## **To ask the Minister for Education the frequency and duration of the publicity, marketing or advertising campaigns conducted by her Department to date in 2024; the purpose of these campaigns; the cost of these campaigns; and the agencies that conducted these campaigns, in tabular form.**

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| **Overview of communication campaigns in the Department of Education** The Department of Education plans and implements public information campaigns which target segments of the wider school community in Ireland, which comprises children and young people who attend primary, post-primary and special schools; their parents and guardians; school teachers, principals and other staff; young people (and older people) who may be considering teaching as a profession; relevant education organisations and bodies of the Irish State, and the Irish media, traditional and digital. Most of the planning, implementation and evaluation of the department’s communications and public information campaigns is done in-house by our Communications Unit, whose members have a range of skills and experience. We do, however, outsource the media purchasing and some creative aspects of our two largest campaigns – School Transport and Teaching Transforms, to maximise their reach. This is to ensure that have the best possible chance to communicate their message to the target audiences involved. For example, our School Transport campaign is aimed at parents or guardians of school-age children who are eligible for bus tickets. We sometimes outsource some aspects of other information campaigns when we feel that the use of a media planning and purchasing organisation would help us to reach a wider audience than we could alone.The department’s communications team manages all aspects of smaller communications campaigns entirely in-house. A recent example of this is our Leaving Certificate Helpline campaign which ran for two weeks over the period that the Leaving Cert. results were announced. Our team worked with other sections in the department in addition to meeting with representatives from the Irish Second-level Students’ Union among others to create messaging and film short video segments for use on social media channels, to communicate both the helpline number and messaging about how it could help parents and guardians, as well as students, who may have been anxious or confused after the results came out. Other work managed by the communications team include communications from the department to primary and post-primary school; communications on new curriculum, professional development and resources; announcements and events; desktop publishing and design for department publications; video and online content for the department website, social media and digital channels; press office/ media queries; and stakeholder consultations and engagement.  |
| **Large campaigns in 2024:** |
| **TEACHING TRANSFORMS 2024**FREQUENCY/DURATION: Annual/15 January – 3 February 2024PURPOSE: Teaching Transforms is a public information campaign organised by the Department of Education to promote the teaching profession. The aim of the campaign is to raise awareness that teaching is an exciting, diverse, rewarding and challenging career and signpost those interested in teaching to the different possible routes to becoming a teacher in Ireland. The campaign is targeted at specific demographics and has primarily focussed on digital, social, digital out-of-home advertising and radio. Teaching Transforms 2024 was an integrated multi-media campaign which comprised the cross-platform paid promotion of audio-visual content and the organic promotion of social media posts by the department. A diverse group of teachers featured in the campaign (as unpaid volunteers), talking about their positive experiences of teaching as a career. Content and volunteers from this campaign featured in a follow-up campaign later in the year (details below).TOTAL COST: €174, 448.62AGENCIES: Javelin was used for creative assets/PHD was used for media buying.METRICS: We measure the number of people reached by our campaign as follows.

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| **Radio** | Reach  | 33% All Adults |
| **Out of Home** | Number of digital display screens which showed TT content ads for one week | 40 |
| **Facebook** | Impressions | 1,238,270 |
|  | Views | 1,092,980 |
|  | CTR (Click-Through Rate) | 0.68 |
| **TikTok** | Impressions | 2,447,001 |
|  | CTR (Click-Through Rate) | 0.25 |
| **YouTube** | Impressions | 2.95 million |
|  | CTR | 0.10 |
| **Digital Display** | Impressions | 89,000 |
|  | CTR | 0.32 |
| **Website** | Increase in website hits | 205% |

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| **SCHOOL TRANSPORT 2024**FREQUENCY/DURATION: Annual/ 8 – 22 April/20 May – 3 June 2024PURPOSE: A public information campaign run in conjunction with Bus Éireann to let parents and guardians of school-aged children (particularly in rural Ireland) know about the Bus Éireann portal, where they can check eligibility for free school transport and or register and pay for school bus tickets. The campaign is run in two bursts, one when the portal opens (for checking eligibility and registration) and a second to inform the audience of its closing date (so that payments can be made on time). It is a multi-platform campaign that comprises print media, radio, and digital/social. The campaign focused largely on regional press and regional radio, due to the need to reach rural communities where penetration of these media forms is strong. It also featured heavily on national radio stations (including in the Irish language) and the national press. COST: €305,286.51AGENCIES: All print, digital and radio assets are created in-house by the Communications team using Beacon Studios/Voicebank to record radio adverts. PHD was used for media buying.METRICS: The value of promoting the scheme is visible in the numbers of tickets issued by to children and young people who are eligible. In 2024, the number of tickets issued was 140,000 (3% more than 2023). We also measure the number of people reached byour campaign as follows.

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| **Tickets issued** | Bus Éireann tickets issued to date | 140,000 |
|  | Mainstream Pupils: Total new applications | 51,744 |
|  | Late applications | 13,253 |
| **Radio** | Reach | 68% of all adults 15+ |
| **Digital Audio** | Impressions | 588,564 |
|  | CTR | 0.23% |
|  | Clicks | 1,353 |
| **Press/ print** | Reach | 71 Placements/34 Titles |
| **Digital Display** | Impressions | 181,121 |
|  | CTR  | 0.49% |
|  | Clicks | 881 |
| **Social Media – Meta** | Impressions (English language) | 7,900,577 |
|  | CTR | 0.28% |
|  | Impressions (Irish language) | 3,329,965 |
|  | CTR | 0.13% |
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| **TEACHING TRANSFORMS CAO CHANGE OF MIND 2024**FREQUENCY/DURATION: Annual/27 May – 30 June 2024PURPOSE: This campaign is an addition to the main Teaching Transforms campaign, targeting young people who have completed their CAO form to encourage them to explore teaching as a profession, while there is still time to change their mind about third-level courses. As we had media assets – audio/audio-visual and visual from the main campaign in January, the communications team was able to repurpose them to use for promotion by the media agency across social and digital channels, as well as on the department’s own social media platforms (X and LinkedIn).COST: €74,243.99AGENCIES: All creative was repurposed in-house by the Communications team. PHD was used for media buying.METRICS: We measure the number of people reached by our campaign as follows.

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| **Radio** | Reach  | 31% of all adults 15+ |
| **Out of Home** | Number of digital display screens which showed TT content ads for one week | 40 |
| **Digital audio** | CTR (Click-Through Rate) | 0.14% |
|  | Clicks | 423 |
|  | Impressions | 292,758 |
|  | Reach | 105,454 |
| **Digital Display** | CTR | 0.09% |
|  | Clicks | 6107 |
|  | Impressions | 7.1 million |
|  | Reach | 1,784,914 |
| **Website** | Increase in website hits | 296% |

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| **SUMMER PROGRAMME 2024**FREQUENCY/DURATION: Annual/July 2024PURPOSE: This is an information campaign to promote the annual Summer Programme – a two-week programme of learning through activities – to schools, and parents of children with additional needs. It is a digital media campaign that features animations and video content created by the communications team that provides guidance and information about how to run the programme in a school,and highlights its benefits to children who participate.COST: €9,651.00AGENCIES: Creative created in-house by Communications team. PHD was used for media buying. METRICS: The post-campaign analysis is not yet available for this programme. |