

Appendix 1 - Breakdown of the communication and reach for the paid GM campaign

MEDIA CHANNEL(S)	ACTIVITY	LIVE DATES	ENGAGEMENT
<b>Out Of Home Media</b>			
<b>Ocean &amp; JC Decaux City Centre Outdoor</b>	115 x large commercial digital screens in the city centre, Mancunian Way and all major routes into the city.	13 Feb to 4 May	11.2million Opportunities to See.
<b>Digital screens in residences in Manchester</b>	43 digital screens in lobbies and lifts in 30 residential buildings across the city.	10 second adverts running from 10 -23 April.	Combined Opportunities to See - 612k
<b>Transport Advertising</b>			
<b>Bus Advertising - Panels, Rears &amp; Sides</b>	4-week bus advertising campaign on interior and exterior bus media covering Depots in Bolton, Wigan, Stockport, Queens Road, Hyde Road, Oldham, Wythenshawe.	20 March to 16 April	
<b>TFGM</b>	2 x 4 Week outdoor campaign cross the GM Tram network. Outdoor poster sites across the 93km Metrolink network, internal Coving Advertising Panels across 120 Metrolink trams. Bus network interchanges - Poster sites across GM. Plus 2 weeks on the Digital 48 screen on major roads: Talbot Road, Trafford Bar, Bowker Vale and Middleton Road and 2 Weeks of digital ads on TFGM website.	13 Feb to 12 March and 27 March to 23 April	OTS approx. 100k plus per day
<b>TfGM Matrix screens</b>	Messages on TfGM's matrix screens 87 locations across GM: Stockport x 14 locations Oldham x 5 locations Rochdale x 15 locations Wigan x 9 locations City Centre (1) x 25 locations City Centre (2) x 19 locations	1 week before polling day	

<b>Radio</b>			
<b>DAX Radio adverts</b>	30 Second Audio adverts delivered across streaming audio platforms: Tune In Radio Alexa/Echo Google Home In-station Radio Apps  2 x advert messaging - Voter ID, register to vote	22 March to 18 April 19 April to 4 May	30 Second adverts - 1.2 million opportunities to hear  220k Adverts - 220k opportunities to hear
<b>Heritage Radio - 24-hour Islamic radio station</b>	DAX adverts plus adverts in Urdu and Arabic. Also played in Mosques around prayer time. Advert and live read.	11 April to 17 April 12 April to 4 May	Over 1m listeners
<b>MEN Online &amp; Print</b>			
<b>MEN - Digital</b>	Digital adverts In your area native ads sponsored content editorial	4 bursts between 20 February and 4 May	190k ads per week (19k per GM borough)
<b>MEN - Print ads</b>	Print adverts in MEN publications: MEN (Manchester) Rochdale Observer Saturday Heywood & Middleton Guardian (Oldham) Stockport Express	8 x Ads running in MEN publications from 20 Feb to 4 May	Combined readership 96k per week
<b>MEN Newspaper wrap</b>	Full printed wrap on paper, inners and outers	Friday 28 April	16.7k circulation - 40k plus readership
<b>Local Print Media</b>			
<b>Tameside Reporter</b>	Paid Print and digital adverts in localised GM council area papers/Websites	2 x Adverts in March and April Issues	Combined Readership 158k
<b>Bolton Evening News</b>			
<b>Bury Times</b>			
<b>Oldham Times</b>			
<b>Wigan Observer &amp; Wigan Post</b>			

<b>Trafford Messenger</b>			
<b>Wigan Observer &amp; Wigan Post</b>			
<b>Asian Leader</b>	Advertorial lead piece and paid advert	11 April issue	Readership 35k
<b>Paid Mobile and In App Advertising</b>			
<b>Mobile Phone &amp; App Ads</b>	Targeted mobile display to reach the key audiences with demographic targeting to GM.  Awareness messages and driving traffic to website, including key register to vote and voter ID messages.		Running 6 March to 4 May  Impressions - 1.5m Clicks - 13,596
<b>Paid social media</b>			
<b>Facebook (including Instagram and audience expanded partners)</b>	Paid for Facebook adverts promoting Voter ID, register to vote, how to vote.	Phase 1,2,3 - Running ads from 15 March to 25 April  Phase 4 running from 25 April to 4 May	Impressions - 6.1m Reach - 1.05m Clicks - 11,750 Comments - 54 Shares - 86 Reactions -372