

From: s 22
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Subject: UM digital brand safety appraisal [SEC=UNOFFICIAL]
Date: Friday, 22 July 2022 12:12:00 PM
Attachments: [image001.jpg](#)
[UM and Australian Government Brand Safety v11.pdf](#)

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FYI-attached is a digital brand safety appraisal undertaken by UM.

In respect to TikTok, UM will use Australian Eggs as a campaign case study for its use for advertising placement, prior to any further consideration for a broader rollout across government. The shift to potential use of TikTok is predominately driven by the platform moving towards satisfying our brand safety requirements including IAS integration (June 2022). However, there continues to be significant reporting and concern regarding data collection and protection on the platform which will also need be considered.

We will explore further with UM next week.

Regards



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