From: \$ 22
To: \$ 22 (CAN-UMW)
Cc: \$ 22

Subject: RE: URGENT RE: TikTok pilot for ATO"s Youth and Super campaign - approval needed [SEC=UNOFFICIAL]

Date: Wednesday, 11 January 2023 4:28:30 PM

Attachments: image004.png image005.png

Sounds good thanks \$ 22

s 22 | Assistant Secretary

Communications Advice Branch

Department of Finance

A: One Canberra Avenue, Forrest ACT 2603

From: \$ 22 (CAN-UMW) < \$ 22 @umww.com>

Sent: Wednesday, 11 January 2023 4:21 PM

To: s 22 @finance.gov.au>

Cc: \$ 22 @finance.gov.au>

Subject: FW: URGENT RE: TikTok pilot for ATO's Youth and Super campaign - approval needed

[SEC=UNOFFICIAL]

Hjs 22

When we spoke earlier I mentioned putting forward two options to ATO but based on advice we will proceed with presenting the TikTok option.

We will start work on a broader paper for TikTok as discussed and this trial will provide another opportunity to include some results once they are known.

Thanks

s 22





UM operates on Ngunnawal country. We acknowledge he Ngunnawal people as the Traditional Owners of the land we work on. We pay our respects to Ngunnawal 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

From: \$ 22

Sent: Wednesday, 11 January 2023 4:15 PM

To: \$ 22

S 22

@umww.com>; \$ 22

@umww.com>; \$ 22

@umww.com>; \$ 22

@umww.com>; \$ 22

Subject: Re: URGENT RE: TikTok pilot for ATO's Youth and Super campaign - approval needed [SEC=UNOFFICIAL]

HiS

Happy for the proposal to proceed and will be eager to see results as per all recent trials of TikTok.

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

@finance.gov.au>, \$ 22

@finance.gov.au>, \$ 22

@umww.com>, \$ 22

@umww.com>, \$ 22

Subject: URGENT RE: TikTok pilot for ATO's Youth and Super campaign - approval needed

His 22

Apologies to rush this one, the recommendation needs to go out to ATO today. Would appreciate your advice this afternoon if possible.

Thanks,

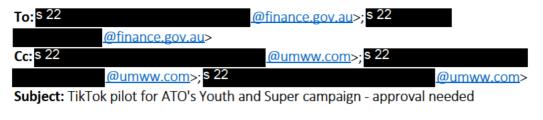
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s 22 D: s 22

IN THE EVENT OF A STATE, FEDERAL OR BY-ELECTION, AUSTRALIAN GOVERNMENT BOOKINGS MAY BE CANCELLED OR DEFERRED WITHOUT PENALTY

From: \$ 22 @umww.com>

Sent: Tuesday, 10 January 2023 4:33 PM



Hi s 22

Happy New Year – hope you both had a relaxing break.

We would like to pilot the use of TikTok for ATO's upcoming Youth and Super campaign. The ATO have been particularly interesting in trialling TikTok to reach Gen Z's so it is great to have a suitable campaign for a potential test.

Use case: Reach young people early in their career in a high usage environment to deliver video views to achieve awareness of the campaign message.

Budget: s 47E / s 47G

Target audience: People 18-24Ad Format: In-Feed non spark 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).

s 22

Please let us know if you are aligned with the above.

Thanks,

Alison



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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