

**Australian Government**  
**Australian Electoral Commission**

# Referendum

**Strategic Media Recommendation**  
**4 April 2023**



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# S 22

## 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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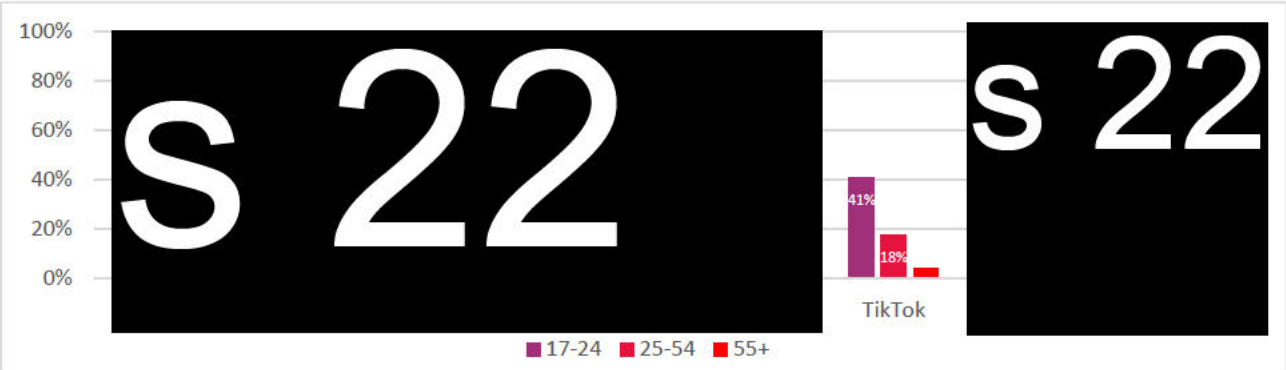
## Social

### Strategic approach

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.

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FIGURE 29: SOCIAL MEDIA CONSUMPTION<sup>114</sup>



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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 P18-24<sup>116</sup>. 67% of the audience agreed that ads on TikTok capture their attention<sup>117</sup> 10% more than other platforms<sup>118</sup>. 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.



Targeting

Platform	Targeting
s 22	

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<sup>116</sup> TikTok statistics from July 2022 (this data is based on TikTok's internal analytics)

<sup>117</sup> 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

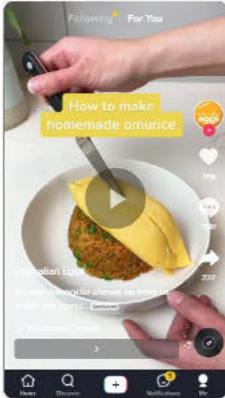
Platform	Recommended formats <sup>119</sup>	Recommended for (audience)	Require moderation (Y/N)
	s 22		
TikTok	In-feed ads (15s or less seconds)	P18-24	N – Comments can be disabled
			s 22

#### Innovation

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

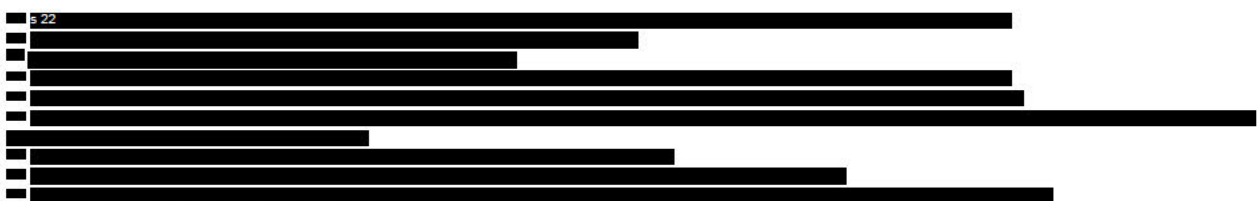
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FIGURE 31: TIKTOK IN-FEED AD EXAMPLE



## Metrics

Platform	Formats	Objective	CPM	Metric	KPI
Facebook	Video Ads	Brand Awareness	\$1.20	Impressions	100M
	Image Ads	Lead Generation	\$0.85	Clicks	500K
	Carousel Ads	Engagement	\$1.50	Engagement Rate	5%
Instagram	Reels	Brand Awareness	\$1.10	Views	200M
	Stories	Lead Generation	\$0.90	Clicks	300K
	Feed Ads	Engagement	\$1.30	Engagement Rate	4%
Twitter	Video Ads	Brand Awareness	\$1.40	Impressions	80M
	Image Ads	Lead Generation	\$0.75	Clicks	400K
	Text Ads	Engagement	\$1.60	Engagement Rate	3%
LinkedIn	Video Ads	Brand Awareness	\$2.00	Impressions	50M
	Image Ads	Lead Generation	\$1.80	Clicks	200K
	Text Ads	Engagement	\$2.20	Engagement Rate	2%
YouTube	Video Ads	Brand Awareness	\$1.90	Views	150M
	Image Ads	Lead Generation	\$1.70	Clicks	100K
	Text Ads	Engagement	\$2.10	Engagement Rate	1.5%
Snapchat	Video Ads	Brand Awareness	\$1.30	Views	120M
	Image Ads	Lead Generation	\$1.10	Clicks	60K
	Text Ads	Engagement	\$1.50	Engagement Rate	3%
TikTok	Video Ads	Brand Awareness	\$0.90	Views	300M
	Image Ads	Lead Generation	\$0.70	Clicks	150K
	Text Ads	Engagement	\$1.00	Engagement Rate	4%



129 Benchmark Source: TikTok 21/23 Reach results

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## Strategic approach

## Implementation tactics

Platform	Targeting
[REDACTED]	s 22 [REDACTED] [REDACTED]
[REDACTED] [REDACTED] [REDACTED]	[REDACTED] [REDACTED] [REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED] [REDACTED] [REDACTED]	[REDACTED] [REDACTED] [REDACTED]
[REDACTED]	[REDACTED]
TikTok	P18-24, Australia

## Formats

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Metrics

Platform	Formats	Objective	CPM	Metric	KPI
s 22					
TikTok	In-Feed Ads	Reach	s 47		

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142 Benchmark Source: TikTok 21/23 Reach results

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Bar Index	Relative Length (approximate)
1	100%
2	95%
3	25%
4	85%
5	90%
6	5%
7	40%
8	80%
9	5%
10	85%

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# s 22

## Social

### Strategic approach

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

### Implementation tactics

#### Targeting

Platform	Targeting
	s 22
TikTok	P18-24, Australia

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#### Formats

Platform	Recommended formats <sup>150</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

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## Metrics

Platform	Formats	Objective	CPM	Metric	KPI
Facebook	Video Ads	Engagement	\$1.20	CPA	1.50
	Image Ads	Clicks	\$0.80	CTR	0.02
	Stories	Views	\$1.50	CPV	0.05
Instagram	Reels	Engagement	\$1.80	CPA	2.00
	Feed Posts	Clicks	\$1.00	CTR	0.01
	Stories	Views	\$1.50	CPV	0.05
Twitter	Video Ads	Engagement	\$1.10	CPA	1.40
	Image Ads	Clicks	\$0.90	CTR	0.02
	Text Ads	Clicks	\$0.70	CTR	0.01
LinkedIn	Video Ads	Engagement	\$2.50	CPA	3.00
	Image Ads	Clicks	\$1.50	CTR	0.01
	Text Ads	Clicks	\$1.20	CTR	0.01
YouTube	Video Ads	Engagement	\$2.00	CPA	2.50
	Image Ads	Clicks	\$1.00	CTR	0.01
	Text Ads	Clicks	\$0.80	CTR	0.01
TikTok	In-Feed Ads	Reach	\$0.50	CPA	0.80

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## Social

## Strategic approach

§ 22 [REDACTED], TikTok, § 22 [REDACTED] 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
[REDACTED]	s 22 [REDACTED] [REDACTED]
[REDACTED] [REDACTED] [REDACTED]	[REDACTED] [REDACTED] [REDACTED]
[REDACTED]	[REDACTED]
[REDACTED] [REDACTED] [REDACTED]	[REDACTED] [REDACTED] [REDACTED]
[REDACTED]	[REDACTED]
TikTok	P18-24, Australia
s 22 [REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

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## Formats

Platform	Recommended formats <sup>168</sup>	Recommended for (audience)	Require moderation (Y/N)
Facebook	<p>Horizontal video (1080 x 1080 pixels)</p> <p>Vertical video (1080 x 1920 pixels)</p> <p>Static image (1080 x 1080 pixels)</p>	<p>18+ (all countries)</p> <p>13+ (US only)</p> <p>11+ (US only)</p>	<p>Yes (all countries)</p> <p>Yes (US only)</p>
Instagram	<p>Horizontal video (1080 x 1080 pixels)</p> <p>Vertical video (1080 x 1920 pixels)</p> <p>Static image (1080 x 1080 pixels)</p>	<p>18+ (all countries)</p> <p>13+ (US only)</p> <p>11+ (US only)</p>	<p>Yes (all countries)</p> <p>Yes (US only)</p>
Twitter	<p>Horizontal video (1080 x 1080 pixels)</p> <p>Vertical video (1080 x 1920 pixels)</p> <p>Static image (1080 x 1080 pixels)</p>	<p>18+ (all countries)</p> <p>13+ (US only)</p> <p>11+ (US only)</p>	<p>Yes (all countries)</p> <p>Yes (US only)</p>
YouTube	<p>Horizontal video (1080 x 1080 pixels)</p> <p>Vertical video (1080 x 1920 pixels)</p> <p>Static image (1080 x 1080 pixels)</p>	<p>18+ (all countries)</p> <p>13+ (US only)</p> <p>11+ (US only)</p>	<p>Yes (all countries)</p> <p>Yes (US only)</p>
TikTok	Video (6-10 seconds) and Image In-feed ads	P18-24	N – Comments can be disabled
LinkedIn	<p>Horizontal video (1080 x 1080 pixels)</p> <p>Vertical video (1080 x 1920 pixels)</p> <p>Static image (1080 x 1080 pixels)</p>	<p>18+ (all countries)</p> <p>13+ (US only)</p> <p>11+ (US only)</p>	<p>Yes (all countries)</p> <p>Yes (US only)</p>
Nextdoor	<p>Horizontal video (1080 x 1080 pixels)</p> <p>Vertical video (1080 x 1920 pixels)</p> <p>Static image (1080 x 1080 pixels)</p>	<p>18+ (all countries)</p> <p>13+ (US only)</p> <p>11+ (US only)</p>	<p>Yes (all countries)</p> <p>Yes (US only)</p>

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## Metrics

Platform	Formats	Objective	CPM	Metric	KPI
Meta	Stories	Engagement	Low	CPA	High
	Reels	Reach	Medium	CPA	Medium
	Feed	Engagement	Low	CPA	High
	Video	Engagement	Low	CPA	High
TikTok	In-Feed Ads	Reach	Low	CPA	High
	TopView	Engagement	Medium	CPA	Medium
	Open-View	Engagement	Low	CPA	High
	Video	Engagement	Low	CPA	High
Instagram	Stories	Engagement	Low	CPA	High
	Reels	Reach	Medium	CPA	Medium
	Feed	Engagement	Low	CPA	High
	Video	Engagement	Low	CPA	High
YouTube	Pre-roll	Engagement	Low	CPA	High
	Mid-roll	Engagement	Low	CPA	High
	Post-roll	Engagement	Low	CPA	High
	Video	Engagement	Low	CPA	High

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Phase	Channel	Connection	Metrics	KPI
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		TikTok	s 47	s 47

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Phase	Channel	Connection	Metrics	KPI
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