

**From:** s 22  
**To:** s 22  
**Subject:** FW: TikTok activity update: Eggs and ADHA [SEC=UNOFFICIAL]  
**Date:** Wednesday, 31 August 2022 4:27:00 PM  
**Attachments:** [image002.jpg](#)  
[image001.jpg](#)  
[UM digital brand safety appraisal SECUNOFFICIAL.msg](#)

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FYI—latest advice on use of TikTok in case it comes up.

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

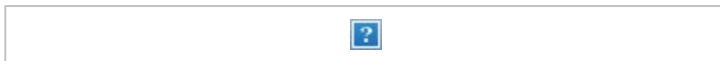
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**From:** s 22  
**Sent:** Tuesday, 30 August 2022 10:42 AM  
**To:** s 22 (SYD-UMW) s 22 @umww.com>; s 22 @finance.gov.au>; Government Advertising Management <GovernmentAdvertisingContractManagement@finance.gov.au>  
**Cc:** s 22 CAN-UMW) s 22 @umww.com>; s 22 (SYD-UMW) s 22 @umww.com>; s 22 (SYD-UMW) s 22 @umww.com>  
**Subject:** RE: TikTok activity update: Eggs and ADHA [SEC=UNOFFICIAL]

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Thanks for the update s 22. Can we also maintain the non-use of TT advertising for non-corporate entities at this stage.

Regards



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**From:** § 22 (SYD-UMW) § 22 @umww.com>  
**Sent:** Tuesday, 30 August 2022 10:35 AM  
**To:** § 22 @finance.gov.au>; § 22 @finance.gov.au>; Government Advertising Management <GovernmentAdvertisingContractManagement@finance.gov.au>  
**Cc:** § 22 @umww.com>; § 22 (SYD-UMW) § 22 @umww.com>; § 22 (SYD-UMW) § 22 @umww.com>  
**Subject:** TikTok activity update: Eggs and ADHA

Hi § 22 and § 22,

Please see below an update on the two departments that are either actively considering running activity on TikTok (ADHA) or have already approved it (Eggs).

### **Eggs - FY22/23**

- Dates: Sept – Nov
- Budget: § 47G/ § 47E
- Target audience: P18+ food lovers
- Ad Format: Spark ads (TikTok's equivalent to boosted posts), this format is integrated with IAS
- Creative: 5 videos a month selected by the client based on which have performed the best organically on Eggs' TT account
- Examples: [https://www.tiktok.com/@auseggs/video/7123015976169295106?is\\_from\\_webapp=v1&item\\_id=7123015976169295106](https://www.tiktok.com/@auseggs/video/7123015976169295106?is_from_webapp=v1&item_id=7123015976169295106),  
[https://www.tiktok.com/@auseggs/video/7021775050470673666?is\\_from\\_webapp=v1&item\\_id=7021775050470673666](https://www.tiktok.com/@auseggs/video/7021775050470673666?is_from_webapp=v1&item_id=7021775050470673666)
- Objective: awareness (6 s video view)
- KPI: § 47G/ § 47E
- Reporting cadence: report will be provided after the first month to review performance and determine if test should continue

### **ADHA - My Health Record App**

- Dates: TBC Oct
- Budget: § 47G/ § 47E
- Target audience: P13-24
- Ad Format: Spark ads (TikTok's equivalent to boosted posts), this format is integrated with IAS
- Content Creator: [https://www.tiktok.com/@maddy\\_macrae\\_?lang=en](https://www.tiktok.com/@maddy_macrae_?lang=en) managed by their creative agency Dig
- Objective: primary - awareness (6 s video view), secondary – app downloads
- KPI: § 47G/ § 47E
- Reporting: not agreed yet, waiting to hear back on the brief response we submitted

Both benchmarks have been provided by TikTok. The Eggs one is based on the food & beverage vertical while the ADHA one is based on the Government vertical which explains why it is higher. We had a call with Eggs on Friday and while they agree the benchmark is quite high compared to other platforms, they are keen to test TikTok from a paid perspective based on the success they have seen on the platform organically. We will keep you updated on performance after the first few weeks of activity.

Please let us know should you need any further information at this stage.

Thanks

s 22

**AUSTRALIAN GOVERNMENT**

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