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 \$ 22 or Tik Tok) \$ 22.

## Social

## Strategic approach

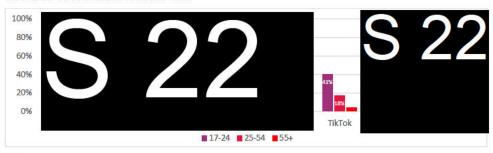
It is recommended to deliver the campaign across broad reaching social channels including \$22\$ to best achieve cut through to the audience. This approach will take shape across ad formats and placements that will deliver effective reach and awareness of he campaign message. These are the primary platforms where disinformation regarding voting and poli ical matters are shared the most, unlike \$22\$ or TikTok, hence it is crucial to reach the audiences on these platforms

## Social

## Strategic approach

Using mul iple social platforms including \$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 CONSUMPTION\*\*\*



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 he campaign's demographic of P18-24. In Australia, TikTok has reported 8.9 million monthly users with 39% audience aged P18-24<sup>118</sup>. 67% of the audience agreed that ads on TikTok capture their attention<sup>118</sup> 10% more than other platforms<sup>119</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 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 he P17-24 and 25+ cohorts across \$ 22 to maximise cost efficient reach. However \$ 22 and TikTok will specifically be utilised to upweight he budget for the younger audience.



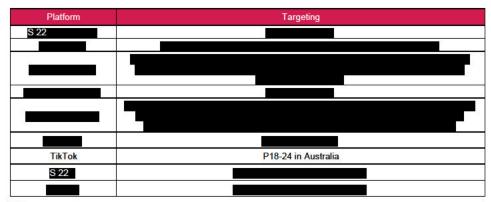
S 22

115 TikTok statistics from July 2022 (this data s based on TikTok's internal analytics)

SE 4

117 TIK LOK GUSIOM IPSPARO WITH BANKAC 2020 - 202

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TikTok and \$222 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>118</sup>	Recommended for (audience)	Require moderation (Y/N)
	S 22		
93			
TikTok	In-feed ads (15s or less seconds)	P18-24	N – Comments can be disabled
			S 22

S<sub>2</sub>

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



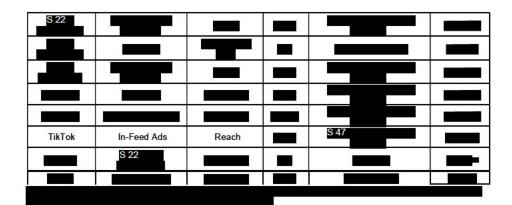
FIGURE 31: TIKTOK IN-FEED AD EXAMPLE



## Metrics

Platform	Formats	Objective	СРМ	Metric	KPI
s 22					
				_	
				200	







## Social

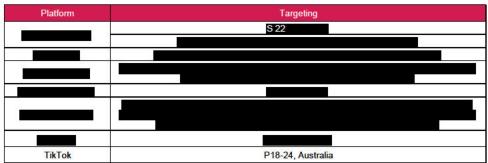
## Strategic approach

The Close of Rolls phase will be executed across \$\frac{\mathbb{S}}{22}\$ and TikTok using formats to drive understanding around the enrolment process and date.

and TikTok using multiple placements and

## Implementation tac ics

## Targeting



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**Formats** 

Platform	Recommended formats <sup>135</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

S 22

Metrics

Platform	Formats	Objec ive	CPM	Metric	KPI
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S 22					
TikTok	In-Feed Ads	Reach	S 47		
S 22				N 8	



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## Social

## Strategic approach

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

## Implementation tac ics

## Targeting

Platform	Targeting
	S 22
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\$ P.	
TikTok	P18-24, Australia

## S 22

## **Formats**

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

S 22

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TikTok Video (6-10 seconds) and Image P18-24 N - Comments can be disabled



## Metrics

Platform	Formats	Objec ive	CPM	Metric	KPI
S 22					76
					8

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



### Social

### Strategic approach

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

### Implementation tac ics

### Targeting

Platform	Targeting		
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	V2		

	S 22
TikTok	P18-24, Australia

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**Formats** 

Platform	Recommended formats <sup>167</sup>	Recommended for (audience)	Require moderation (Y/N)
		S 22	
			10 10 10 10 10 10 10 10 10 10 10 10 10 1
	·		
TikTok	Video (6-10 seconds) and Image In-feed ads	P17-24	N – Comments can be disabled

Metrics

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

### S<sub>2</sub>

Phase	Channel	Connection	Metrics	KPI
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	TikTok	S 47	
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		TikTok	S 47	
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