

From: s 22 (SYD-UMW)
To: s 22 ; s 22
Cc: s 22 (CAN-UMW); s 22 (SYD-UMW); s 22 (SYD-UMW)
Subject: s 22 and TikTok pilots for AEC Referendum
Date: Tuesday, 1 November 2022 2:25:51 PM
Attachments: [image001.png](#)

Hi s 22 and s 22 ,

We would like to put forward two new pilots as part of the Referendum campaign response. Campaign dates are still TBC of course, but we wanted to provide visibility before submitting the first draft of our media strategy to AEC.

s 22



TikTok

Use case: reach an incremental (priority) audience in a high usage environment

- Phases: Education, Close of Rolls, Voter Services, Formality
- Budget: s 47G/ s 47E
- Target audience: People 17-24 in Australia
- Ad Format: video and image in-feed ads using BMF creative
- Objective: reach
- KPI: s 47G/ s 47E

Ads will only run against a curated pool of inventory pre-vetted by IAS (pre-bid solution)

Please let us know if you are aligned with the above recommendation and if you have any questions.

Thanks



s 22
s 22 (she/her/hers) 
s 22 Australian Government
M s 22

Australia Media Agency
of the Year (GOLD 2021)
campaign

Festival of Media
APAC (GOLD 2022)


Effies Australia
(GOLD 2022)




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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