

Annex 1

Overview – Performance indicators for the awareness-raising campaign on the rights of victims of crime

Campaign Context

- Objective: to raise public awareness of the rights of crime victims;
- Duration: 1 month;
- Budget: 30,000 euros;
- Channels and activities: social media, traditional media, Opinion Festival;

Target audience: the general public, crime victims and their families, professionals who come into contact with victims.

Basic population indicators

- Total population: **1.36 million**;
- Target audience for the campaign (aged 15 and over): **1.16 million**;
- High internet and digital media usage – **internet penetration** over **92%**, social media used by ~73–79% of the population.

Budgetary context and feasibility of scope

With a budget of **€30,000** and a **combination of channels not yet determined**, the contractor should plan the distribution of expenditure across the following outputs:

- Paid digital reach (social media, search engines, video platforms);
- Traditional media (radio, television, print media);
- Creative development and production.

Recommended reach targets

Level	Estimated number of impressions	Estimated reach* (number of people)	% of total population	Notes
Minimum acceptable	Approx. 900,000	Approx. 350,000–400,000	Approx. 25–28%	Estimated visibility during the summer period
Good / expected	Approx. 1.1 million	Approx. 450,000	Approx. 30%	Recommended KPI for

Very strong	Approx. 1.4–1.5 million	Approx. 550,000–600,000	Approx. 40%	planning and reporting Ambitious target
Unrealistic at €30,000	1.75 million+	700,000+	50%+	Unrealistic

* The estimated reach is calculated based on a summer campaign on digital channels, assuming an average of 2.5 impressions per person.

For planning and reporting purposes, it is recommended to use the following figure: approximately 1.1 million impressions, which corresponds to an estimated reach of around 450,000 people on digital channels during the summer campaign period.

Reporting guidelines

- **Reach** should be reported as an estimated number of unique individuals who have been reached at least once, **calculated on the basis of the total number of impressions** delivered across all campaign channels and the expected average frequency of exposure per person.
- Avoid **double-counting** impressions across different platforms – focus on **unique reach**.
- The contractor must recommend **methods for monitoring and evaluating** campaign results, including, for example, platform reach estimates, broadcast and print media audience metrics, and digital analytics solutions.
- Where it is not possible to measure the exact unique reach (e.g. traditional media channels), reliable **audience estimates** based on transparent methodologies should be used.

Annex 2: IMPACT project logos and designs



Figure1 : IMPACT project logo



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VICTIM SUPPORT AGENCY

Figure2 : IMPACT project logo with project partners' logos

