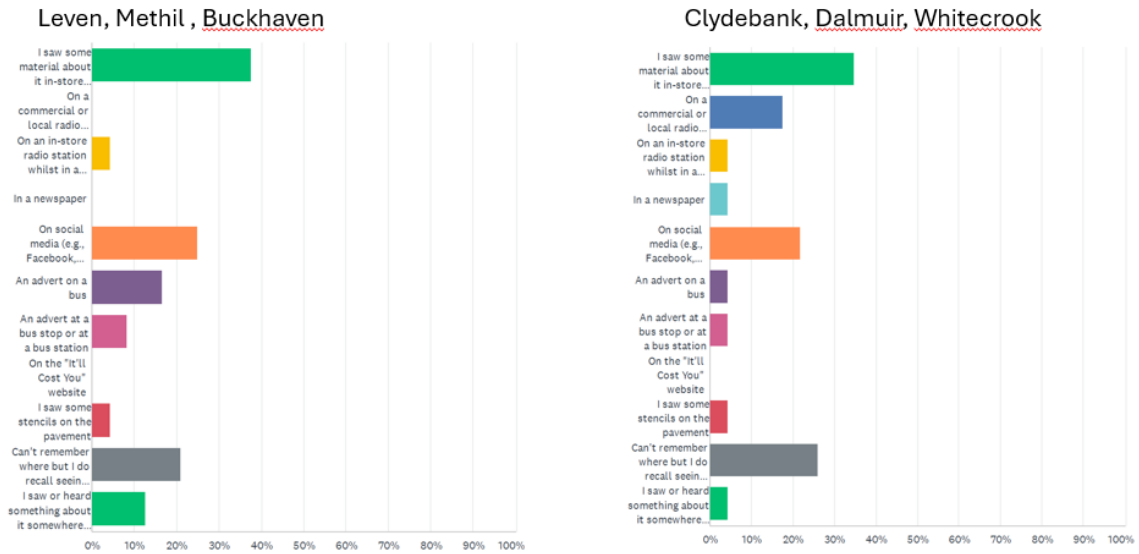
Post campaign survey results

The survey sample in the post campaign was larger than the pre-campaign survey but still relatively small and those that recall the campaign is a very much smaller

Those that recall the campaign was similar to the YouGov survey for Leven, Methil, Buckhaven area (13% vs 11%) but higher for the Clydebank, Dalmuir, Whitecreek (13% vs 19%).

	Leven, Methil, Buckhaven	Clydebank, Dalmuir, Whitecreek
Number of responses	238	139
Gender profile	20% Male 78% Female 2% Not stated	31% Male 65% Female 4% Not stated
Age profile	<p>Answered: 239 Skipped: 0</p>	<p>Answered: 139 Skipped: 0</p>
Do you recall seeing, hearing, or reading anything about the campaign	11% Yes 79% No 10% Don't know/not sure	19% Yes 80% No 1% Don't know/not sure

Where do you recall seeing or hearing about the campaign

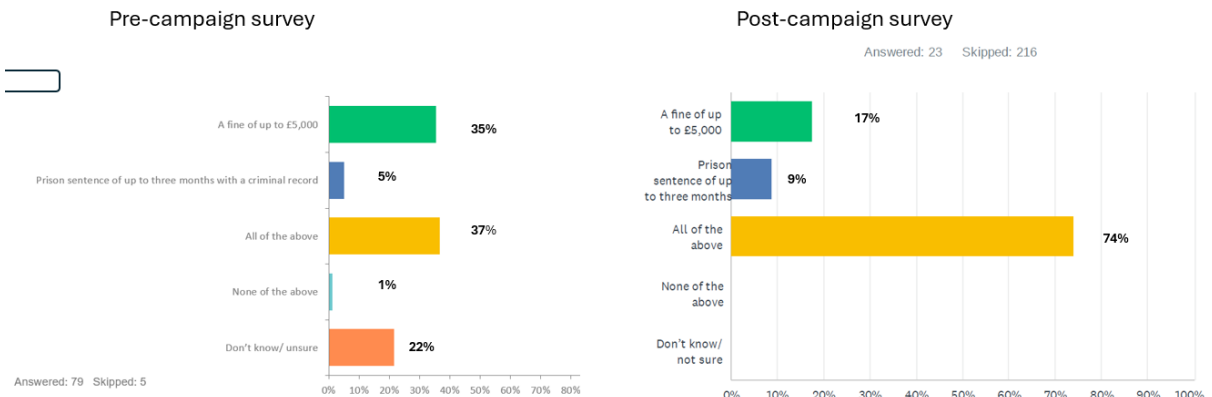


Similar results to the YouGov survey for those who recalled the campaign, material in store and on social media were the two main sources.

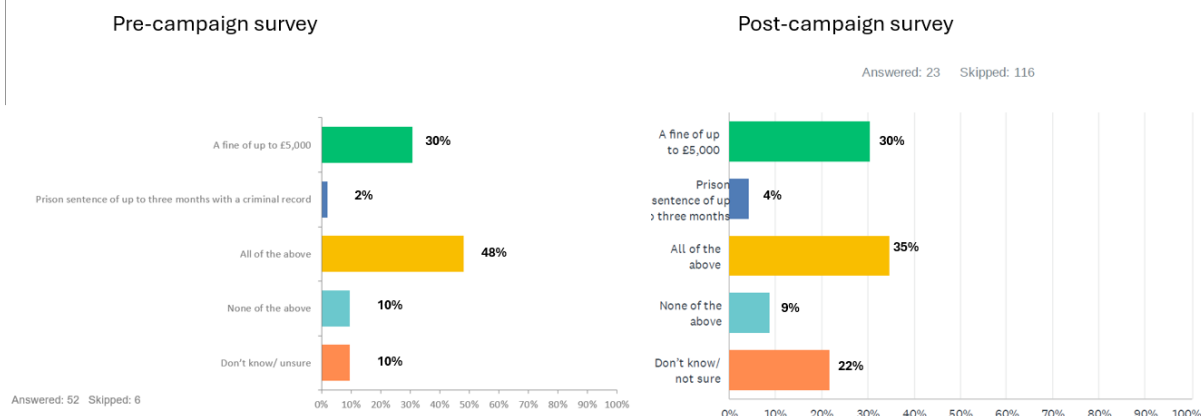
	Leven, Methil, Buckhaven	Clydebank, Dalmuir, Whitecrook
What were the key messages of the campaign	58% Underage drinking is illegal 71% Buying alcohol on behalf of someone who is 18 is illegal. 83% There are legal consequences for you if you are found to be buying alcohol for someone who is under 18	40% Underage drinking is illegal 74% Buying alcohol on behalf of someone who is 18 is illegal. 65% There are legal consequences for you if you are found to be buying alcohol for someone who is under 18

In terms of the key messages of the campaign the results from Leven, Methil, Buckhaven were similar to the national YouGov survey. For Clydebank, Dalmuir, Whitecrook the results are similar to the national YouGov survey but with only 65% noting there were legal consequences if you were found to be buying alcohol for someone under 18.

Leven, Methil and Buckhaven
 Buying alcohol for a young person (U18) is a criminal offence. Thinking about this statement which one of the following do you think are the legal consequences of buying alcohol for a young person



Clydebank, Dalmuir and Whitecrook
 Buying alcohol for a young person (U18) is a criminal offence. Thinking about this statement which one of the following do you think are the legal consequences of buying alcohol for a young person



For those who recalled the campaign we saw an improvement in those who correctly identified the full legal consequences of buying alcohol for someone below 18 year olds in the Leven, Methil, Buckhaven area (37% to 74%). We did not see any improvement in the Clydebank, Dalmuir, Whitecrook area.

Direct Consumer engagement

Direct consumer engagement is an important part of the campaign to make consumers aware of the key campaign messages. Police Scotland supported by Police Scotland Youth Volunteers (PSYV) in conjunction with retailers are key to delivery of the campaign on the ground. Detailed below are examples of activity that was delivered across the country which involved visiting licenced premises, attending local events, engagements with schools and detections of proxy purchase incidents.

There were 9 proxy purchases detected over the course of the campaign. This is fewer than last year and may reflect the shorter duration of the campaign.

Highlands and Islands

Police officers in the local communities visited licensed premises where they discussed the 'It'll Cost You' campaign and handed out packs containing campaign materials.

Within the campaign period there were two detections in the Highlands and Islands area for people buying alcohol for children or young persons.

Greater Glasgow

Tailored initiatives were carried out in each sub divisional area in Greater Glasgow and campaign packs were handed out to premises in local areas that had previously experienced issues with proxy purchase.

Alongside local Police Scotland Youth Volunteers (PSYV), Police Officers from the Greater Glasgow Licensing Department carried out a day of action at the ASDA store in Toryglen.

There was one report for alcohol being purchased for a young person during the campaign period.

Renfrewshire and Inverclyde

Community Police Officers and the local Safer Communities Team were responsible for running the 'It'll Cost You' campaign in Renfrewshire and Inverclyde this year.

They attended a number of school and community events, giving advice and engaging with children and adults.

Pavement stencils were used outside the police offices and supermarkets which were found to be impactful in highlighting the campaign to passing members of the public.

Licensed premises were visited and issued with fresh materials for the 2024 campaign and new posters were also displayed in public areas of police offices.

There was one person reported in the area for purchasing alcohol for a child.

Lothian and Scottish Borders

Community Police Officers and PSYV visited local licensed premises in the Musselburgh and Haddington areas to publicise the 'It'll Cost You' campaign. They issued around 100 leaflets and spoke with premises managers who were all supportive of the campaign.

PSYV attended the Musselburgh Family funday which was well received with several residents engaging with the PSYV group.

All the activity which took place was highlighted on local social media.

There was one person detected for committing a proxy purchase related offence during the campaign period.

Edinburgh

In collaboration with Scotmid and the Scottish Grocers Federation, police officers from the Edinburgh Licensing Department held a launch event at the Scotmid Leven Street Store, Edinburgh. Staff and members of the public showed great interest in the 'It'll Cost You' campaign. Officers also engaged with local secondary school children. The launch was further highlighted through Scotmid and police social media accounts.

Officers from the Licensing Department also worked with local community policing teams to identify premises within the four Edinburgh localities which were either problematic for youth antisocial behaviour or suspected to be at risk of proxy sales. Officers interrogated police systems to identify areas at risk during the campaign dates.

Following this, police officers conducted over sixty licensed premises inspections during the campaign. They engaged with staff, provided advice, 'It'll Cost You' campaign packs and additional crime prevention information. Although not directly related to proxy purchase, one premises was identified as committing several offences contrary to the Licensing (Scotland) Act 2005 and was placed on a three-month intervention plan.

Eight further premises were identified as not being fully compliant with licensing legislation and were provided advice by officers with regards to their obligations and staff training. These premises are to be re-visited to ensure compliance.

PSYV based in the Edinburgh area also assisted in promoting the campaign. They carried out foot patrols within the city centre of Edinburgh, put down pavement stencils in areas of heavy footfall, engaged with the public, licensed premises, and distributed over 500 'It'll Cost You' campaign leaflets.

In the run up to the campaign starting School Link Officers at High Schools across Edinburgh highlighted the dangers of underage drinking and the importance of personal responsibility.

Local community police officers highlighted the campaign through several measures including joint high visibility foot patrols with supermarket security staff in anti-social

behaviour hotspots. 'It'll Cost You' literature was also distributed at 'Coffee with a Cop' and local Crime Prevention stalls across the Edinburgh area.

Lanarkshire

During the campaign community police officers attended numerous licensed premises, handing out 'It'll Cost You' campaign material and engaging with the public.

Police officers from Hamilton attended the Hamilton Business Improvement District (BID) and handed out leaflets throughout the Saturday market. The campaign was further highlighted in the local media.

The PSYV group based in the Lanarkshire area carried out a number of visits to public buildings in their areas and attended a day of action at a CoOp store in Kilsyth.

During the campaign period there were two detections in relation to proxy purchase.

Argyll and Bute

Police officers in the Argyll and Bute area attended all the licensed premises in the division, handing out campaign packs and engaging with the licensed premises staff and members of the public.

They were supported by their local PSYV groups.

West Dunbartonshire

Police officers from the local area assisted by the PSYV team carried out 34 visits to licensed premises where the staff were provided with relevant 'It'll Cost You' campaign materials.

Fife

PSYV from the Levenmouth area attended at Sainsbury's in Leven where they engaged with members of the public in relation to the Campaign.

PSYV also delivered campaign survey leaflet packs and campaign materials into off licenced premises in the Leven and Buckhaven areas.

Licensed premises staff commented that the display materials were useful for reiterating to adults that it is against the law to sell alcohol to their children and siblings who are under 18.

Dumfries and Galloway

There was one person detected for purchasing alcohol for a person under 18.

Forth Valley

The Forth Valleys proxy activity was led by the Community Safety Department with help from the local PSYV.

They attended licensed premises locally and utilised posters and pavement stencils to highlight the 'It'll Cost You' campaign.

School based officers delivered talks to young people in the schools in their areas to raise awareness of the campaign.

There was one person detected for selling alcohol to a person under the age of 18.

Police Scotland Youth Volunteers (PSYV)

The Police Scotland Youth Volunteers assisted local divisions across the country to promote the campaign. This involved visiting premises and local events to lay down pavement stencils and hand out leaflets to promote the campaign. Two youth volunteers also attended the Morrison's store in Ayr where the Community Safety Minister and other stakeholders attended an event to promote the campaign.

Over the course of the campaign, 114 youth volunteers took part in promoting the campaign supported by 53 Adult Volunteers. They distributed 3730 leaflets at 32 deployments. Contributing 511 hours of volunteering.



Social Media Campaign

Paid for campaign

The paid for social media campaign was delivered by STORY. The key KPIs set for the campaign were all achieved and exceeded.

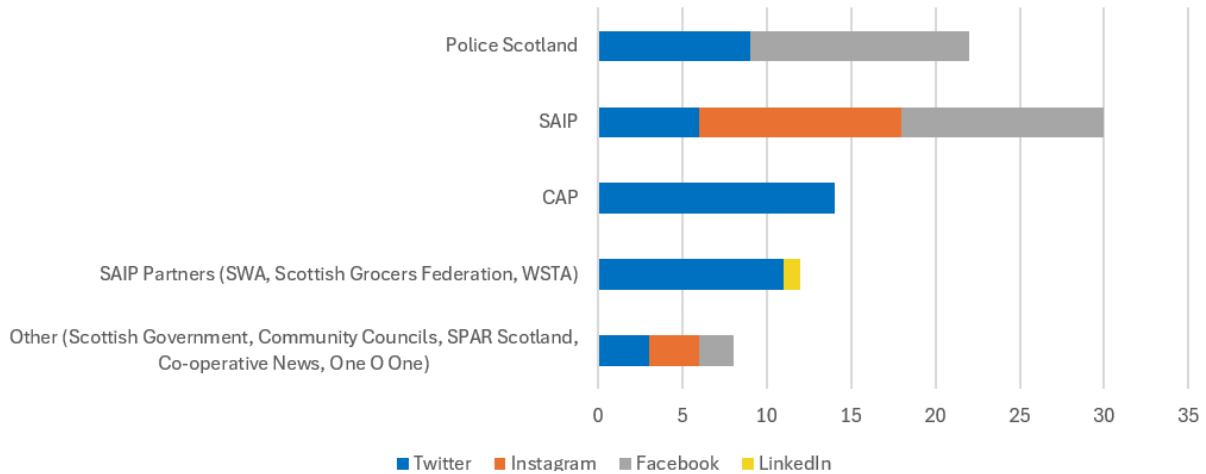
KPI	Target	Achieved
Impressions – No. of times content is displayed no matter if it is clicked on or not).	6,200,000	6,756,477
Reach – Total no. of unique users who have l see your content at least once).	956,500	956,586
CPM - (cost per mille) a metric that indicates how much you pay per for 1,000 impressions of your ad. Used to measure the cost-effectiveness of the campaign	£1.60	£1.47

The focus for the campaign was on reach and impressions. The campaign also drove 17,973 link clicks.

Organic social media campaign

Partners posted on the following channels using the social media assets provided: Facebook, Instagram, X and LinkedIn which helped boost the campaign.

Usage of #ItWillCostYou by Partner and Channel, 1 July - 12 August 2024



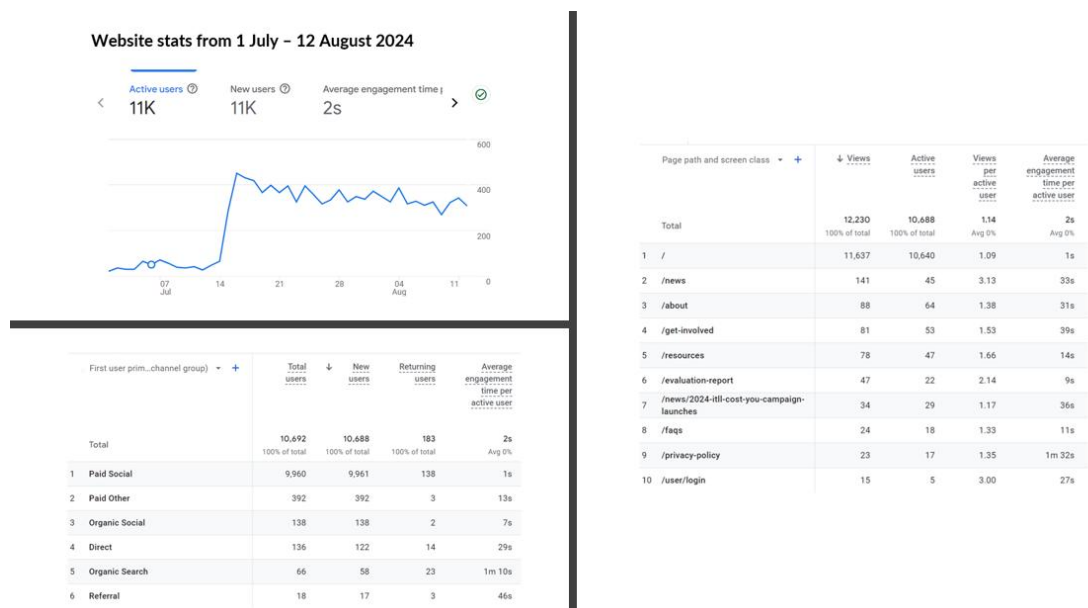
The number of posts from partners was reduced compared to last year which may reflect the campaign duration being shorter.

Website (www.itwillcostyou.com)

The number of users coming to the site increased significantly during the paid campaign – however average engagement time is extremely low.

9960 users arrived on your site via paid social, but the average engagement time per user is one second which means they have landed on the page and immediately left and have therefore not engaged with any of the content.

Users are still mainly visiting the homepage rather than going to other pages on the site.



Radio Advert

The radio ad played on local radio achieved the following results:

Number of times the ad was played	264
Reach (the number of different people that heard the ad)	1, 174,175
Impacts ¹	4,448,371
Opportunities to hear (how many times a listener is likely to hear an ad)	3.79

The campaign delivered 4.4 million impacts across the transmission areas. On average the listeners will have heard the campaign just under four times during the campaign period. The radio ad delivered similar results to last year even though ran for one week less compared to 2023.

The radio ad was also played in a total of 422 retail stores across Scotland.

Company	Number of Stores	Details
ASDA	61	Played in all stores over the course of the campaign.
Scotmid	120	7am-10pm, four times per hour = 60 plays per day = 309,600 plays in total.
Morrisons	61	1 July – 12 August, once each hour every day.
Spar	100	Ad played four times an hour.
Home Bargains	80	1st July - 12th August once every hour every day

Digital Display

The campaign message was shown on a total of 541 digital screens across 331 stores.

Company	Number of Stores	Number of Screens	Details
Scotmid	170	180	3pm to 10pm, 12 times per hr. Between 1st July – 12th Aug equating to 84 times per day x 43 days = 3612

¹ Impacts are the gross number of opportunities to hear (OTH) an ad. In terms of radio research, one impact is one person's listening to one spot. These are added together to give total impacts for an advertising campaign, or total impacts for all commercial airtime on a certain station. Calculated by multiplying OTH by Weekly Reach ('000s).

			displays per store x 170 = 614,040 displays in total.
Spar	100	300	Played multiple times a day during the duration of the campaign.
Asda	61	61	1st July - 12th Aug = 6 weeks (42 days) 59,040 displays.

Media & PR

The three press releases issued, plus a local launch of the campaign in Edinburgh resulted in 28 articles in the media including online national and local press. See appendix 1 and 2 for details).

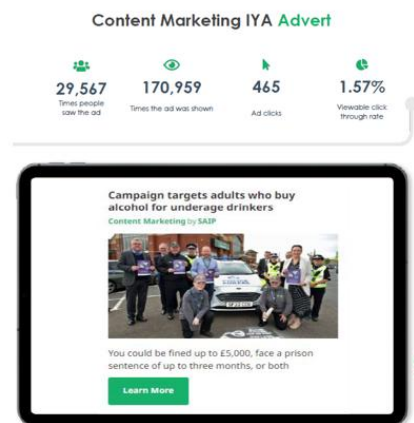
The media tie up with Reach and the Daily Record delivered the following results:



Article on homepage
<https://www.dailyrecord.co.uk/special-features/campaign-targets-adults-who-buy-33349411>
 31 July 2024



Facebook post



Key Learnings and Recommendations

Campaign Delivery

- From the perspective of the steering group and partners involved with the campaign it has become an established annual campaign and is now part of 'business as usual'.
- Strong partnership working continues to be fundamental to the delivery of the campaign.
- As recommended in last year's evaluation report, the campaign ran nationally during the summer school holidays and this will continue. However Police Scotland Divisions can activate the campaign locally at any time throughout the year if proxy purchasing becomes an issue in a particular hotspot. As noted last year the campaign is integral to all Community Alcohol Partnerships established across Scotland.
- The above point demonstrates the flexibility of the campaign. This is also underpinned by the overall established model for the campaign which is a national approach with targeted delivery.
- Out of Home (OOH) advertising was used in this year's campaign in two small areas where the pre/post evaluation surveys were conducted. The decision to commission this advertising late in the delivery of the campaign meant that it was of limited impact. Any decision to use OOH advertising should be agreed well in advance of the campaign going live.
- The video was not used in the paid for social campaign due to poor results the previous year. Consideration should be given reintroducing to the campaign in 2025 and shortening its length.
- The partnership with Reach through the Daily Record is recommended to be continued into next year. Including a full page advertisement in local newspaper titles is another way to reach a wider audience at the local level.
- The pre-campaign activity in schools to make children aware of the campaign will be running and the consequences for adults who are caught carrying out a proxy purchase should be continued.

Stakeholder Engagement to support delivery of the campaign

- Engaging a wider set of stakeholders out with the current set of supporters, such as local authorities, to support the campaign continues to be a challenge.
- A communications plan to create awareness of the campaign amongst potential supporters by highlighting the aims of the campaign, timelines and how to get involved is recommended. .

Evaluation

- The pre and post surveys supported by CAP and the local Police Divisions were useful and give an indication of awareness and understanding of the campaign

messages, but the sample sizes were too low. It is recommended the pre survey is conducted earlier and for the pre and post survey to target achieving 500 responses. These should be carried out in defined areas recommended by Police Scotland.

- The YouGov survey should be maintained.

Appendix 1: ICY Campaign 2024: Media Coverage

It'll Cost You! campaign to relaunch this summer

NORTH EDINBURGH NEWS (Online), 19/04/2024 14:10

<https://nen.press/2024/04/19/itll-cost-you-campaign-to-relaunch-this-summer/>

Warning over booze

The Gazette (Johnstone & Renfrewshire), 24/04/2024 00:00

Clamp on proxy buying

Scottish Grocer, 11/05/2024 (Print)

<https://theedinburghreporter.co.uk/2024/06/police-scotland-launch-itll-cost-you-campaign/>

[It'll Cost You! Campaign launches to tackle youth street ...](#)

North East Edinburgh News

[Police Scotland launches campaign to tackle youth street drinking | Barrhead News](#)

[Campaign launches to tackle youth street drinking - Police Scotland](#)

<https://www.clydebankpost.co.uk/news/24422349.police-scotland-launches-campaign-tackle-youth-street-drinking/>

Proxy purchasing campaign kicks off

Scottish Local Retailer (SLR) (Online), 01/07/2024 17:05

Bid to tackle under-age drinking

Clydebank Post, 03/07/2024 (Print)

Crackdown aims to tackle proxy purchasing

The Gazette (Johnstone & Renfrewshire), (Print)

<https://www.dumbartonreporter.co.uk/news/24422349.police-scotland-launches-campaign-tackle-youth-street-drinking/>

<https://www.grampianonline.co.uk/news/police-and-retailers-campaign-launches-to-tackle-youth-stree-354376/>

<https://www.sgfscot.co.uk/latest-news/campaign-aimed-at-tackling-youth-drinking-praised-by-minister>

Scotmid stores help to tackle underage drinking

Mearns Leader, (Print)

Scotmid stores help to tackle underage drinking

The Buchanie, 13/08/2024 (Print)

<https://www.thenews.coop/scotmid-co-op-joins-campaign-to-tackle-underage-drinking/>

Buying booze for kids is dangerous and illegal

Motherwell Times, (Print)

Don't buy kids booze!
Cumbernauld News, 14/08/2024 (Print)

Proxy purchasing initiative lays down the law
Scottish Local Retailer (SLR), 01/08/(Print)

Retailer gives warning on cost of buying alcohol for children
Edinburgh Evening News (EEN), 15/08/ (Print)

'It'll Cost You' is in Angus stores
Angus County Press, 15/08/2024 (Print)

Proxy Purchasing Campaign Praised by Minister
Police Life Scotland, 24/07/2024

<https://www.dailyrecord.co.uk/ayrshire/new-campaign-reduce-street-drinking-33318370>

<https://www.ayradvertiser.com/news/24475158.ayr-msp-backs-campaign-stop-adults-buying-booze-kids/>

<https://uk.news.yahoo.com/campaign-reduce-street-drinking-reaches-112008922.html>

<https://www.dailyrecord.co.uk/special-features/campaign-targets-adults-who-buy-33349411>

Scotmid stores in Aberdeenshire help tackle underage drinking
Deeside Piper, 09/08/2024 (Print).

Appendix 3: Campaign Costs 2024

Breakdown of campaign costs. All figures shown are ex. VAT. The budget set for the campaign in 2024 was £40,000. The funding is provided by the SAIP.

Campaign Item	Spend £ (Ex VAT)
Printed materials	2,970
Stencils & paint	630
Social media	14,000
Radio ad	8,937
Radio ad (voiceover costs)	1,610
Miscellaneous*	852
Website amends/training	1,845
Evaluation	1,600
Out of Home (OOH) advertising	4,962
Reach: Daily Record	3,001
Total	40,407

* Artwork for OOH, event support.