Australian Government

Australian Electoral Commission

#### Referendum

**Strategic Media Recommendation** 

November 2022New date 2023



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# S<sub>2</sub>

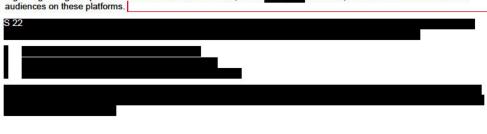
## S<sub>2</sub>

## S<sub>2</sub>

### Social

### Strategic approach

It is recommended to deliver the campaign across broad reaching social channels including \$22 to best achieve cut through to the audience. This approach will take shape across ad formats and placements that will deliver effective reach and awareness of he campaign message. These are the primary platforms where disinformation regarding voting and poli ical matters are shared the most, unlike \$22 to TikTok, hence it is crucial to reach the audiences on these platforms.





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### Social

### Strategic approach

Using mul iple social platforms including \$22 and TikTok will deliver scale and provide an opportunity to reach the audience at multiple touchpoints. This approach will take shape using multiple formats, placements, and creative executions to achieve the campaign objectives.



FIGURE 29: SOCIAL MEDIA CONSUMPTION.



and TikTok are also recommended to reach he priority audience of young people. The user bases of these platforms heavily skew towards P17-24 which is why these platforms will be specifically used to get an incremental reach of the younger demo. It is recommended to pilot the use of TikTok for the referendum. TikTok has been recommended for its alignment to he campaign's demographic of P18-24. In Australia, TikTok has reported 8.9 million mon hly users with 39% audience aged P18-24<sup>100</sup>. 67% of the audience agreed that ads on TikTok capture heir attention<sup>100</sup> 10% more han other platforms<sup>100</sup>. It also had the highest dwell time of all platforms with users spending 90 mins a day on he platform.

Please note the use of TikTok is subject to Government approval and current advice at the time of the Referendum. UM has assessed platform capabilities and provided guidance on how the platform can be used for paid advertising in a manner that mitigates brand safety risks.

TikTok will only be used for the mainstream audiences. It does have in language targeting available in the platform but does not offer scale.

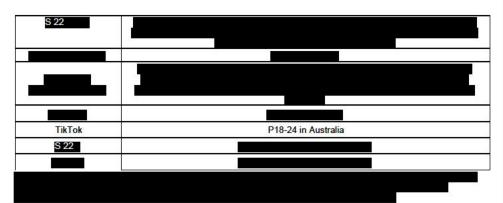


### Implementation tac ics

### **Targeting**

Platform	Targeting
S 22	





TikTok and S22 have pre-defined age demographics to select and as such people aged 17 cannot be specifically targeted in the platform, therefore People 18+ will be targeted.

It is not required to have a TikTok account to run TikTok ads and comments will be disabled.

### **Formats**

Platform	Recommended formats <sup>119</sup>	Recommended for (audience)	Require moderation (Y/N)	
	S 22	T		
			-	
			7	
TikTok	In-feed ads (15s or less seconds)	P18-24	N – Comments can be disabled	
		5 5	S 22	
		8		



TikTok In-feed ads are similar to link ads across S22 and will be leveraged to reach the younger demo. Vertical 9:16 aspect ratio ads are recommended for this format.



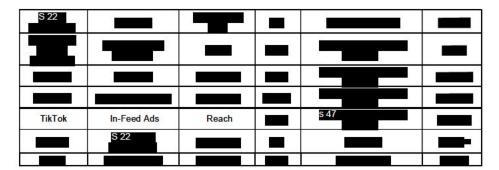
FIGURE 31: TIKTOK IN-FEED AD EXAMPLE



### Metrics

Platform	Formats	Objective	СРМ	Metric	KPI
S 22					
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### Social

### Strategic approach

The Close of Rolls phase will be executed across §22 and TikTok using multiple placements and formats to drive understanding around he enrolment process and date.

### Implementation tac ics

### Targeting

Platform	Targeting				
	S 22				
33					
N 2					

S 22

P18-24, Australia	
	P18-24, Australia

### **Formats**

Platform	Recommended formats <sup>136</sup>	Recommended for (Audience)	Require moderation (Y/N)	
-		S 22		
TikTok	Video (6-10 seconds) and Image In-feed ads	P18-24	N – Comments can be disabled	

S 22

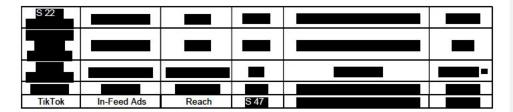
### S 22

### Metrics

Platform	Formats	Objec ive	СРМ	Metric	KPI
S 22					
			97	2	

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## S<sub>2</sub>



### Social

### Strategic approach

Like Education and Close of Rolls, Voters Services will run across \$22\$ and TikTok to drive knowledge about where and how to vote.

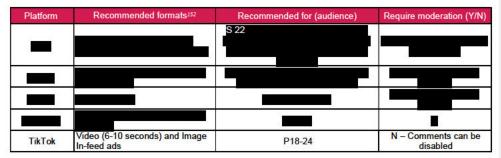
### Implementation tac ics

### Targeting



TikTok P18-24, Australia

### **Formats**

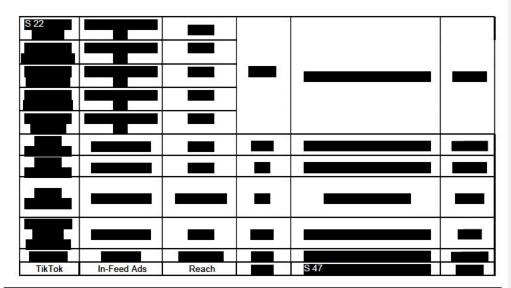




### Metrics

Platform	Formats	Objec ive	СРМ	Metric	KPI
S 22					

S222





## S<sub>2</sub>2

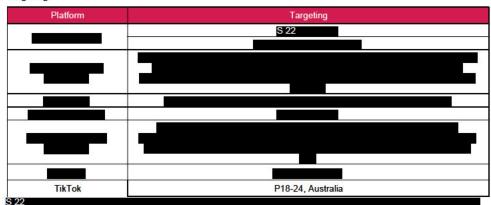
### Social

### Strategic approach

and TikTok will be used to educate the audience on how to vote correctly in this phase. This will be done by reaching users across multiple placements with different formats.

### Implementation tac ics

### Targeting

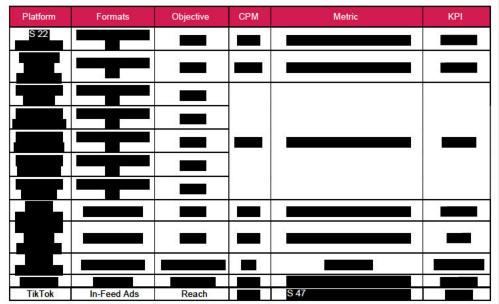


### **Formats**

Platform	Recommended formats <sup>171</sup>	Recommended for (audience)	Require moderation (Y/N)
		S 22	
		عيوك	
TikTok	Video (6-10 seconds) and Image In-feed ads	P18-24	N – Comments can be disabled

S 22

### Metrics





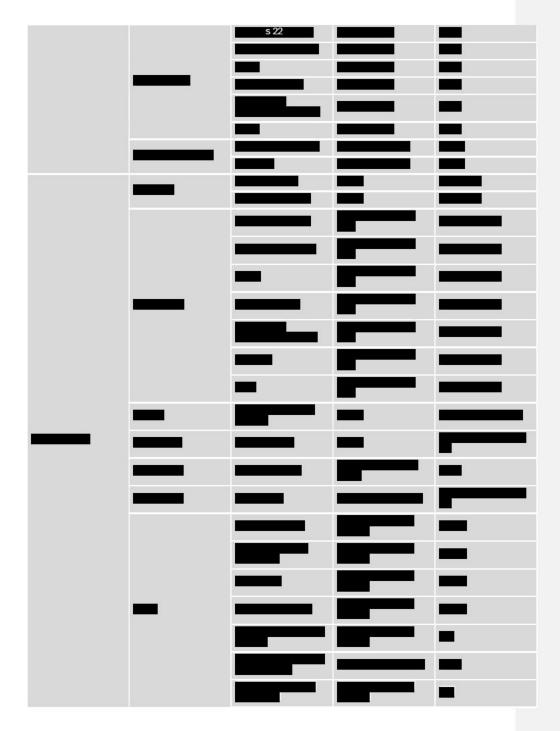
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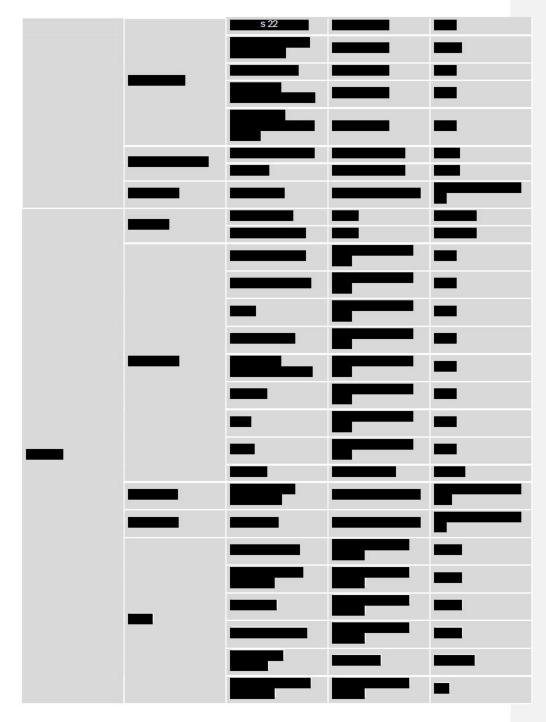


s 22 Phase Channel Metrics S 22

S 22

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