

Message

From: Martin Reynolds [/O=PMO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MARTIN REYNOLDSE14]
Sent: 10/05/2020 11:54:03
To: Aiken, Alex - Cabinet Office (OFF-SEN) [alex.aiken@cabinetoffice.gov.uk]
CC: Stuart Glassborow [sglassborow@no10.gov.uk]; Clare Brunton [cbrunton@no10.gov.uk]; Lee Cain [lcain@no10.gov.uk]; Black, Jonathan - CO (OFF-SEN) [jonathan.black@cabinetoffice.gov.uk]; Imran Shafi [ishafi@no10.gov.uk]; [redacted] NR [redacted]@no10.gov.uk; Mark Sedwil [mark.sedwill@cabinetoffice.gov.uk]; Dominic Cummings [dcummings@no10.gov.uk]; [redacted] NR [redacted]@no10.gov.uk; Edward Lister [elister@no10.gov.uk]
Subject: RE: Campaign Messaging [OFFICIAL]

Thanks – I have shown the PM (and we can discuss shortly as part of the pre-brief).

Martin

From: Alex Aiken <alex.aiken@cabinetoffice.gov.uk>
Sent: 10 May 2020 11:50
To: Martin Reynolds <MReynolds@no10.gov.uk>
Subject: Campaign Messaging

- 1. Issue: The Scottish Government has asked us not to run new UK Government 'Stay Alert' messages in Scotland so that the Scottish public are not confused by different messages from the Scottish and UK Governments.**
2. The office of the First Minister has said that she will raise this on the COBBR call today if we do not confirm that we will withdraw the 'Stay Alert' messages in Scotland.
3. The same ask may be made by the Welsh Government and Northern Ireland Executive, who also wish to stay with the core 'Stay at Home' message.
4. We can continue to run a range of assets in Scotland such as the symptoms and hand washing advertising.
5. The Scottish First Minister has tweeted this morning that 'this is the first I've heard' of this message and referred to the PM's authority as only encompassing 'England'.
6. We can keep TV and newspaper advertising away from Scottish audiences however digital advertising inevitably reaches people across the UK (eg Facebook).
7. We believe that the Scottish Government may be over-reacting on the basis of the briefing of the slogan and we can run the 'Stay Alert' campaign across the UK with proper explanation if the Prime Minister wishes us to do so.
8. There is a planned call with the DA and other Directors of Communication at 2.30pm to explain the broader campaign which will emphasise the need to stay at home and undertake social distancing and hygiene.
- 9. Recommendation: Run the campaign nationwide and work with devolved administrations to deliver most affective campaign and deconflict if necessary.**