

Australian Government
Australian Electoral Commission

Referendum

Strategic Media Recommendation
3 March 2023



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FIGURE 20: OVERVIEW OF POTENTIAL PARTNERS*



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Social

Strategic approach

It is recommended to deliver the campaign across broad reaching social channels including **s 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 the campaign message. These are the primary platforms where disinformation regarding voting and political matters are shared the most, unlike **s 22** or TikTok, hence it is crucial to reach the audiences on these platforms.

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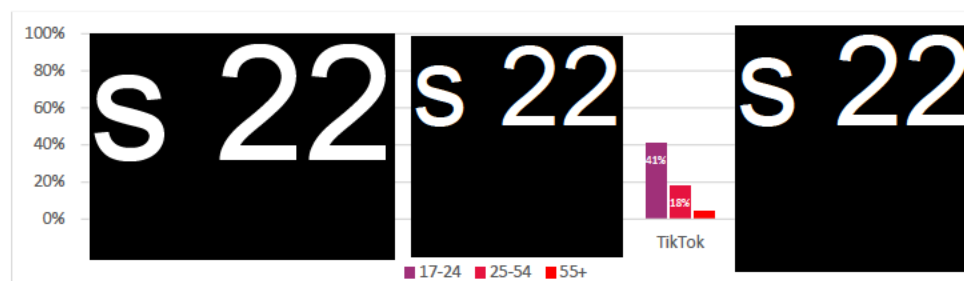
Social

Strategic approach

s 22

Using multiple social platforms including s 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 CONSUMPTION¹¹⁵



s 22 and TikTok are also recommended to reach the 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 the campaign's demographic of P18-24. In Australia, TikTok has reported 8.9 million monthly users with 39% audience aged P18-24¹¹⁶. 67% of the audience agreed that ads on TikTok capture their attention¹¹⁷ 10% more than other platforms¹¹⁸. It also had the highest dwell time of all platforms with users spending 90 mins a day on the 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.

The budget will be kept fluid between the P17-24 and 25+ cohorts across s 22 to maximise cost efficient reach. However, s 22 and TikTok will specifically be utilised to upweight the budget for the younger audience.



¹¹⁵ s 22
¹¹⁶ TikTok statistics from July 2022 (this data is based on TikTok's internal analytics)
¹¹⁷ s 22
¹¹⁸ TikTok custom research with Kantar 2020 - 2021

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TikTok	P18-24 in Australia
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TikTok and s 22 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 ⁴²⁰	Recommended for (audience)	Require moderation (Y/N)
	s 22		
TikTok	In-feed ads (15s or less seconds)	P18-24	N – Comments can be disabled
			s 22

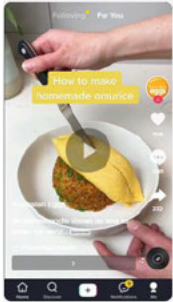
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- TikTok in-feed ads are similar to link ads across s 22 and will be leveraged to reach he younger demo. Vertical 9:16 aspect ratio ads are recommended for this format.

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FIGURE 31: TIKTOK IN-FEED AD EXAMPLE



Metrics

Platform	Formats	Objective	CPM	Metric	KPI
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				§ 22	
TikTok	In-Feed Ads	Reach		§ 47	
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	s 22		
TikTok	Video (6-10 seconds) and Image In-feed ads	P18-24	N – Comments can be disabled

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Metrics

Platform	Formats	Objective	CPM	Metric	KPI
Instagram	Reels	Engagement	15.2	12.5%	1.2M
	Stories	Reach	18.7	8.9%	2.1M
	Feed Posts	Conversions	22.1	5.3%	850K
	IGTV	Views	19.5	7.1%	1.5M
	Carousel	Click-through	20.3	6.8%	920K
Facebook	Video Ads	Brand Awareness	16.8	10.1%	1.8M
Twitter	Video Ads	Engagement	14.5	9.3%	1.1M
LinkedIn	Text Ads	Lead Generation	25.3	4.7%	600K
YouTube	Pre-roll Ads	View Completion	21.9	6.2%	1.3M
TikTok	In-Feed Ads	Reach	13.1	15.8%	2.5M

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Social

Strategic approach

§ 22, TikTok, § 22 will be used to educate the audience on how to vote correctly in the Formality phase. This will be done by reaching users across multiple placements with different formats.

Implementation tactics

Targeting

Platform	Targeting
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§ 22	§ 22
§ 22	§ 22
§ 22	§ 22
§ 22	§ 22
§ 22	§ 22

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TikTok	P18-24, Australia
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Formats

Platform	Recommended formats ¹⁶⁹	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

Metrics

Platform	Formats	Objective	CPM	Metric	KPI
Instagram	Reels	Engagement	1500	1000000	1000000
Instagram	Stories	Engagement	1500	1000000	1000000
Instagram	Feed	Engagement	1500	1000000	1000000
Instagram	Reels	Engagement	1500	1000000	1000000
Instagram	Stories	Engagement	1500	1000000	1000000
Instagram	Feed	Engagement	1500	1000000	1000000
TikTok	Reels	Engagement	1500	1000000	1000000
TikTok	Stories	Engagement	1500	1000000	1000000
TikTok	Feed	Engagement	1500	1000000	1000000
TikTok	Reels	Engagement	1500	1000000	1000000
TikTok	Stories	Engagement	1500	1000000	1000000
TikTok	Feed	Engagement	1500	1000000	1000000

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Phase	Channel	Connection	Metrics	KPI
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