

# Our Advice Adds Up campaign Impact evaluation



**12,993**

clients helped with  
money issues

Client financial gains of

**£14.4 million**

Over

**1 million**

people reached  
through radio

Over

**250,000**

views of social media  
content

Over

**£2.5  
million**

worth of media  
coverage generated

## The campaign

Our Advice Adds Up was a national campaign focused on encouraging people to seek help from the CAB network when struggling with rising energy costs, higher inflation and higher interest rates.

The campaign was slated to run from 5 September to the end of the month, however the passing of Her Majesty the Queen on 8 September 2022 saw Citizens Advice Scotland as a charity with a royal patron observe the national period mourning for 10 days, with the campaign paused on the 9th and resuming on the 19th of September. Advertising was extending into the first week of October as a result.

- > In addition to raising awareness of the advice offer from the CAB network, the campaign also sought to drive people towards a URL and then on to a variety of different advice channels such as;
  - > [moneymap.scot](https://moneymap.scot)
  - > [checkmycounciltax.scot](https://checkmycounciltax.scot)
  - > the Citizens Advice public advice site
  - > the find a CAB search tool on [cas.org.uk](https://cas.org.uk)
  - > The Help to Claim service which helps people apply for Universal Credit

## Key Outcomes

During the campaign period the network dealt with **12,933** clients for money related advice such as:

- > Benefits
- > Consumer
- > Debt
- > Employment
- > Finance and charitable support
- > Tax
- > Utilities and communications

This led to **17,255** advice outcomes and **£14,435,736.35** in client financial gains (CFG).

This is an increase compared to a similar period in 2021 (5 September to 11 October) along the same advice codes where the network helped **12,129** clients, delivered **15,679** advice outcomes and unlocked **£12,442,292.25**.



**Our  
advice  
adds up**

## Digital engagement during the campaign

### Social media

During the campaign: We reached over **31,000** people through our combined Facebook and Twitter impressions from our campaign activity, taking us well over our target of **20k** reach.

### Visits to the public-facing campaigns page

During the campaign, the public-facing campaigns page received **667** page views, with most of the traffic coming from direct links (which we can take as people seeing the URL on campaign materials), Google search, Facebook posts, Twitter and Bauer digital links.



## Radio advertising

We advertised across a range of radio stations across the Bauer network in Scotland including Clyde 1, Forth 1, Northsound 1, Tay FM, Radio Borders, West FM/West Sound/ West Sound FM And MFR:

- > Estimated combined reach of **1.7 million**
- > Impacts of over **1.5 million** (average number of people listening to one radio slot)

## Digital radio advertising

We also advertised digitally through Bauer which included an email to each radio stations' audience list, a hosted features page about the campaign on each radio station's website and promoted social media posts on their channels.

### Social media

Post One:

- > Impressions: **29,995**
- > Reach: **25,890**
- > Clicks: **90**

Post Two:

- > Impressions: **16,911**
- > Reach: **16,706**
- > Clicks: **69**

### Directional advertising

Impressions: **146,667**

Clicks: **139**

CTR: **0.10%**

### Direct email

Sent: **60,583**

Opened: **7,196**

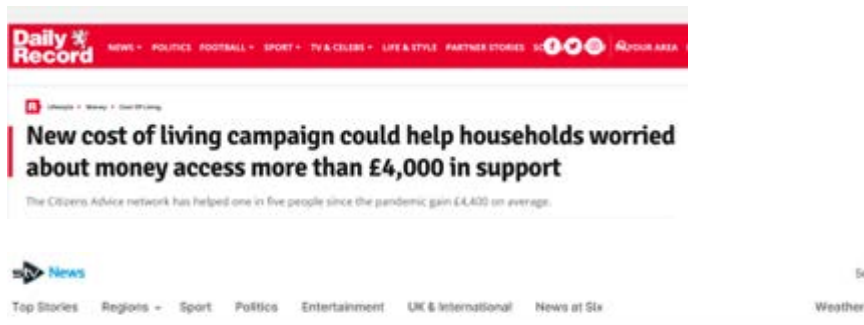
Links clicked: **384**

## YouTube advertising

We promoted a 30-second campaigns video via YouTube advertising. This was scheduled to run the length of the campaign, although there was a period of suspension due to the death of HM Queen Elizabeth II. Nonetheless, this achieved over **134,137 views** and **64,086 impressions**.

## Media engagement

We generated significant levels of media coverage during the campaign across broadcast, print and online. Analysis of national media engagement of the core CAS keywords over the campaign period found **134 articles** for an estimate value of **£2.18 million**.



## One in 10 Scots left with no money after essential expenses, analysis finds

By PA MEDIA  
PUBLISHED: 00:02, 4 September 2022 | UPDATED: 00:02, 4 September 2022



## Local coverage and highlights

Analysis of local media coverage for the campaign period found 40 articles with a reach of around **309,000** and a value of over **£40,000**.

## Additional supporting partners

In addition to Home Energy Scotland, we also had campaign support from Age Scotland, Disability Inclusion Scotland, Young Scot and The Poverty Alliance, all of whom supported the campaign on their digital channels, sharing and posting content from our social media toolkit.

## Bureaux supporting this campaign

We aimed to receive support from 30 bureaux for this campaign and in the end, 29 bureaux signed up, as part of our call to the network to apply for campaign funding for the year ahead in August 2022. While this was below the target by one, we should consider in all of our campaigns this year the capacity concerns CABs communicated in the campaigns survey.

### Campaign success (data from the post-campaign survey to bureaux)

**95%** found the social media toolkit very useful or useful

**90%** found the suite of posters very useful or useful

**90%** rated their experience with the campaign as excellent or good

**45%** took part in outreach/campaigning in local areas



**Our advice adds up**

## Lessons going forward

This was a campaign undertaken during exceptional circumstances given the national mourning period and then the political uncertainty of a changing government, so CAS should monitor the following issues across the rest of the campaigns programme to see if there is consistency.

Outreach – fewer than half of CABs undertook outreach work during the campaign period. This may be unsurprising given the national mourning period, CAB capacity and the legacy of the pandemic where in person campaigning was either curtailed or impossible, however it is a strength of the network to be active in communities across the country and increasing outreach events is something we should be aiming to do.

While campaign reach and impressions online, as well as through the media is very impressive, converting that into link clicks to the campaign landing page is more challenging. It may be that the campaign work is ultimately raising brand awareness of the network and people will engage with the network in ways other than the campaigns landing page. For the next campaign CAS will encourage audiences to “save” posts for later to let them go back and engage with the content when they feel more able to.

## Summary

Our Advice Adds Up 2022 was held in the midst of a turbulent time both in Scotland and the UK as a whole, which meant the original campaign plan had to be amended during the campaign.

In spite of this the network saw higher client financial gains during the campaign period compared to a similar period the year before. Our media engagement is very strong, with our message reaching both traditional media outlets such as radio and print media in addition to YouTube and social media.

In conclusion, despite a brief pause on campaigning to the death of Queen Elizabeth II, our campaign has succeeded by its own measures in terms of boosting engagement from last year and providing a net gain in terms of financial help provided.

As a particularly gruelling cost of living crisis endures, the importance of promoting the network’s free and impartial advice remains paramount and has been successfully communicated during this campaign.

[www.cas.org.uk](http://www.cas.org.uk)

