| Police Scotland logo | Freedom of Information Response Our reference: FOI 24-0782  Responded to: 09 May 2024 |
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Your recent request for information is replicated below, together with our response.

## I am requesting the following information under freedom of information laws on the costs incurred by Police Scotland in respect of its hate crime campaign featuring the ‘Hate Monster’.

## Could you please confirm the cost of the campaign including creative development, production and media spend associated with it?

Tackling hate crime is a priority for Police Scotland. Hate crime negatively impacts on individuals, communities, and wider society. For victims, who are often already very vulnerable, it can have a deeply damaging impact.

Police Scotland’s last hate crime campaign, which included the Hate Monster, ran for six weeks in Spring 2023. It was not related to the introduction of the new Hate Crime and Public Order (Scotland) Act.

We have not produced any campaign material about the new Act, although we have shared content from the Scottish Government’s about it.

The hate crime campaign we ran in 2023 was developed using industry best-practice, including behaviour change communication techniques.

It was not the first anti-hate crime campaign Police Scotland has delivered. In the past our efforts have focused on encouraging the reporting of hate crime, either by victims or bystanders. This was the first campaign, however, where we aimed to engage directly with those most at risk of offending, with the biggest opportunity to change, and asked them to reflect on what factors could lead to them potentially committing a hate crime.

The campaign was informed by a rigorous research and insight process which considered in detail crime statistics, academic research into hate crime and its causes, and the views of partners and stakeholders with the most knowledge of this crime type. This included insight from Police Scotland’s Partnerships, Preventions and Community Wellbeing Division by way of an internal document containing information extracted from the iVPD system, and a Scottish Government study [Police recorded hate crime - characteristics: updated study - gov.scot (www.gov.scot)](https://www.gov.scot/publications/updated-study-characteristics-police-recorded-hate-crime-scotland/) (Jan 23).  These sources of data identified key offender characteristics and provided information which helped identify our target audience.

This process of using insight and research to identify target audiences is the same process that led to the development of our hugely successful and widely praised Don’t Be That Guy campaign, which aims to reduce sexual violence against women. This campaign was copied around the world and has won multiple awards. Don’t Be That Guy targeted males aged between 18 and 35 because our insight identified that group as our target audience. Our hate crime campaign was no different.

Behaviour change campaigns are always targeted at specific audiences, particularly where budgets are limited. This is a key principle of communications and marketing practice.

In reaching and influencing those at risk of offending, we understood that confrontation, rejection, and shaming cannot affect behaviour change. While we can express condemnation of the crime, we knew we needed to communicate with authenticity, acknowledging individual lived experience. We needed to talk to the audience as equals, preferably through peers, and present positive models of behaviour.

This led to the development of the Hate Monster campaign in the form of a short, animated video. This was created by our in-house design team, keeping costs to a minimum. The creative development costs for the animation totalled £3300, with additional production costs of £7766.28 for other elements of the campaign. The animation was shared on both paid for and Police Scotland social media channels. We also produced printed materials and a toolkit that we shared with our partners who encounter victims of hate crime and those at risk of offending. The total spend for the advertising element of the campaign was £50,864.79. However, this cost was for the campaign overall and not just the Hate Monster element.

The Hate Monster animation was not the campaign in and of itself. Its purpose was to be something that was attention grabbing, could cut through the noise of social media and inspire the target to audience to click through to a longer form piece of video; podcast-style content that we created with individuals who work closely with those who have committed hate crimes.

The campaign did not seek to shame those at risk of offending, in fact it aimed to do the opposite, it aimed to acknowledge the factors that can lead to offending and offer solutions on how it could be avoided.

The campaign achieved its objective. During the period it was live, 142,000 people watched the animation, with 84 per cent watching to completion. More than 13,000 people watched at least 30 seconds of the longer form product. Those who clicked through to the longer form were predominantly from our target audience.

While campaign material remained on the Police Scotland website after the end of the campaign, the campaign ended after it had run for six weeks.

If you require any further assistance, please contact us quoting the reference above.

You can request a review of this response within the next 40 working days by [email](mailto:foi@scotland.police.uk) or by letter (Information Management - FOI, Police Scotland, Clyde Gateway, 2 French Street, Dalmarnock, G40 4EH). Requests must include the reason for your dissatisfaction.

If you remain dissatisfied following our review response, you can appeal to the Office of the Scottish Information Commissioner (OSIC) within 6 months - [online](http://www.itspublicknowledge.info/Appeal), by [email](mailto:enquiries@itspublicknowledge.info) or by letter (OSIC, Kinburn Castle, Doubledykes Road, St Andrews, KY16 9DS).

Following an OSIC appeal, you can appeal to the Court of Session on a point of law only.

This response will be added to our [Disclosure Log](http://www.scotland.police.uk/access-to-information/freedom-of-information/disclosure-log) in seven days' time.

Every effort has been taken to ensure our response is as accessible as possible. If you require this response to be provided in an alternative format, please let us know.