From: s 47F
To: s 47F

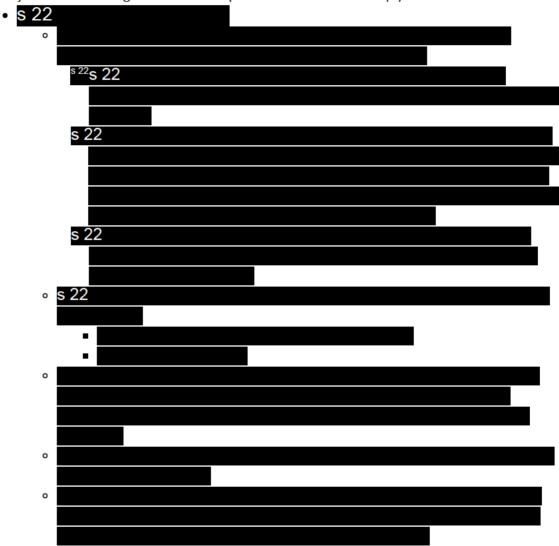
Subject: FYI / heads-up only: couple of things on ref campaign media plan [SEC=OFFICIAL]

Date: Wednesday, 26 October 2022 1:40:00 PM

Hiya



This is just FYI at this stage – no action required – but wanted to loop you in.



- **Tik Tok** being recommended for the first time!
  - UM is starting to include this platform in other govt dept and agency strategies.
  - We'd be one of the first (if not the first) to use it.
  - Tik Tok has now met the minimum brand safety standards that UM asks for.
  - Would need to create an AEC Tik Tok account but importantly can turn off comments, so moderation not required.
  - Something we'd need to talk to Evan about once we see the approach, but given
     Tik Tok had an 'election hub' developed in consultation with his team, my feeling is
     they'd be open to it.
  - Also potential for either a paid integration or engaging ad execution here for our really young young'uns (17s + 18s).