

From: s 22 (SYD-UMW)
To: s 22 (SYD-UMW); s 22
Cc: s 22 (CAN-UMW); s 22 (SYD-UMW); s 22 (SYD-UMW); s 22
Subject: RE: New platforms pilot for DFR's FY23/24 campaign - approval needed [SEC=UNOFFICIAL]
Date: Friday, 16 December 2022 3:24:03 PM
Attachments: [image003.png](#)

Thanks s 22 – noted on the below.

We have an ATO campaign that we would like to trial TikTok for. We will be in touch in the new year about it.

Have a lovely Christmas and a happy new year.

Thanks

s 22

From: s 22 @finance.gov.au
Sent: Friday, 16 December 2022 1:13 PM
To: s 22 (SYD-UMW) <s 22 @umww.com>; s 22 <s 22 @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>; s 22 @finance.gov.au
Subject: RE: New platforms pilot for DFR's FY23/24 campaign - approval needed [SEC=UNOFFICIAL]

SEC=UNOFFICIAL

Hi s 22

s 22 In terms of TikTok, CAB's overarching view is that it should be used across a smaller number of activities before rolling out more holistically, to ensure brand safety risks are sufficiently mitigated. Should Defence agree to TikTok's use across the campaigns listed below, the activity should be closely monitored and updates reported to CAB on its performance and any emerging or actual risks identified on the platform before being utilised across other campaigns.

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: Tuesday, 13 December 2022 12:45 PM
To: s 22 @finance.gov.au; s 22 @finance.gov.au
Cc: s 22 @umww.com; s 22 (SYD-UMW) <s 22 @umww.com>; s 22 (SYD-UMW) <s 22 @umww.com>
Subject: New platforms pilot for DFR's FY23/24 campaign - approval needed

Hi s 22 and s 22,

Hope you are both well.

We would like to pilot the use of three new platforms - TikTok, s 22 for Defence Force Recruiting's FY23/24 media strategy.

We are sending the finalised media response to DFR tomorrow so we are seeking your approval by tomorrow if possible.

s 22



TikTok

Use case: It is recommended to introduce TikTok due to its popularity with the Gen Z audience. In Australia, TikTok has 8.9 million monthly users with 39% of the audience aged 18-24. It has the

highest dwell time of all platforms with users spending 119 average daily mins in the app.

Campaigns: Masterbrand, Explicit Needs, ADFA and Gap Year

Budget: TBC

Target audience: People 18 – 34 with interests in technology, fitness, fashion, gaming

Ad Format: in-feed video ads

Objective: Video Views

KPI: s 47E / s 47G

As per UM's recommendation in the brand safety appraisal document, ads will only run against a curated pool of inventory pre-vetted by IAS (pre-bid solution)

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Please let us know if you are aligned with this recommendation or if you have any questions.

Thanks,

s 22



s 22 (she/her)
s 22
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](#)

UM will have a reduced number of staff working across the holiday period from **Friday 16 December** through to **Tuesday 3 January**. Please be advised that **all campaign briefs submitted in UM Central after 16 December** will be attended from **3 January**. For urgent campaign advertising requirements during this period please see the UM Holiday contact list published on the Australian Advertising GovTeams site.

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