

2023 January Campaign Snapshot



CAMPAIGN REACH

75%

OF SCOTTISH POPULATION

11.2m

ADVERTISING
IMPRESSIONS

+8.4%

RED MEAT SALES VALUE

- ✓ Red meat sales value **+8.4%** vs. 2019, value **£64.2m**
(Kantar Worldpanel, total red meat Scotland, 3w to w/e 22.01.23 vs 3w to w/e 23.01.23)
- ✓ Penetration for beef **+0.6%** vs. 2022, approx. 16.2k households.
- ✓ Meat free products sold in Scotland, volume declined **-1.2%** vs 2022
- ✓ Campaign reached **75%** of Scottish Population
- ✓ **11.2 million** advertising impressions served across STV, Borders TV, Facebook, Instagram and YouTube
- ✓ Press Releases achieved **27 million** opportunities to see

