

s 47F

From: s 47F
Sent: Wednesday, 5 June 2024 12:47 PM
To: s 47F
Cc: Campaigns; s 47F
Subject: Re: FOR FEEDBACK: Media Election village overview document [SEC=OFFICIAL]

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Hi s 47F

Thanks for checking in!

We sent our questions through last week 😊

Please find our queries below in regards to media recommendations:

- Will there be a buy for the Brand phase? We created a 30" TVC last election
- 30" formality: As mentioned on the call we couldn't fit the current script into this length. We could look at a 30" that raises awareness of the two ballot papers, and then use either one 30" or 2 x 15" on how to complete.
 - We have not allowed for production costs to create a new TVC edit either.
- Cinema formality – we would recommended keeping the 60" here given it is an option
- Can we have some more clarity around the integrate partnerships and what assets we will need to provide/create for those?
 - If they are new, we haven't allowed for those in the current estimates
- Can we confirm what the horizontal META formats are or are they only for WeChat and Weibo?
 - Also, are we reading the plan correctly and are we only going to be creating 15" social video assets? If so, what is the strategic thinking behind not producing 6" and 10"?
 - To confirm as well, are we not providing social static assets for social?
- Will we need two versions of the Formality OOH again – with and without the QR code?
- Will UM be producing the live read pointers and the handicapped radio assets again?
- Will there be a requirement to create bespoke Overseas voting assets? If so, we have not accounted for those in the current estimates.

Let us know if you need anything else!

Cheers,

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Account Director (She/Her)

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2023 Award for Culture & Bravery—B&T
2022 Creative & Agency of the Year—AdNews
2022 Branding, Design & CX Agency of the Year—B&T
2021 Australia's Most Effective Agency—WARC
2021 NSW Agency of the Year—B&T
2020 APAC & Australia Effectiveness Grand Prix—Effies
2020 Agency of the Year & Culture Award—Mumbrella
2019 Agency of the Year—Effies & Campaign Brief
2019 NSW, Advertising & Agency of the Year—B&T

We acknowledge the traditional custodians of the land on which we work, the Gadigal people of the Eora nation, and pay our respects to their Elders past, present and future.



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