

From: s 22
To: s 22 (CAN-UMW)
Cc: s 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 s 22



s 22 | Assistant Secretary
 Communications Advice Branch
 Department of Finance
T: s 22 | **M:** s 22
E: s 22 @finance.gov.au
A: One Canberra Avenue, Forrest ACT 2603

From: s 22 (CAN-UMW) <s 22@umww.com>
Sent: Wednesday, 11 January 2023 4:21 PM
To: s 22@finance.gov.au>
Cc: s 22@finance.gov.au>
Subject: FW: URGENT RE: TikTok pilot for ATO's Youth and Super campaign - approval needed [SEC=UNOFFICIAL]

Hi s 22

When we spoke earlier I mentioned putting forward two options to ATO but based on s 22 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



s 22 (he/him/his) 
 s 22
 M s 22



UM operates on Ngunnawal country. We acknowledge the 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: s 22 [redacted] <[redacted]@finance.gov.au>
Sent: Wednesday, 11 January 2023 4:15 PM
To: s 22 [redacted] <[redacted]@umww.com>; s 22 [redacted]
 s 22 [redacted] <[redacted]@umww.com>; s 22 [redacted] <[redacted]@finance.gov.au>
Cc: s 22 [redacted] <[redacted]@umww.com>; s 22 [redacted]
 [redacted] <[redacted]@umww.com>
Subject: Re: URGENT RE: TikTok pilot for ATO's Youth and Super campaign - approval needed
 [SEC=UNOFFICIAL]

Hi s [redacted]

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

Regards

s 22 [redacted] | Director
 Communications Advice Branch
 Department of Finance
t: s 22 [redacted]
e: s 22 [redacted] <[redacted]@finance.gov.au>
a: One Canberra Avenue, FORREST ACT 2603

From: s 22 [redacted] <[redacted]@umww.com>
Date: 11 January 2023 at 12:11:17 AEDT
To: s 22 [redacted] <[redacted]@umww.com>; s 22 [redacted]
 [redacted] <[redacted]@finance.gov.au>; s 22 [redacted] <[redacted]@finance.gov.au>
Cc: s 22 [redacted] <[redacted]@umww.com>; s 22 [redacted]
 [redacted] <[redacted]@umww.com>
Subject: URGENT RE: TikTok pilot for ATO's Youth and Super campaign - approval needed

Hi s 22 [redacted]

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

Thanks,

s [redacted]

s 22 [redacted] [redacted]
 D: s 22 [redacted]

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

From: s 22 [redacted] <[redacted]@umww.com>
Sent: Tuesday, 10 January 2023 4:33 PM

To: s 22 [redacted]@finance.gov.au>; s 22 [redacted]
 [redacted]@finance.gov.au>
 Cc: s 22 [redacted]@umww.com>; s 22 [redacted]
 [redacted]@umww.com>; s 22 [redacted]@umww.com>
 Subject: TikTok pilot for ATO's Youth and Super campaign - approval needed

Hi s 22 [redacted],

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 [redacted]
- Target audience: People 18-24
- Ad Format: In-Feed non spark ads
- Objective: video views
- KPI: s 47E / s 47G [redacted]

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 [redacted]
[redacted]

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

Thanks,

Alison



s 22 [redacted]

M s 22 [redacted]



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