

2022 Snapshot



CAMPAIGN REACH

79%

18-39 YEAR OLDS

324k

ADVERTISING
VALUE

27million

ADVERTISING
IMPRESSIONS

Autumn

- ✓ Red meat value up 0.7% compared to same period Oct 21, £48.3m value
- ✓ 6m kg volume sold on red meat
- ✓ Campaign reached 79.4% 18-39 year olds in Scotland
- ✓ 27.7 million advertising impressions served across:
- ✓ Press Office articles with advertising value equivalency of £324K and 9.6 million opportunities to see
- ✓ Cook off activity reached 654k people, achieved 13.2k engagements and 442k video views

