

From: s 22
To: s 22
Cc: s 22
Subject: RE: Influencers for PR [SEC=OFFICIAL]
Date: Monday, 6 September 2021 7:15:00 PM

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SEC=OFFICIAL

Hi s 22

I believe it is possible to engage the PR agency to undertake these services. The PR agency would also be able to provide advice on how to best manage the process to mitigate risks, as any use of influencers should be undertaken in a considered and cautious manner given the associated complexities.

FYI, and specifically in respect to the use of influencers on TikTok, please see a recent adstandards finding <<https://adstandards.com.au/sites/default/files/reports/0222>

Attachments:

image002.jpg	(17 KB)
image003.png	(1 KB)