

IT'LL COST YOU PROXY PURCHASE CAMPAIGN 2025



EVALUATION REPORT

Prepared by:

ICY Steering Group December 2025

Contents

1. Executive Summary	2
2. Campaign Background & Objectives	3
3. Campaign Delivery	4
• Campaign laydown overview	4
• Campaign packs, in-store displays and direct consumer engagement	4
• Pre-campaign activity in schools	4
• Social media campaign	5
◦ Paid social	
◦ Organic social media	
• Website	7
• Radio advert	7
• Out-of-home advertising	7
• Newspaper ads	8
• Media & PR	9
4. Results	11
• YouGov survey	11
• Pre & post campaign surveys	12
• Direct consumer engagement	16
• Social media campaign	19
◦ Paid social	
◦ Organic social media	
• Website	20
• Radio advert	20
• In store digital displays	21
• Media & PR	22
• Out of home ad delivery	22
5. Key Learnings and Recommendations	23
Appendices	25
Appendix 1 - Press coverage links	25
Appendix 2 - Press coverage examples	27
Appendix 3 - Campaign costs	28

1. Executive Summary

The 'It'll Cost You' campaign is aimed at raising awareness amongst adults that a proxy purchase of alcohol 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.

In what was its 10th year since it was first delivered as a pilot campaign, the 'It'll Cost You' Proxy Purchase campaign continues to be delivered through an effective partnership between Police Scotland, Community Alcohol Partnerships and the Scottish Alcohol Industry Partnership. This year 2025 also marks the fourth year the campaign has been delivered at a national level. It is delivered over a six-week period and coincided with the summer school holidays. It is a multi-channel campaign utilising in store messaging (print, digital screens and in store radio), social media, ads in newspapers, direct consumer engagement, limited out of home advertising plus media and PR.

This year the use of commercial radio was dropped from the campaign and increased funding put into newspaper ads. However, this did not have any material impact on improving awareness. Social media and in-store remain the two main channels people identified as the source of where they saw or heard about the campaign.

For 2025, in-store was the standout channel. Levels of awareness of the campaign across the country assessed by the YouGov survey were the same as in 2024 (13%). Also, for those who recalled the campaign 60% correctly identified the full legal consequences of doing so which again was the same as last year.

Police Scotland are a key partner in the delivery of campaign. However, due to operational issues requiring staff redeployment to support policing of major one-off events, they were unable to provide the same level of support for the campaign in previous years and therefore much of the police activity was led by Police Scotland Youth Volunteers. The pre- and post-consumer surveys conducted in the evaluation area of South-West Edinburgh – Gorgie, Dalry and Slateford - did not generate the number of desired responses and are therefore of limited use. This is an issue the Campaign Steering Group will consider ahead of any re-run of the campaign.

Proxy alcohol purchasing continues to be an issue across Scottish communities. It is not an easy crime to detect. The increased understanding that proxy purchasing constitutes an offence has resulted in a notable increase in reports to Police Scotland from both campaign partners and the public. This indicates a positive shift in community engagement and willingness to report this issue.

2. Campaign Background & Objectives

This year's campaign ran from Monday 30 June – Monday 11 August (6 weeks) to coincide with the summer school holiday period. It is the fourth 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 are 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

As in previous years, the aim was to focus activity, where possible in council areas with the highest levels of harm from underage drinking : Western Isles, Shetland, Orkney, Fife, South Ayrshire, West Dunbartonshire, Glasgow, Highlands, Inverclyde, North Lanarkshire

3. Campaign Delivery

Campaign Laydown Overview

The table below gives an overview of how the campaign was delivered in 2025.

Activity	30 June	7 July	14 July	21 July	28 July	4 Aug
Campaign materials in store						
Radio instore						
Social media: paid for and organic						
Direct consumer engagement						
OOH in evaluation area 6 sheet 10 locations						
OOH in evaluation area 48 sheet 2 locations						
OOH in evaluation area 48 sheet 3 locations						
Ad in Metro (Spirit Media)			17 July	24 July		7 August
Ad in Daily Record (Reach)				18 July		
Ad in Sunday Mail						3 August
Ad in 17 regional titles						
Online article Daily Record (Reach)	30 June					
Daily Record Facebook post (Reach)						
Event to promote campaign with the Minister		11 July				
Launch press release	30 June					
Google display ad (Reach)						
In Your Area (IYA) (Reach)						

(Notes:

1. The ad in the print media is the It'll Cost you poster
2. OOH out of Home

Campaign packs, in-store displays and direct consumer engagement

Campaign packs developed for the 2022 campaign for use by retailers were reproduced. 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, supported by Police Scotland Youth Volunteers (PSYV) as part of the direct engagement with retailers in support of the campaign. The Campaign Steering Group is once again grateful for the support of PSYV in delivering 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 presentation was delivered to Police Scotland's School Engagement Officers to highlight and disseminate educational materials suitable for use in schools. These resources, designed to inform young people about the dangers and legal ramifications of proxy purchasing, were subsequently made available on the **Children and Young People** platform and the **I AM ME Scotland** SharePoint. This established a vital mechanism for

integrating awareness messaging into educational settings and supporting long-term prevention efforts.

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.

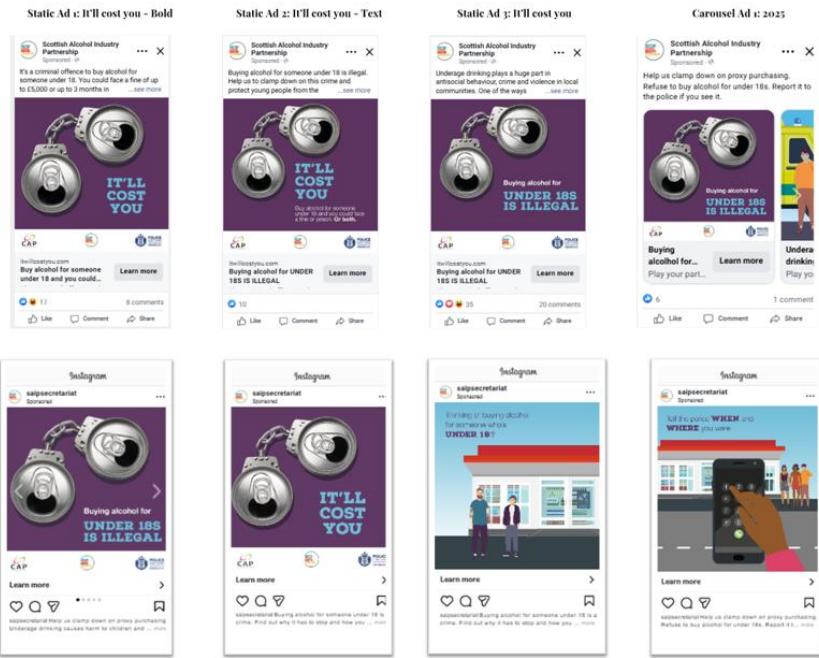
a. Paid for Social Media

The same assets and approach were used as deployed in the 2023 campaign which utilised static, carousel posts plus for 2025 we reintroduced the video plus two shortened versions for use on Meta (Facebook, Facebook Messenger and Instagram). The development of the shortened videos was a recommendation from the evaluation of the 2024 campaign.

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. In addition, South West Edinburgh, including Dalry, Slateford, and Gorgie were included within the geographic targeting for the campaign as it was the area selected by the ICY Campaign Steering Group as the local evaluation area for pre and post campaign surveys. After that point it was extended to the whole of Scotland.

The KPIs for the social media campaign were:

- Impressions 5.7 million (No. of times content is displayed no matter if it is clicked on or not).
- Reach – 500,000 (Total no. of unique users who saw your content at least once).
- CPM - £ 2.39 (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.



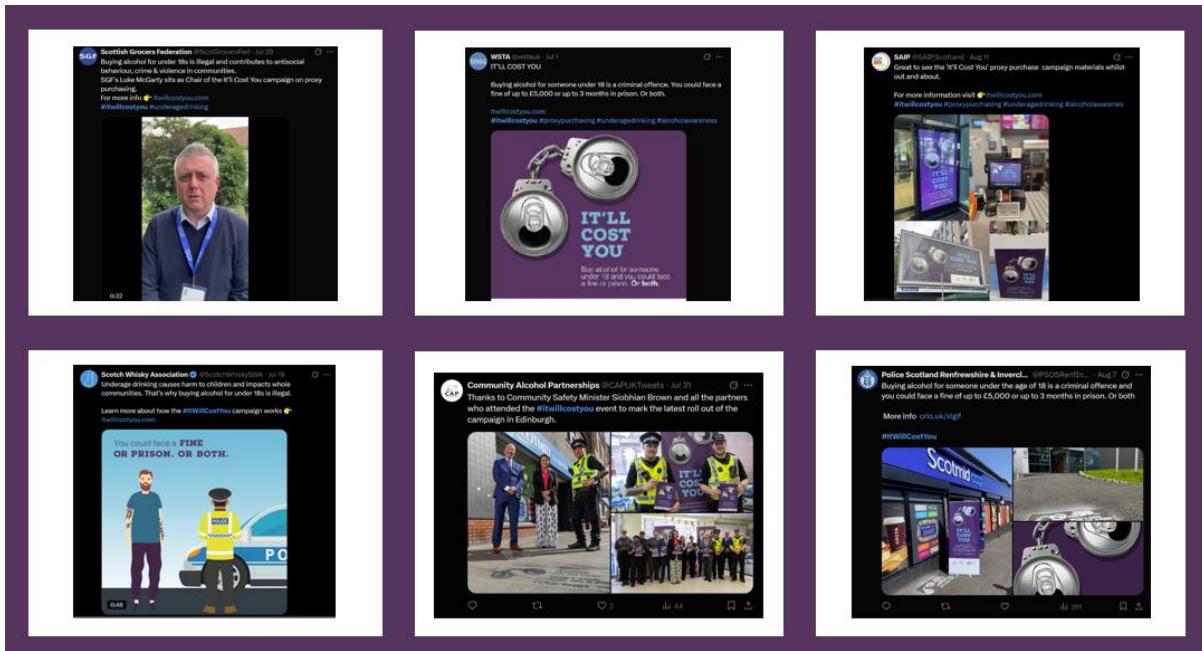
Examples of social media posts

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. SAIP posted twice a week on Facebook, Instagram and X.

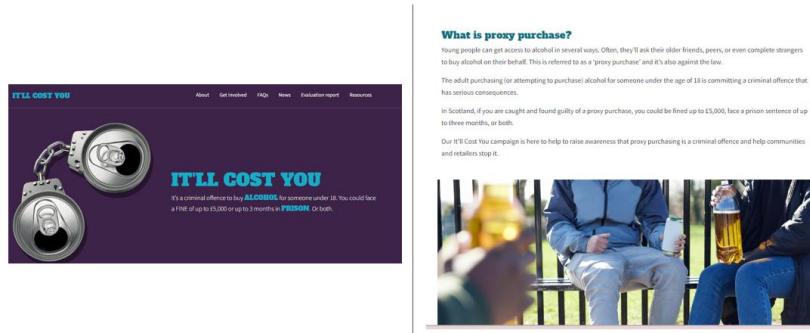
SAIP Partners were invited to use these assets or like/reposts SAIP posts or put out their own posts in support of the campaign.

Some examples of post put out by partners in support of the campaign.



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.

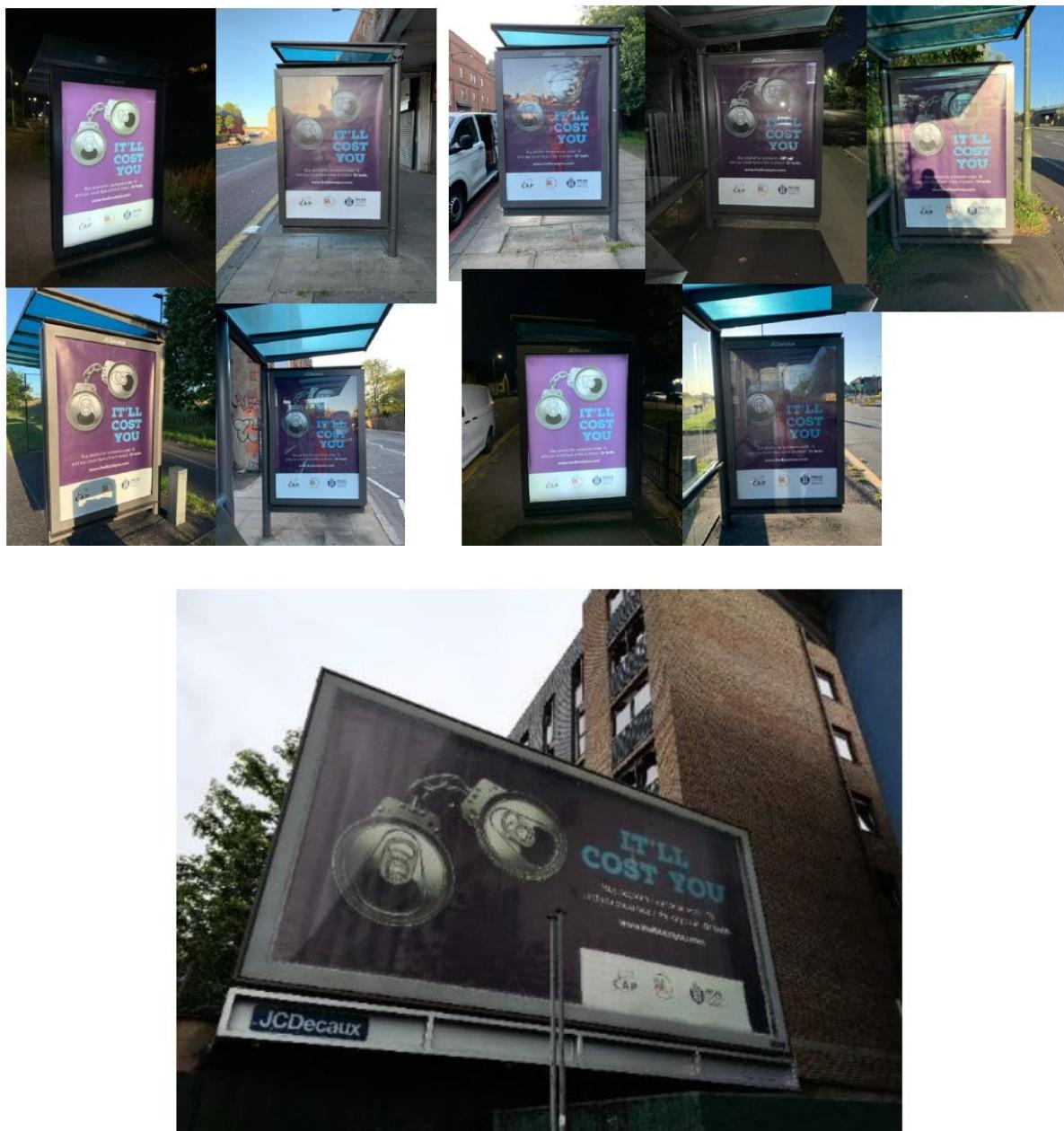


Radio ads

We did not run the radio ad as a paid campaign on commercial stations this year. We encouraged retailers to run the ad in their stores across Scotland.

Out of Home Advertising

Out of Home advertising was used in a limited way in the 2024 campaign. The Steering Group took the decision early on to use it in the 2025 campaign in the local evaluation area. This focused on roadside ads at bus stops (known as 6 sheets) and billboards (described as 48 sheets), see below.



Newspaper ads

A recommendation from the 2024 evaluation report was to continue the media partnership with Reach into the 2025 campaign. The media package set out below was delivered via Reach

- Article on the campaign published on the Daily Record website home page on 30 June.
- A Facebook post on the Daily Record site promoted from 7 July to 4 August.
- Google Display Network delivered digital campaign ad to websites across Central Scotland.
- In Your Area (IYA)/Taboola promoted the campaign online article to targeted areas of Scotland.

- Full page classified advert in the Daily Record 18 July and Sunday Mail 3 August and in 17 Regional titles listed below with the date the ad appeared:
 - Dumfries & Galloway Standard – 8 July
 - Perthshire Advertiser – 15 July
 - Blairgowrie Advertiser – 29 July
 - Kilmarnock Standard- 9 July
 - Irvine Herald – 16 July
 - Ayrshire Post -23 July
 - Airdrie & Coatbridge Adv – 6 August
 - EK News – 9 July
 - Wishaw Press – 30 July
 - Rutherglen Reformer – 15 July
 - West Lothian Courier – 6 August
 - Lennox Herald – 9 July
 - Stirling Observer -16 July
 - Hamilton Advertiser - 23 July
 - Strathearn Herald – 23 July
 - Galloway News – 8 August
 - Paisley Daily Express – 4 August

As part of the newspaper element of the campaign we also placed campaign ads in the Metro which appeared on 17 and 24 July and 7 August.

July 17th



July 24th



August 7th



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 2025. The first press release was issued on 4 March to promote the evaluation report of the 2024 campaign and to announce the dates the campaign would run in 2025. A press release was issued on Monday 30 June to coincide with the launch of the campaign. The launch press release was also covered by Good Morning Scotland (radio), plus a piece on STV news. An event was also held with Siobhian Brown MSP, Minister for Victims and Community Safety on Friday 11 July at the Scotmid store, Gorgie Road, Edinburgh which allowed the Minister to promote the campaign as well as meet several partners involved in the delivering the campaign.



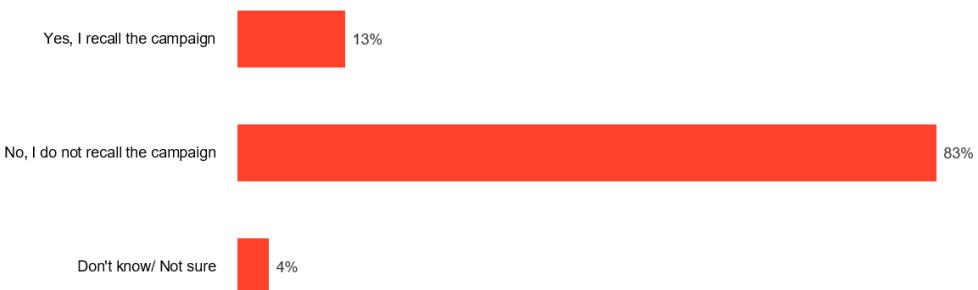
Siobhian Brown MSP, Minister for Victims and Community Safety
Meeting with partners supporting the campaign

4. Results

YouGov Survey

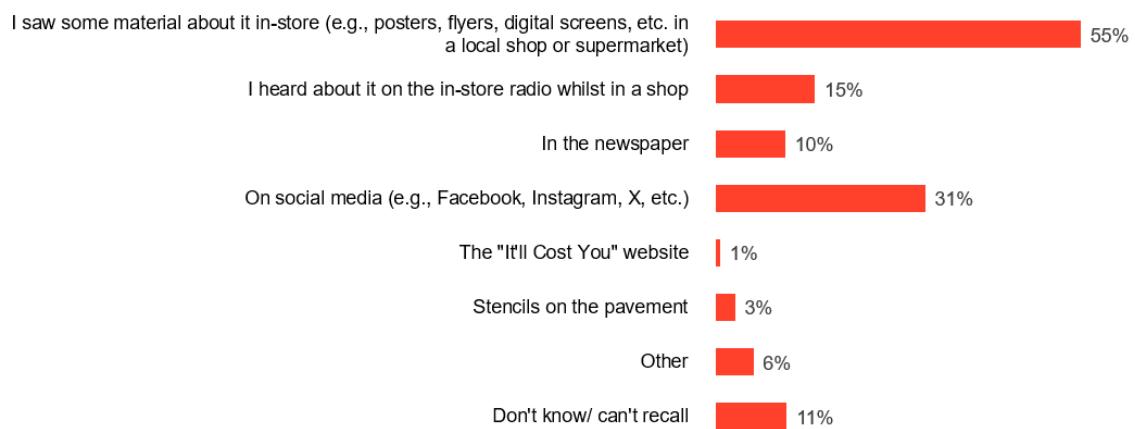
The Steering Group commissioned an online survey of 1,000 adults across Scotland through YouGov post campaign. The survey was conducted between 14 and 19 August 2025. The results are presented below.

In relation to awareness of the campaign 13% of those surveyed recalled the campaign which was the same as last year.



XSI_Q1. The poster below is from the "It'll Cost You" campaign that launched in Scotland on 30th June 2025. Do you recall seeing, hearing, or reading anything about the campaign?

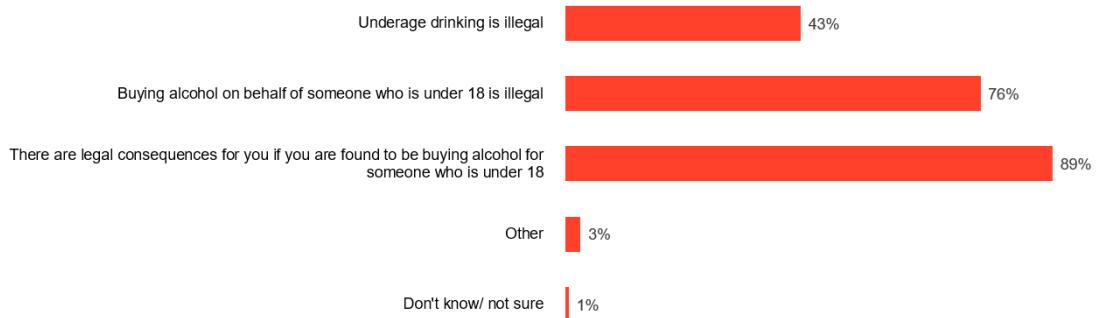
For those that did recall the campaign, as in previous years, the majority heard about it from two main sources: material in store and social media. This year instore made a bigger impact compared to last year (55% vs 43%). Although there was greater investment in newspaper advertising only 10% of this sample recall seeing the campaign in newspapers increased compared to last year 18% last year.



XSI_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 (124)

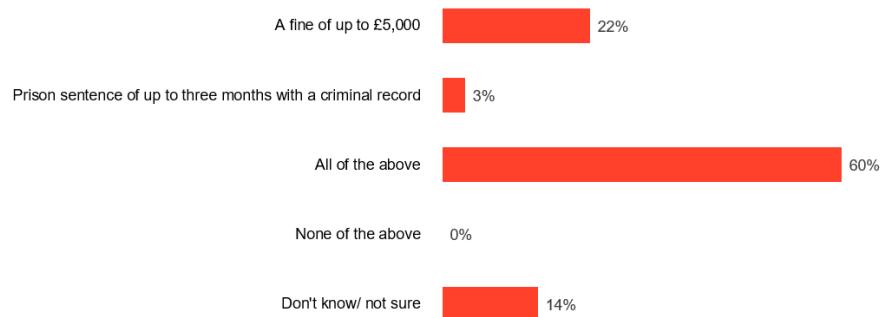
When asked what were the key messages of the campaign 89% identified that there were legal consequences for you if you are found to be buying alcohol from someone who is under 18 (see chart below). This is an increase from last when the finding was 80%.



XSI_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 (124)

For those who recalled the campaign 60% correctly identified the full legal consequences of doing so which was the same as last year.



XSI_Q4a. Buying alcohol for a young person (under 18) is a criminal offenceThinking 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 (124)

Pre & Post Campaign Surveys

In 2024 we conducted pre and post campaign surveys in two specific evaluation areas. CAP devised and produced a survey that was distributed online to the target local communities. The surveys were useful in giving an indication of awareness and understanding of the campaign but the samples sizes achieved were too low. The Campaign Steering Group agreed to use the same approach as part of the 2025 campaign evaluation with the aim of achieving 500 responses pre and post campaign. The local evaluation area for the 2025 campaign was South West, Edinburgh, specifically Gorgie, Dalry and Slateford.

PSYV supported promotion of the pre and post campaign surveys: on 10 April a group promoted the pre-campaign survey to consumers at the Asda store, 3 New Mart Road Edinburgh. On the 30 September PSYV promoted the post campaign survey at the Sainsbury Store, Gorgie.

Pre: campaign survey results

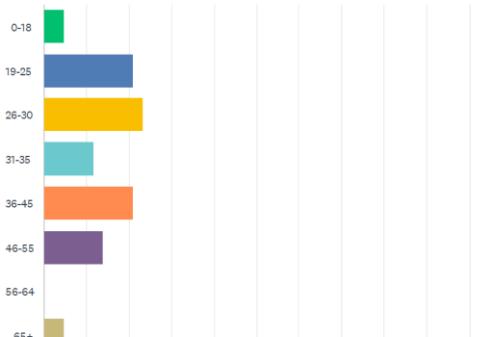
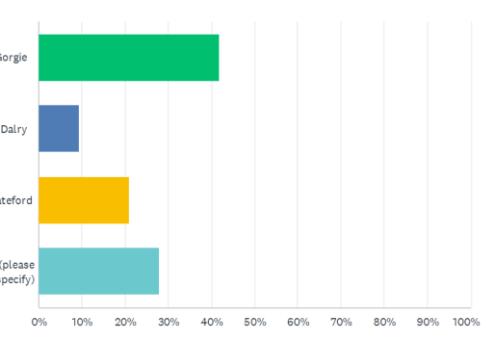
Survey findings																			
Number of responses	160																		
Gender profile	46% male 52% female 2% not stated																		
Age profile	<p style="text-align: center;">Answered: 159 Skipped: 1</p> <table border="1"> <thead> <tr> <th>Age Group</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>0-18</td><td>~2%</td></tr> <tr><td>19-25</td><td>~18%</td></tr> <tr><td>26-30</td><td>~18%</td></tr> <tr><td>31-35</td><td>~18%</td></tr> <tr><td>36-45</td><td>~15%</td></tr> <tr><td>46-55</td><td>~10%</td></tr> <tr><td>56-64</td><td>~15%</td></tr> <tr><td>65+</td><td>~5%</td></tr> </tbody> </table>	Age Group	Percentage	0-18	~2%	19-25	~18%	26-30	~18%	31-35	~18%	36-45	~15%	46-55	~10%	56-64	~15%	65+	~5%
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Where do you live?	<p style="text-align: center;">Q4 Where do you live?</p> <p style="text-align: center;">Answered: 159 Skipped: 1</p> <table border="1"> <thead> <tr> <th>Location</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>Gorgie</td><td>~35%</td></tr> <tr><td>Dalry</td><td>~28%</td></tr> <tr><td>Slateford</td><td>~22%</td></tr> <tr><td>Other (please specify)</td><td>~12%</td></tr> </tbody> </table>	Location	Percentage	Gorgie	~35%	Dalry	~28%	Slateford	~22%	Other (please specify)	~12%								
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To what extent do you think it is important or unimportant to prevent under 18-year-olds from accessing alcohol?	49% stated it was very important.																		
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.	28% strongly agree and 44% tend to agree.																		

Survey findings													
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.	<p>Answered: 124 Skipped: 36</p> <table border="1"> <thead> <tr> <th>Response</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Strongly agree</td> <td>20%</td> </tr> <tr> <td>Tend to agree</td> <td>25%</td> </tr> <tr> <td>Tend to disagree</td> <td>18%</td> </tr> <tr> <td>Strongly disagree</td> <td>15%</td> </tr> <tr> <td>Don't know</td> <td>32%</td> </tr> </tbody> </table>	Response	Percentage	Strongly agree	20%	Tend to agree	25%	Tend to disagree	18%	Strongly disagree	15%	Don't know	32%
Response	Percentage												
Strongly agree	20%												
Tend to agree	25%												
Tend to disagree	18%												
Strongly disagree	15%												
Don't know	32%												
Have you EVER been approached by a young/minor person (under 18) to buy/purchase alcohol for them?	Yes 25%												
Do you know someone who has been approached by a young/minor (under 18) to buy alcohol for them?	Yes 34%												
Before taking this survey, were you aware that buying alcohol on behalf of a young person (under 18) is illegal?	Yes 99%												

Post campaign survey results

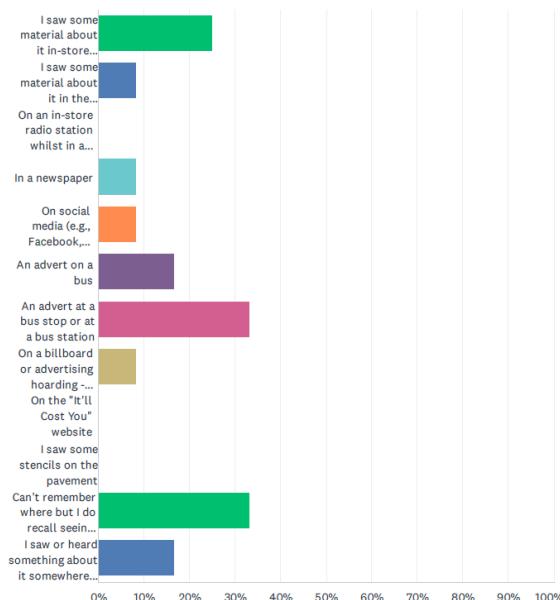
The sample size in the post campaign survey was much smaller than the pre-campaign with only 43 respondents.

	Survey Findings
Number of responses	43
Gender profile	30% male 67% female 3% not stated

Survey Findings																			
Age profile	<p>Answered: 43 Skipped: 0</p>  <table border="1"> <thead> <tr> <th>Age Group</th> <th>Percentage</th> </tr> </thead> <tbody> <tr><td>0-18</td><td>~5%</td></tr> <tr><td>19-25</td><td>~15%</td></tr> <tr><td>26-30</td><td>~18%</td></tr> <tr><td>31-35</td><td>~12%</td></tr> <tr><td>36-45</td><td>~15%</td></tr> <tr><td>46-55</td><td>~10%</td></tr> <tr><td>56-64</td><td>~5%</td></tr> <tr><td>65+</td><td>~5%</td></tr> </tbody> </table>	Age Group	Percentage	0-18	~5%	19-25	~15%	26-30	~18%	31-35	~12%	36-45	~15%	46-55	~10%	56-64	~5%	65+	~5%
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Other (please specify)	~25%																		
Do you recall seeing, hearing, or reading anything about the campaign	<p>30% Yes 65% No 5% Don't Know/not sure</p>																		

Where do you recall seeing or hearing about the campaign? (Please select all that apply)

Answered: 12 Skipped: 31

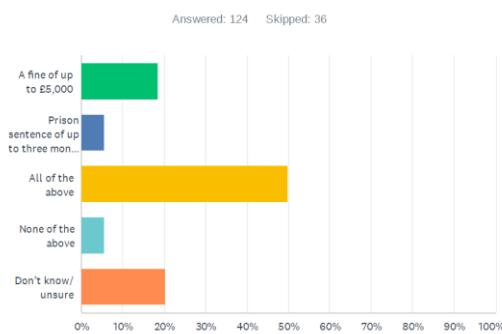


The above question was mainly skipped only 12 people answered.

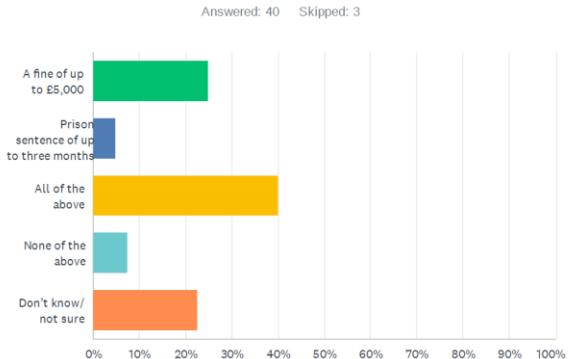
Survey Findings													
What were the key messages of the campaign	<p>Q7 Still thinking about the "It'll Cost You" campaign...Which, if any, of the following do you think were the key messages the campaign was trying to get across? (Please select all that apply)</p> <p>Answered: 12 Skipped: 31</p> <table border="1"> <thead> <tr> <th>Message</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Underage drinking is illegal</td> <td>~30%</td> </tr> <tr> <td>Buying alcohol on behalf of someone who ...</td> <td>~75%</td> </tr> <tr> <td>There are legal consequences...</td> <td>~78%</td> </tr> <tr> <td>Don't know/not sure</td> <td>~5%</td> </tr> <tr> <td>Other (please specify)</td> <td>~5%</td> </tr> </tbody> </table>	Message	Percentage	Underage drinking is illegal	~30%	Buying alcohol on behalf of someone who ...	~75%	There are legal consequences...	~78%	Don't know/not sure	~5%	Other (please specify)	~5%
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Buying alcohol for a young person (under 18) 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?

Pre-campaign survey



Post- campaign survey



Direct Consumer engagement

Police Scotland, together with the Police Scotland Youth Volunteers (PSYV) and retailers were again at the heart of this year's "It'll Cost You" campaign. Officers and volunteers worked together engaging directly with local communities raising awareness of the risks associated with proxy purchase of alcohol whilst supporting local businesses in tackling the issue. Supporting the campaign this year was particularly challenging for the Police Scotland due to several staff redeployments therefore much of this campaign activity was led by PSYV.

North East Division

In the North and East, local community teams delivered the campaign message through distribution of the printed campaign materials.

Greater Glasgow

Campaign days were carried out involving LPST officers attending problematic licensed premises (off-sales) to provide support, advice, guidance, and ICY packs. Campus Officers delivered presentations to pupils within Secondary Schools to highlight the dangers of proxy purchasing.

Licensing officers also organised an ICY point at ASDA, Govan Road, Glasgow, working along PSYV to provide advice to members of the public in relation to the campaign.

Renfrewshire and Inverclyde

Officers from Renfrew and Inverclyde utilised the pavement stencils outside Police offices in Greenock and Paisley.

Several local supermarkets were visited where the campaign messages were highlighted to staff and members of the public. The events were well received by the public with photos of the events being uploaded to social media platforms to further promote the campaign.

Campaign leaflets were distributed at the following events:

- Barshaw gala day
- Ferguslie park gala day
- Renfrew food and drink festival

Leaflets were also supplied to community police in Greenock for distribution.

Edinburgh

Edinburgh were active throughout the campaign period and carried out several proactive and educational actions.

Licensing officers collaborated with local Community Policing Teams to identify premises within the four Edinburgh localities that were either problematic for youth antisocial behaviour or suspected to be at risk of proxy sales. Officers interrogated police systems to identify areas of risk during the campaign.

Edinburgh Licensing Officers conducted over 60 licensed premises inspections of off-sales premises during the campaign. Staff were engaged with, provided with advice, provided "It'll Cost You" Packs and additional crime prevention advice.

PC Mark Dickson and the Edinburgh Police Scotland Youth Volunteers assisted promoting the campaign. They conducted foot patrols within the city centre of Edinburgh, place pavement stencils in areas of heavy footfall, engaged with the public, licensed premises, and distributed over 400 "It'll Cost You" Campaign leaflets.

Local Community Police Officers also further highlighted the campaign through various measures including joint high visibility foot patrols with supermarket security in anti-social behaviour hotspots. "It'll Cost You" literature was distributed at "Coffee with a Cop" and local Crime Prevention stalls across the Edinburgh area. In the run up to the campaign, School Link Officers at High Schools across Edinburgh highlighted the dangers of underage drinking and the importance of personal responsibility.

Lanarkshire

Lanarkshire PSYV conducted a leaflet drop in the Bellshill area at various public buildings and licenced premises. Licence holders and staff were supportive of the scheme and 150 visits were carried out. Leaflets, posters, and window signs were distributed by officers and volunteers.

Argyle and Bute

Officers predominantly conducted leaflet drops and educational talks with licenced premises, working alongside our PSYV colleagues.

Activities were highlighted on social media feeds i.e. Police Scotland Argyll & West Dunbartonshire Facebook pages.

The campaign was highlighted at Licensing Forums which was attended by Pubwatch.

Dumfries and Galloway

To support the campaign, PSYV in both Dumfries and Stranraer assisted with leaflet drops and placed pavement stencils around several premises in the cities. They also supported an engagement morning within Morrisons, Dumfries helping local community officers.

Ayrshire

Licensing officers utilised local social media posts and worked with the local Licensing Standards Officer's across the division to generate awareness of the campaign by circulating the national packs provided.

Police Scotland Youth Volunteers

The Police Scotland Youth Volunteers led deployments across the country to assist promote the It'll Cost You 2025 campaign. Several deployments took place nationally during the campaign period whereby PSYV visited an array of supermarkets and licensed premises, laying down pavement stencils and handing out leaflets to assist highlight campaign messaging. PSYV also utilised local events/community fayres to continue to provide campaign education to members of the public.

Where possible PSYV worked alongside partners including CAP and local Police Officers however due to various staff redeployments many deployments were organised and carried out solely by PSYV.

Nationally, 16 PSYV Groups participated in this year's campaign. This included 97 Youth Volunteers, who were supported by 48 Adult Volunteers, helping to promote the campaign. They distributed a total of 1914 leaflets at 19 different deployments, contributing 323 hours of volunteering to the campaign.



PSYV out and about promoting the 2025 campaign

Social Media Campaign

Paid for campaign

The paid for social media campaign was delivered by STORY.

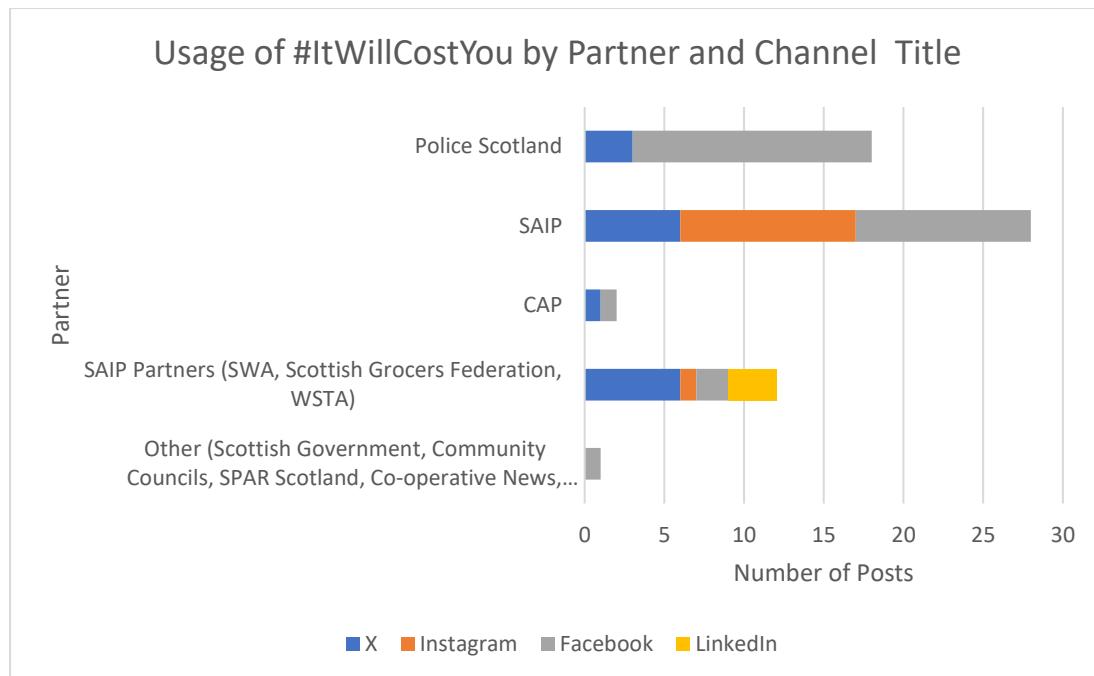
Key Performance Indicator (KPI)	Target	Achieved
Impressions – No. of times content is displayed no matter if it is clicked on or not.	5.7 million	4.08 million
Reach – Total no. of unique users who have seen your content at least once).	500,000	1,174,557
CPM - (cost per mille) a metric that indicates how much you pay per 1,000 impressions of your ad. Used to measure the cost-effectiveness of the campaign	£2.39	£2.45

The focus of the campaign was on reach and impressions. The campaign also drove 29,230 link clicks.

Overall, the paid for campaign demonstrated strong cost efficiency and exceptional engagement. While impressions fell short of the original KPI, the campaign exceeded expectations for reach and traffic, highlighting an effective strategy shift towards driving meaningful user actions.

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.



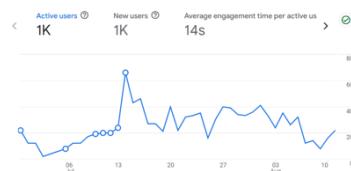
The number of posts from partners appears reduced from last year but this may have been due to an inconsistent approach to using the #itwillcostyou.

Website (www.itwillcostyou.com)

The number of users coming to the site this year compared to last year is significantly lower (1,034 vs 10,692). Average engagement time continues to be low.

The paid for social media campaign accounts for the majority of users arriving on the website. The homepage and resources section continue to be the most popular pages.

Overview of users coming to the website:
Peak of 66 users on 14th July



Top pages visited:

	Page title and screen class	Views	Active users	Views per active user	Average engagement time per active user
Total		1,606	1,034	1.55	14s
1	Home It'll Cost You	1,268 (78.95%)	991 (95.84%)	1.28	9s
2	Resources It'll Cost You	90 (5.6%)	36 (3.48%)	2.50	40s
3	News It'll Cost You	62 (3.86%)	39 (3.77%)	1.59	19s
4	About It'll Cost You	45 (2.8%)	35 (3.38%)	1.29	24s
5	Get involved It'll Cost You	29 (1.81%)	21 (2.03%)	1.38	27s
6	FAQs It'll Cost You	23 (1.43%)	20 (1.93%)	1.15	16s
7	Evaluation report It'll Cost You	12 (0.75%)	9 (0.87%)	1.33	13s
8	CAMPAIGN LAUNCHES TO TACKLE YOUTH STREET DRINKING It'll Cost You	11 (0.68%)	8 (0.77%)	1.38	32s
9	A DECADE OF DETERRING UNDERAGE DRINKING It'll Cost You	10 (0.62%)	10 (0.97%)	1.00	24s
10	Log in It'll Cost You	8 (0.5%)	5 (0.48%)	1.60	3s

Overview of how users are coming to the website:
Paid social may have brought the greatest number of users to the website, but Organic Search had the best average engagement time

First user primary channel group	Total users	New users	Returning users	Average engagement time per active user
Total	1,034	1,029	51	14s
1 Paid Social	542 (52.42%)	543 (52.77%)	3 (5.88%)	6s
2 Display	299 (28.92%)	299 (29.06%)	12 (23.53%)	9s
3 Direct	65 (6.29%)	64 (6.22%)	9 (17.65%)	27s
4 Organic Search	50 (4.84%)	45 (4.37%)	23 (45.1%)	1m 19s
5 Organic Social	37 (3.58%)	37 (3.6%)	0 (0%)	38s

Radio Advert

The radio ad was also played in a total of 623 retail stores across Scotland.

Company	Number of Stores	Details
ASDA	63	10am to 10pm in Scotland stores only - once every 30 mins/45mins approximately 12 -15 times a day from Monday 30 June – Monday 11 August 2025. Played between 31,000 – 39,000 times over the campaign duration.
Scotmid	120	Stores played the ad across their estate for the six weeks of the campaign – 300,000 plays
Morrisons	60	Once an hour daily for the duration of the campaign
Spar	300	Played eight times a day.
Home Bargains	80	Played once an hour during opening times for the duration of the campaign.

In Store Digital Display

The campaign message was shown on digital screens across 322 stores.

Company	Number of Stores	Number of Screens	Details
Scotmid	170	-	Approximately 700,000 display on loops. Scotmid have been rolling out additional screens as part of their new tills being rolled out.
Spar	115	200	On rotation every day
Asda	37	37	 <div> <p>7.82 Average of Days Played</p> <p>3M Total Number of Plays</p> <p>289.49 Sum of Days Played</p> <p>It'll Cost You Proxy Purchase Campaign 2025 Campaign</p> <p>11.33 Highest Number of Days Played</p> <p>30/06/2025 00:00:00 Start Date and Time</p> <p>37 Slots Booked</p> <p>12/07/2025 00:00:00 End Date and Time</p> </div>

Media & PR

The three press releases issued, plus a local launch of the campaign in Edinburgh resulted in 20 articles in the media including online national and local press. See appendix 1 and 2 for details).

The media tie up with Reach delivered the following results, which is an improvement from 2024. Total viewable impressions were 1,084,414 for this campaign vs 656,191 in 2024.

Article	Facebook	Taboola	GDN	Newspapers
633 Article page views	91,915 Impressions	28,230 Impressions	484,904 Impressions	144,795 Circulation
573 Article users	5,829 Total clicks	147 Clicks	3,280 Clicks	479318 Readership
Total Viewable Impressions 1,084,414				Reach Where people live



The Metro where we placed three adverts has a circulation of 41,322 and a readership of 103,000.

Out of Home Ad Delivery

Based on the estimated impacts at time of booking (booked impacts) we can see that we over-achieved on the number of impacts we delivered. This is usually due to some of the posters staying up past the end date and not being changed immediately. An impact is a count of every time a person sees the advert.

Environment	Distribution	Format	Start Date	End Date	Quantity	Booked Impacts	Delivered Impacts	Overshow	Additional Media Value
Roadside	Edinburgh	6 Sheets	14/07/2025	27/07/2025	10	612,658	852,377	39%	£1,135
Roadside	Edinburgh	48 Sheets	14/07/2025	27/07/2025	2	238,822	446,229	87%	£695
Roadside	Edinburgh	48 Sheets	28/07/2025	10/08/2025	3	269,276	269,276	0%	£0

Key Learnings and Recommendations

Campaign Delivery: General points

- 2025 was the 10th year of the 'It'll Cost You' campaign which has grown from an initial pilot in Motherwell and Wishaw. It is a mature campaign. As was recognised last year, for the partners involved in the campaign it is very much an established annual campaign, part of 'business as usual'.
- It is a very flexible campaign in terms of delivery. Although the main campaign runs nationally during the summer school holidays. It is available to any Police Scotland or any local organisation to deliver the campaign at any time proxy purchasing is becoming an issue. Also, the campaign continues to be integral to all Community Alcohol Partnerships.
- The campaign has been developed to be easy for any organisations who wish to support it to get involved. However, efforts to engage a wider set of stakeholders to support the campaign, such as local authorities, have not proved as fruitful as the Campaign Steering Group had hoped.
- Supporting the campaign this year was particularly challenging for the Police Scotland due to a number of staff redeployments to police major, one off events therefore much of the campaign activity was led by PSYV. The Steering Group would therefore like to thank PSYV for all their support this year, in particular. Levels of awareness of the campaign across the country assessed by the YouGov survey were the same as in 2024 (13%) and so would appear not to have been negatively impacted.

Campaign Delivery – specific points

- The campaign put more resources into newspapers ads this year and reduced the use of radio ads, relying on in-store radio. However, based on the YouGov survey it did not improve awareness of the campaign compared to last year. Only 10% of those who saw the campaign identified newspapers as a source of that information. That would include people who would have read articles about the campaign as well as those who recall seeing a campaign advert. The percentage of survey respondents in 2024 who identified newspapers of where they had seen the campaign was 18%.
- As in previous years in store and social media were the two main channels people identified as the source of where they saw, heard about the campaign, based on the YouGov survey. In store was the standout channel with 55% of respondents who saw/heard about it identifying it as the source (43% in 2024). 31% of respondents said it was social media, which is a drop compared to last year (40% vs 31%).
- Out of Home (OOH) advertising was again used in the evaluation area. However, we have no evidence to indicate if its use improved awareness of the campaign.
- Social media paid for campaign:

- Facebook drove the bulk of impressions, reach, and traffic. Facebook should be retained as the primary channel while using Instagram strategically to extend reach.
 - Prioritise the static and carousel formats posts to drive traffic, while leveraging video mainly for awareness and engagement.
 - Keep Facebook Feed as the core placement, while testing additional placements.
- Social media Organic campaign
 - Providing the campaign assets to Police Scotland colleagues was a challenge due to file size and cybersecurity issues which will need to be resolved.
 - Use of the #itwillcostyou was inconsistent across posts. The need to include it should be re-emphasized.
- Engaging additional partners to support the campaign remains challenging. Attempts to engage two specific partners in 2025 did not prove fruitful.
- A development in 2025 was a request was made by the Community Alcohol Partnership (CAP) in Thanet, Kent to use the It'll Cost You campaign materials across their area, particularly the resources for retailers. After some discussion, it was agreed that the materials would be adapted by the CAP in Thanet to reflect the different penalties for proxy purchase in England, while at the same time acknowledging that the design and ownership of the campaign remained with the SAIP. As a result, the CAP in Thanet will shortly begin using the amended It'll Cost You materials for future retailer and community engagement. This is a welcome development for the campaign, demonstrating the flexibility of the campaign in areas where proxy purchase may be an issue.

Evaluation

- The evaluation area for the 2025 campaign was Southwest Edinburgh – Gorgie, Dalry and Slateford. The aim was to conduct pre-and-post surveys achieving a 500-response rate for each survey. The pre-campaign survey obtained 160 responses whilst post campaign survey was only 43. The low response rate means the surveys are of limited value in assessing awareness and understanding of the campaign's key messages. The Campaign Steering Group wished to thank CAP and local police colleagues for their efforts in promoting and encouraging consumer engagement with the surveys.
- The Steering Group should consider how best to conduct evaluations in the local evaluation area with the budget available.
- The YouGov survey should be maintained.

Appendices

Appendix 1: ICY Campaign 2025: Media Coverage

It'll Cost You: A Decade of Deterring Underage Drinking!

NORTH EDINBURGH NEWS (Online), 05/03/2025 15:04

industry partnership" "alcohol"

<https://nen.press/2025/03/05/a-decade-of-deterring-underage-drinking/>

SGF revamps proxy purchasing campaign for Summer 2025

Scottish Local Retailer (SLR) (Online), 10/03/2025

(Online)

It'll Cost You if you buy alcohol for under 18s

The Fraserburgh Herald, 13/03/2025 (Print)

It'll Cost You campaign to return

Convenience in brief | Bestway, SAIP, Co-op

Scottish Grocer (Online), 31/03/2025 19:02

<https://scottishgrocer.co.uk/2025/03/31/convenience-in-brief-bestway-saip-co-op/>

'It'll Cost You' to return

Scottish Grocer, 01/04/2025 (Print)

Police send out survey amid concerns of young people and alcohol in Gorgie, Dalry and Slateford

Deadline News, 15/04/2025

<https://www.deadlinenews.co.uk/2025/04/15/police-send-out-survey-amid-concerns-of-young-people-and-alcohol-in-gorgie-dalry-and-slateford/>

Glasgow police warn of jail sentence over buying minors alcohol in new campaign

Yahoo! News UK & Ireland, 30/06/2025

https://uk.news.yahoo.com/glasgow-police-warn-jail-sentence-052210764.html?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xLmNvbS8&guce_referrer_sig=AQAAADZiCn0pGLJMzzkbyOmkSyHsJO6ZdTlqpHu_jO35IZyuq40EzvCDWYRDKSn-aj8cHfpHdWg8OjvRi6jRICyzP-3nnG5VR21Khj44887oc251tQPs-04_CO7Oqnnw-DnULF4Tk56ngolmHpmJUutr6U1KZm8SXOA0uSgjj_nor

Campaign launches to tackle youth street drinking

NORTH EDINBURGH NEWS 30/06/2025 09:14

<https://nen.press/campaign-launches-to-tackle-youth-street-drinking/>

Worrying statistics

Cumbernauld News, 02/07/2025 (Print)

Cost of buying minors' booze

Cumbernauld News, 02/07/2025 (Print)

Timely warning of cost of booze

Falkirk Herald, 03/07/2025 (Print)

Cost of buying minors' booze

The Southern Reporter, 03/07/2025 (Print)

Worrying statistics

Midlothian Advertiser, 03/07/2025 (Print)

Campaign warns of cost of buying minors' booze

The Fraserburgh Herald, 03/07/2025 (Print)

Cost of buying minors' booze

Lanark Gazette, 09/07/2025 (print)

Anti-proxy purchasing campaign praised by Minister

Scottish Local Retailer (SLR) (Online), 31/07/2025

<https://www.slrmag.co.uk/anti-proxy-purchasing-campaign-praised-by-minister/>

Youth drinking in the spotlight

Annandale Herald, 01/08/2025 (Print)

Youth drinking in the spotlight

Moffat News, 01/08/2025 00:00 (Print)

Scottish Alcohol Industry Partnership: DON'T buy alcohol for under 18s

NORTH EDINBURGH NEWS (Online), 11/08/2025 15:50

<https://nen.press/scottish-alcohol-industry-partnership-dont-buy-alcohol-for-under-18s>

It'll Cost You rolls out nationwide

Scottish Grocer, 01/08/2025 (print)

Appendix 3: Campaign Costs 2025

Breakdown of campaign costs. All figures shown are ex. VAT. The budget set for the campaign in 2025 was £40,000. The funding is provided by the SAIP.

Campaign Item	Spend 2025 £ (Ex VAT)
Printed materials	3,011
Stencils & paint	701
Social media	13,900
Radio ad (relicensing for supermarket use)	1,612
Miscellaneous*	1,779
website amends	2,780
Evaluation	1,920
Metro ad	2,163
Reach Daily Record	5,010
Out of Home advertising	6,229
PSYV	800
Total	£39,905

* Artwork for OOH, event support.