

**From:** s 47F  
**To:** s 47F [Evan Ekin-Smyth](#)  
**Cc:** s 47F  
**Subject:** FYI only: early ideas for paid media partnerships - ref campaign [SEC=OFFICIAL]  
**Date:** Thursday, 24 November 2022 11:19:00 AM

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Hi all

We've started working with our friends at Universal McCann on media placement for the referendum campaign.

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- Potential partners include Tik Tok, s 22  
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