

s 47F

From: s 47F
Sent: Tuesday, 4 June 2024 3:46 PM
To: s 47F
Cc: Campaigns; s 47F
Subject: Re: For action: UM Village meeting follow up [SEC=UNOFFICIAL]

CAUTION: This email originated from outside of the Australian Federal Government. Do not click links or open attachments unless you recognise the sender and know the content is safe.

Hi s 47F,

Thanks for coming back to me.

Have passed on an invite now for Thursday. Ideally, WIPs would be weekly moving forward. Happy to have a chat around this on Thursday if you like?

Let me know if this plan works for you.

s 47F
Account Director (She/Her)

s 47F
BMF.COM.AU

BMF Gadigal Country
Level 2, 100 Harris Street
Pyrmont, NSW 2009 Australia

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.

s 22

From: s 47F
Sent: Tuesday, June 4, 2024 1:56 PM
To: s 47F
Cc: s 47E s 47(F)
Subject: Re: For action: UM Village meeting follow up [SEC=UNOFFICIAL]

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Hi s 47F

Hope you are well!

Wondering if you had any time tomorrow to initiate our weekly WIPs by any chance and if you wanted to chat through the below?

Cheers,

s 47F
Account Director (She/Her)

s 47F
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From: **s 47F**
Date: Friday, 31 May 2024 at 4:49 PM
To: **s 47F**
Cc: **s 47E** | **s 47(F)**
Subject: Re: For action: UM Village meeting follow up [SEC=UNOFFICIAL]

Hi **s 47F**,

Happy Friday!

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?

Also attached is the updated asset delivery timeline which we touched on in our last regroup. Let us know if you have any queries on that.

Would also be great to start our WIPs from next week too if you are available?

I believe we said Tuesday originally but would Wednesday 5th June between 9:30 and 12pm work for you then we can lock them in weekly ongoing.

Cheers,

s 47F
Account Director (She/Her)

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From: **s 47F**
Date: Wednesday, 29 May 2024 at 1:30 PM
To: **s 47F**
Cc: **s 47E**
Subject: Re: For action: UM Village meeting follow up [SEC=UNOFFICIAL]

Hi **s 47F**

Thank you for sending this through.

We should have our questions to you on Friday 31st May 😊

Cheers,

s 47F
Account Director (She/Her)

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