

Australian Government
Australian Electoral Commission

AEC Referendum Campaign

Strategic Media Recommendation
3 November 2022



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FIGURE 20: OVERVIEW OF POTENTIAL PARTNERS

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17-24 ix 249
First Nations 17-24 ix 262
25-34 ix 146
First Nations 25-34 ix 152

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Also to keep in mind –
suggest we look at one that skews to 17-24s and young First
Nations Australians (like S 22 or Tik Tok) S 22

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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

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 CONSUMPTION¹¹²



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 P18-24¹¹³. 67% of the audience agreed that ads on TikTok capture their attention¹¹⁴ 10% more than other platforms¹¹⁵. 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 have conducted an assessment of platform capabilities and provided guidance on how the platform can be used for paid advertising in a manner that mitigates brand safety risks.

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.



¹¹² S 22
¹¹³ TikTok statistics from July 2022 (this data is based on TikTok's internal analytics)
¹¹⁴ TikTok custom research with Kantar 2020 - 2021

Platform	Targeting
S 22	
TikTok	P18-24 in Australia
S 22	

S 22

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 ¹¹⁸	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 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	CPM	Metric	KPI
S 22					

S 22	

S 22					
TikTok	In-Feed Ads	Reach		S 47	
	S 22				

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Social

Strategic approach

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

Implementation tactics

Targeting

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

S 22

Formats

Platform	Recommended formats ¹³⁵	Recommended for (Audience)	Require moderation (Y/N)
[REDACTED]	[REDACTED]	S 22 [REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]
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	Engagement	1500	CPA	10%
Instagram	Reels	Reach	1200	CPA	12%
TikTok	Shorts	Views	1800	CPA	15%
YouTube	Long-form	Subscribers	2000	CPA	18%
LinkedIn	Text	Leads	1600	CPA	11%
Twitter	Tweets	Retweets	1400	CPA	9%
Nextdoor	Local	Neighbors	1300	CPA	8%
Facebook	Video	Engagement	1500	CPA	10%
Instagram	Reels	Reach	1200	CPA	12%
TikTok	Shorts	Views	1800	CPA	15%
YouTube	Long-form	Subscribers	2000	CPA	18%
LinkedIn	Text	Leads	1600	CPA	11%
Twitter	Tweets	Retweets	1400	CPA	9%
Nextdoor	Local	Neighbors	1300	CPA	8%

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S 22						
TikTok	In-Feed Ads	Reach	S 47			

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Benchmark Source: TikTok 21/23 Reach results

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Social

Strategic approach

Like 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	S 22
TikTok	P18-24, Australia

S 22

Formats

Platform	Recommended formats ¹⁵¹	Recommended for (audience)	Require moderation (Y/N)
		S 22	

¹⁵¹ 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
S 22					



S 22					
TikTok	In-Feed Ads	Reach		S 47	

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Strategic approach

Implementation tactics

Platform	Targeting
[REDACTED]	S 22 [REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

AEC REFERENDUM CAMPAIGN

	S 22
TikTok	P18-24, Australia

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Formats

Platform	Recommended formats ¹⁶⁷	Recommended for (audience)	Require moderation (Y/N)
		S 22	
TikTok	Video (6-10 seconds) and Image In-feed ads	P17-24	N – Comments can be disabled

Metrics

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

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Phase	Channel	Connection	Metrics	KPI
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