

**From:** s 22  
**To:** s 22 (SYD-RPM); s 22 (SYD-UMW); s 22  
**Cc:** s 22 (CAN-UMW); s 22 (BNE-UMW); s 22 (SYD-UMW)  
**Subject:** RE: TikTok pilot for ATO x 2 Youth and Super campaign & Grad recruitment - approval needed [SEC=UNOFFICIAL]  
**Date:** Friday, 20 January 2023 5:11:00 PM  
**Attachments:** [image001.png](#)

SEC=UNOFFICIAL

Hi s 22

Apologies for the delay in reply. Comfortable with this proposal.

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-RPM) s 22 @reprisedigital.com>  
**Sent:** Thursday, 19 January 2023 4:11 PM  
**To:** s 22 (SYD-UMW) <s 22 @umww.com>; s 22  
 s 22 @finance.gov.au>; s 22 @finance.gov.au  
**Cc:** s 22 (CAN-UMW) <s 22 @umww.com>; s 22 (BNE-UMW)  
 <s 22 @umww.com>; s 22 (SYD-UMW) <s 22 @umww.com>  
**Subject:** RE: TikTok pilot for ATO x 2 Youth and Super campaign & Grad recruitment - approval needed

Hi s 22,

Hope you are both well.

Could you please get your feedback on this one by the end of the day as we are sharing the response with the ATO first thing tomorrow?

Going forward, we will be giving a longer lead time for you to feedback as we appreciate there have been some short lead times to review these emails.

Thanks

s 22

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**From:** s 22 (SYD-UMW)  
**Sent:** Tuesday, 17 January 2023 2:46 PM  
**To:** s 22 <s 22@finance.gov.au>; s 22 (SYD-UMW)  
s 22@umww.com>; s 22@finance.gov.au>  
**Cc:** s 22 (CAN-UMW) <s 22@umww.com>; s 22 (BNE-UMW)  
s 22@umww.com>; s 22 (SYD-UMW) <s 22@umww.com>  
**Subject:** RE: TikTok pilot for ATO x 2 Youth and Super campaign & Grad recruitment - approval needed

Hi s 22,

We have another potential TikTok pilot for ATO, this time for their 2024 Graduate Recruitment Phase 2 campaign.

Use case: Reach young demographics/final year uni students/grads through a video view objective to achieve campaign awareness and position ATO as an employer of choice.

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

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

Thanks,

s 22

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**From:** s 22@finance.gov.au>  
**Sent:** Wednesday, 11 January 2023 4:15 PM  
**To:** s 22 (SYD-UMW) <s 22@umww.com>; s 22 (SYD-UMW)  
s 22@umww.com>; s 22@finance.gov.au>  
**Cc:** s 22 (CAN-UMW) <s 22@umww.com>; s 22 (BNE-UMW)  
<s 22@umww.com>  
**Subject:** Re: URGENT RE: TikTok pilot for ATO's Youth and Super campaign - approval needed [SEC=UNOFFICIAL]

Hi s

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

Regards

§ 22 | Director  
 Communications Advice Branch  
 Department of Finance  
 t: § 22  
 e: § 22 @finance.gov.au  
 a: One Canberra Avenue, FORREST ACT 2603

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**From:** § 22 (SYD-UMW) <§ 22 @umww.com>  
**Date:** 11 January 2023 at 12:11:17 AEDT  
**To:** § 22 (SYD-UMW) <§ 22 @umww.com>, § 22 <§ 22 @finance.gov.au>, § 22 <§ 22 @finance.gov.au>  
**Cc:** § 22 (CAN-UMW) <§ 22 @umww.com>, § 22 (BNE-UMW) <§ 22 @umww.com>  
**Subject:** URGENT RE: TikTok pilot for ATO's Youth and Super campaign - approval needed

Hi § 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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D: § 22

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

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**From:** § 22 (SYD-UMW) <§ 22 @umww.com>  
**Sent:** Tuesday, 10 January 2023 4:33 PM  
**To:** § 22 @finance.gov.au; § 22 @finance.gov.au  
**Cc:** § 22 (CAN-UMW) § 22 @umww.com; § 22 (SYD-UMW) § 22 @umww.com; § 22 (BNE-UMW) <§ 22 @umww.com>  
**Subject:** TikTok pilot for ATO's Youth and Super campaign - approval needed

Hi § 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: § 47E / § 47G

- Target audience: People 18-24
- Ad 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).

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

Thanks,

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M s 22



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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