

From: s 22 (SYD-UMW)
To: s 22; [Government Advertising Management](#)
Cc: s 22 (CAN-UMW); s 22 (SYD-UMW)
Subject: RE: UM Brand Safety Appraisal [SEC=UNOFFICIAL]
Date: Monday, 18 July 2022 4:17:25 PM
Attachments: [image001.jpg](#)
[image002.jpg](#)

Thanks for confirming. We will update Eggs in our meeting tomorrow and work with them on a TikTok trial recommendation for relevant upcoming briefs.

s 22 **AUSTRALIAN GOVERNMENT**

M: s 22 | E: s 22 @umww.com

From: s 22 @finance.gov.au
Sent: Monday, 18 July 2022 4:07 PM
To: s 22 (SYD-UMW) <s 22 @umww.com>; s 22 @finance.gov.au; Government Advertising Management <GovernmentAdvertisingContractManagement@finance.gov.au>
Cc: s 22 (CAN-UMW) <s 22 @umww.com>; s 22 (SYD-UMW) <s 22 @umww.com>
Subject: [EXTERNAL] RE: UM Brand Safety Appraisal [SEC=UNOFFICIAL]

SEC=UNOFFICIAL

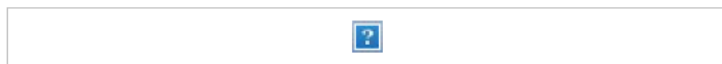
Thanks s 22

To date, there has been no whole-of-government view on the use of TikTok beyond the advice provided by UM (i.e. no formal government decision to ban the use of TikTok). In this context, agree that Eggs have some more flexibility.

However, in addition to the Brand Safety Appraisal, and a follow-up further discussion with UM, it may be useful to utilise Eggs as a case study in respect to brand safety requirements before wider promotion of the use of TikTok across government.

Once we get across the Appraisal well set up a meeting to discuss.

Regards



s 22 | Director
 Communications Advice Branch
 Department of Finance
 t: s 22
 e: s 22 @finance.gov.au
 a: One Canberra Avenue, FORREST ACT 2603

SEC=UNOFFICIAL

From: s 22 (SYD-UMW) <s 22 @umww.com>

Sent: Monday, 18 July 2022 3:52 PM

To: s 22 @finance.gov.au; s 22 @finance.gov.au; Government Advertising Management <GovernmentAdvertisingContractManagement@finance.gov.au>
Cc: s 22 (CAN-UMW) s 22 @umww.com; s 22 (SYD-UMW) <s 22 @umww.com>
Subject: RE: UM Brand Safety Appraisal

Hi s 22,

Hope you are both well.

I wanted to bring this to the top of your inbox and see if you had any questions or would like to schedule a call to discuss the updated advice in more detail this week?

On a separate note, Australian Eggs have been asking our team for DoF approval to use TikTok this new FY. I believe they have more flexibility being a corporate entity (they are the only customer to use Pinterest to date), but let us know if there are any restrictions we should be aware of.

Thanks

s 22 AUSTRALIAN GOVERNMENT

M: s 22 | E: s 22 @umww.com

From: s 22 (SYD-UMW)
Sent: Thursday, 7 July 2022 4:09 PM
To: s 22 @finance.gov.au; s 22 @finance.gov.au; 'Government Advertising Management' <GovernmentAdvertisingContractManagement@finance.gov.au>
Cc: s 22 (CAN-UMW) s 22 @umww.com; s 22 (SYD-UMW) <s 22 @umww.com>
Subject: UM Brand Safety Appraisal

Hi s 22,

Please find attached the 2022 Brand Safety Appraisal.

This updated version includes several new platforms and placements:

- s 22
- s 22
- 3. TikTok
- s 22
- s 22
- s 22

Several customers have expressed interest in the likes of Pinterest and TikTok over the past few months and we feel this is the right time to review our current advice. We had multiple meetings with each partner, did extensive research into their brand safety protocols, and with TikTok in particular, worked collaboratively to feed into the development of their IAS brand safety integration.

Our intent is not to have each of these platforms in every single media plan upon approval, but rather to include where it adds a strategic benefit, providing more opportunities to reach audiences cost-efficiently or with greater message cut-through with strong contextual alignment. We want to select the right campaigns with your alignment in order to trial these platforms and validate performance before considering broader applications to ultimately minimise reliance on any single partner.

There is a lot of information to digest in this appraisal, so please let us know if you would like to schedule a time to discuss UM's recommendations in further detail and cover any questions you may have.

Thanks

s 22

AUSTRALIAN GOVERNMENT

100 CHALMERS STREET, SURRY HILLS, NSW, 2010

Ms 22 Es 22 @umww.com

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UM operates on Gadigal country. We acknowledge the Gadigal people as the Traditional Owners of the Sydney land we work on. We pay our respects to Gadigal Eora Elders past, present and future. We are committed to a positive future for the Aboriginal and Torres Strait Islander community.

Signature artwork by Jasmine Sarin, and purchased by IPG as part of our [Reconciliation Action Plan](#)

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