



24 October 2024



Dear



Thank you for your request made under the Official Information Act 1982 (OIA), received on 26 September 2024. You requested the following:

*Copies of all communications between Inland Revenue and their marketing agency (or agencies).*

*For the avoidance of doubt, this request is not intended to capture communications to the tax affairs of the agency or agencies.*

*I am seeking all e-mail messages, letters, communications, briefing documents, records or other information exchanged between 1 September 2024 and now.*

### **Information released**

Please find enclosed, as **Appendix A**, communications, including 31 emails and attachments exchanged, with our marketing agencies between 1 and 26 September 2024. Attachments have been included where relevant following the email.

I have decided to release the relevant parts of the documents in scope, subject to information being withheld under the following sections of the OIA, as applicable:

- 9(2)(a) – to protect the privacy of natural persons,
- 9(2)(b)(ii) – making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information,
- 9(2)(g)(i) - maintain the effective conduct of public affairs through the free and frank expression of opinions by or between or to Ministers of the Crown or members of an organisation or officers and employees of any public service agency or organisation in the course of their duty,
- 9(2)(i) – to enable a Minister of the Crown or any public service agency or organisation holding the information to carry out, without prejudice or disadvantage, commercial activities, and

- 18(c)(i) – where making the requested information available would be contrary to the provisions of a specified enactment, namely Inland Revenue’s confidentiality obligations in section 18(1) of the Tax Administration Act 1994 (TAA). Further, section 18(3) (in conjunction with section 143C(1)(a) of the TAA) prevents the Commissioner of Inland Revenue from disclosing any item of revenue information if the release of the information would adversely affect the integrity of the tax system or prejudice the maintenance of the law.

Please note that we have excluded video mp4s and caption files for marketing ads on Youtube, where mentioned, from the scope of your request. We have also excluded SharePoint sites shared by the marketing agencies from scope as these link to private entities’ sites, which are not held by Inland Revenue.

Where information has not been considered in scope of the timeframe of your request, it has been redacted as “Not in scope”.

**Table 1: Documents released in part**

	<b>Date</b>	<b>Document Title</b>
1.	01/09/2024	[Email] Student Loans September activity
2.	02/09/2024	[Email] RE: Contract for student Loans media
3.	03/09/2024	[Email] RE: August Invoice <ul style="list-style-type: none"> <li>• Attachment: August Invoice</li> </ul>
4.	04/09/2024	[Email] RE: Chat HE creative and media
5.	04/09/2024	[Email] RE: Ptich Presentation – EightyOne
6.	05/09/2024	[Email] RE: Family Boost Storyboard <ul style="list-style-type: none"> <li>• Attachment: FamilyBoost storyboard v2 – KH feedback</li> </ul>
7.	06/09/2024	[Email] IITA
8.	06/09/2024	[Email] RE: RE- EOTY - IITA Creative Brief
9.	06/09/2024	[Email] RE: Music & Voiceover Licencing
10.	10/09/2024	[Email] RE: PITC Campaign - Post Campaign Data request
11.	11/09/2024	[Email] IITA & WfF Post Campaign Report
12.	11/09/2024	[Email] RE: INV6142 PO-YN1014621 overspend <ul style="list-style-type: none"> <li>• Attachment: EightyOne INV6142 Student Loan Campaign</li> </ul>
13.	11/09/2024	[Email] RE: Pitch Presentation - EightyOne

<b>Date</b>	<b>Document Title</b>
14. 11/09/2024	[Email]: RE: Student Loans - creative updates
15. 13/09/2024	[Email] RE: PIT budget campaign
16. 16/09/2024	[Email] Fwd: Your invoice from EightyOne Limited - #INV6150 <ul style="list-style-type: none"> <li>• Attachment: EightyOne INV6150 HE Getting It Right</li> </ul>
17. 16/09/2024	[Email] RE: Bright-line landing page data
18. 16/09/2024	[Email] RE: Feedback on animated video and te reo translations
19. 16/09/2024	[Email] RE: Te red digital billboards for review
20. 17/09/2024	[Email] RE: CCS Recruitment
21. 17/09/2024	[Email] Student Loans performance meeting call report
22. 18/09/2024	[Email] RE: HE / GIR EightyOne Pitch
23. 19/09/2024	[Email] Animated video final cut
24. 20/09/2024	[Email] RE: Getting it right / shops
25. 23/09/2024	[Email] RE: Sep billing
26. 24/09/2024	[Email] RE: Bright-line 2024 post campaign report
27. 25/09/2024	[Email] RE: Animated Video for Meta for you to review
28. 25/09/2024	[Email] RE: CSO report – July <ul style="list-style-type: none"> <li>• Attachment: CSO report - July</li> </ul>
29. 26/09/2024	[Email] RE: Animated Explainer Video for Youtube
30. 26/09/2024	[Email] EightyOne Google account
31. 26/09/2024	[Email] RE: Getting It Right media start

### Information withheld in full

The attachments on the following page are being withheld in full under section 9(2)(b)(ii) of the OIA.

**Table 2: Documents withheld in full**

Date	Document Title
1. 11/09/2024	[Email] IITA & Wff Post Campaign Report Attachment: IITA & Wff 2024 Post Campaign Report
2. 11/09/2024	Attachment: Student Loan Pitch 2.0, to [Email]: RE: Student Loans - creative updates

As required by section 9(1) of the OIA, I have considered whether the grounds for withholding the information requested is outweighed by the public interest. In this instance, I do not consider that to be the case.

### Extension

The OIA requires that we advise you of our decision on your request no later than 20 working days after the day we received your request. Unfortunately, it will not be possible to meet that time limit to respond to part of your request. We are therefore writing to notify you of an extension of the time to make our decision on the release of the following emails by 15 working days. We will respond to this part of your request by 15 November 2024.

The extension is required because, pursuant to section 15A(1)(b) of the OIA, consultations necessary to make a decision on this part of your request are such that a proper response cannot reasonably be made within the original time.

**Table 3: Decision on documents extended**

Date	Document Title
1. 09/09/2024	[Email] RE: Article on RNZ this morning
2. 11/09/2024	[Email] RE: IR Custom Audience Lists
3. 11/09/2024	[Email] RE: IR news reports
4. 12/09/2024	[Email] RE: Custom audience lists – temporary stop on using these
5. 12/09/2024	[Email] RE: Student Loans Audience Lists
6. 13/09/2024	[Email] RE: Feedback on animated video and te reo translations
7. 17/09/2024	[Email] RE: Look-a-like audiences <ul style="list-style-type: none"> <li>Attachment 1: List of Campaigns</li> </ul>

Date	Document Title
8. 18/09/2024	• Attachment 2: IR sharing Economy 2024 Post Campaign Report
9. 25/09/2024	[Email] RE: LinkedIn question
9. 25/09/2024	[Email] RE: Student loans custom audience lists - older than 6 months

### Right of review

If you disagree with my decision on your OIA request, you can ask an Inland Revenue review officer to review my decision. To ask for an internal review, please email the Commissioner of Inland Revenue at: [commissionerscorrespondence@ird.govt.nz](mailto:commissionerscorrespondence@ird.govt.nz).

Alternatively, under section 28(3) of the OIA, you have the right to ask the Ombudsman to investigate and review my decision. You can contact the office of the Ombudsman by email at: [info@ombudsman.parliament.nz](mailto:info@ombudsman.parliament.nz).

If you choose to have an internal review, you can still ask the Ombudsman for a review.

Thank you again for your request.

Yours sincerely



Pip Knight

**Service Leader, Marketing & Communications**



15 November 2024



Dear [Redacted]

Thank you for your request made under the Official Information Act 1982 (OIA), received on 26 September 2024. You requested the following:

*Copies of all communications between Inland Revenue and their marketing agency (or agencies).*

*For the avoidance of doubt, this request is not intended to capture communications to the tax affairs of the agency or agencies.*

*I am seeking all e-mail messages, letters, communications, briefing documents, records or other information exchanged between 1 September 2024 and now.*

**Information requested**

On 31 October 2024 I extended the timeframe to respond to part of your request by 15 working days.

Please find enclosed as **Appendix B**, the remaining 9 email communications with our marketing agencies between 1 and 26 September 2024. Attachments have been included where relevant, following the email.

**Table 1: Communications considered for released**

Date	Document Title
1. 09/09/2024	[Email] RE: Article on RNZ this morning
2. 11/09/2024	[Email] RE: IR Custom Audience Lists
3. 11/09/2024	[Email] RE: IR news reports
4. 12/09/2024	[Email] RE: Custom audience lists – temporary stop on using these
5. 12/09/2024	[Email] RE: Student Loans Audience Lists
6. 13/09/2024	[Email] RE: Feedback on animated video and te reo translations
7. 17/09/2024	[Email] RE: Look-a-like audiences <ul style="list-style-type: none"> <li>Attachment 1: List of Campaigns</li> <li>Attachment 2: IR sharing Economy 2024 Post Campaign Report</li> </ul>
8. 18/09/2024	[Email] RE: LinkedIn question
9. 25/09/2024	[Email] RE: Student loans custom audience lists - older than 6 months

I have decided to release the relevant parts of the documents in scope, subject to information being withheld under the following sections of the OIA, as applicable:

- 9(2)(a) – to protect the privacy of natural persons, and
- 18(c)(i) – where making the requested information available would be contrary to the provisions of section 18(3) of the Tax Administration Act 1994 (TAA) (in conjunction with section 143C(1)(a) of the TAA). Section 18(3) of the TAA prevents the Commissioner of Inland Revenue from disclosing any item of revenue information if the release of the information would adversely affect the integrity of the tax system or prejudice the maintenance of the law.

The attachment in **Table 2** is withheld in full under section 9(2)(b)(ii) of the OIA, as making available of the information would be likely unreasonably to prejudice the commercial position of the person who supplied or who is the subject of the information:

**Table 2: Information withheld in full**

Date	Document Title
1 17/09/2024	[ATTACHMENT 2]: IR sharing Economy 2024 Post Campaign Report

As required by section 9(1) of the OIA, I have considered whether the grounds for withholding the information requested is outweighed by the public interest. In this instance, I do not consider that to be the case.

### Right of review

If you disagree with my decision on your OIA request, you can ask an Inland Revenue review officer to review my decision. To ask for an internal review, please email the Commissioner of Inland Revenue at: [commissionerscorrespondence@ird.govt.nz](mailto:commissionerscorrespondence@ird.govt.nz).

Alternatively, under section 28(3) of the OIA, you have the right to ask the Ombudsman to investigate and review my decision. You can contact the office of the Ombudsman by email at: [info@ombudsman.parliament.nz](mailto:info@ombudsman.parliament.nz).

If you choose to have an internal review, you can still ask the Ombudsman for a review.

Thank you again for your request.

Yours sincerely



Pip Knight

**Service Leader, Marketing & Communications**

**From:** [Kieran Burlace](#)  
**To:** [s 9\(2\)\(a\)](#)  
**Cc:** [Steven Mooney](#); [Christie Weir](#); [Kendl Hambly](#); [Katrina Fowler](#); [Princess Whioke](#)  
**Subject:** RE: Article on RNZ this morning  
**Date:** Monday, 9 September 2024 3:45:00 pm

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Hi [s 9\(2\)\(a\)](#)

Thanks heaps for providing that detail. We've had a few additional media queries come through so this could come in handy!

Cheers  
Kieran

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**From:** [s 9\(2\)\(a\)](#) <[s 9\(2\)\(a\)](#)>  
**Sent:** Monday, September 9, 2024 9:59 AM  
**To:** Kieran Burlace <[s 9\(2\)\(a\)](#)>  
**Cc:** Steven Mooney <[s 9\(2\)\(a\)](#)> [Christie Weir](#) <[s 9\(2\)\(a\)](#)> [Kendl Hambly](#) <[s 9\(2\)\(a\)](#)> [Katrina Fowler](#) <[s 9\(2\)\(a\)](#)> [Princess Whioke](#) <[s 9\(2\)\(a\)](#)>  
**Subject:** Article on RNZ this morning

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hi Kieran,

I hope you had a good weekend. I'm just checking in regarding the article that ran on RNZ this morning regarding the IR use of customer list matching with the large digital platforms including Meta and Google and LinkedIn.

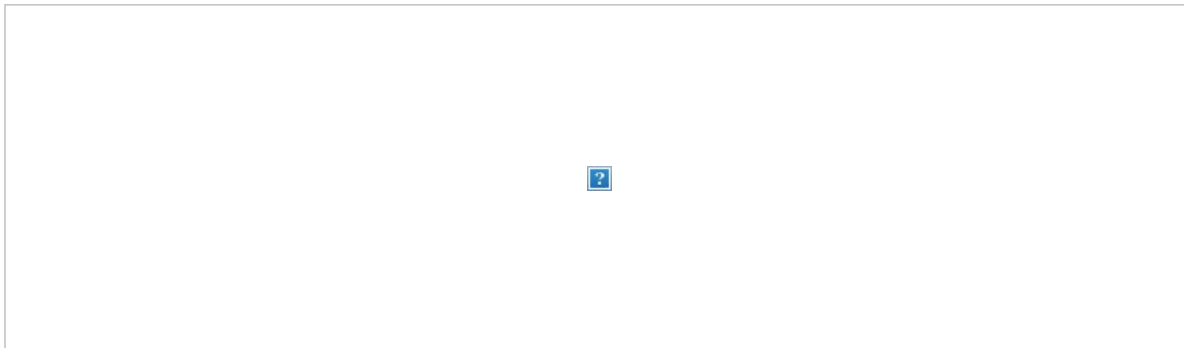
It seems your team is all over it, but I thought I'd share some information regarding the Google treatment of customer list matches - just in case there are any internal questions. Have a read and let me know if there are any other specific points you need covered.

### **Customer Match Audiences on DV360**

#### **Overview**

Google's Customer Match feature allows advertisers to upload customer data, such as email addresses, to create custom audiences for targeted advertising in Display & Video 360 (DV360). This document below outlines the privacy and security measures that Google employs to protect customer data and ensure compliance with privacy regulations when using Customer Match audiences on DV360.

#### **How it works?**



### **1. Data Encryption**

Google implements industry-standard encryption protocols to protect all customer data uploaded to DV360. This includes encryption both **in transit** and **at rest** to safeguard data at every stage of the process. Encryption ensures that any customer data being transmitted remains secure and inaccessible to unauthorized parties.



## 2. Hashing Before Upload

Customer data, such as email addresses, is **hashed** using the SHA256 algorithm before it is uploaded to Google. Hashing is a cryptographic process that converts email addresses into a secure, encoded format. This means that raw personally identifiable information (PII) is never exposed to Google, providing an additional layer of privacy.

## 3. Data Use Restrictions

Google applies strict limitations on the use of customer data uploaded for Customer Match:

- The data is used **exclusively** for the purpose of creating and managing the Customer Match audience.
- Google **does not** use this data for any other purpose, including building profiles or enriching their data sets.
- After the audience creation process, the uploaded customer data is **deleted** from Google's systems to further ensure privacy.
- **Limited data access.** We won't share your data files with other Google teams other than to create your Customer Match audiences and ensure compliance with our policies. We use employee access controls to protect your data files from unauthorized access.

## 4. Compliance with Privacy Regulations

Google adheres to international privacy regulations, including the **General Data Protection Regulation (GDPR)** and the **California Consumer Privacy Act (CCPA)**. Advertisers are responsible for obtaining explicit **consent** from their customers before uploading any data. This ensures that the use of Customer Match aligns with legal standards and respects customer privacy.

## 5. Transparency and User Control

Google provides users with the ability to manage their ad preferences through **Google's Ad Settings**. This allows customers to control how their data is used in advertising, including the option to opt out of personalized ads. This level of transparency ensures that users are informed and in control of their data.

### Summary

Google's Customer Match on DV360 is built with robust privacy and security measures. Through encryption, data hashing, strict use restrictions, and compliance with international privacy regulations, Google ensures that advertisers can safely use customer data for targeted advertising while protecting individual privacy.

Hope this helps.

Sources: <https://support.google.com/google-ads/answer/6334160>

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Ngā mihi,  
s 9(2)(a)

*Kia kaha, kia maia, kia mākohe Aotearoa.  
(Be strong, be brave, be kind)*

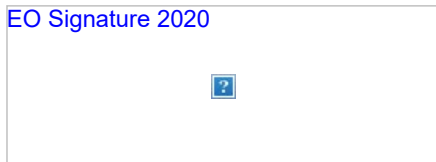
s 9(2)(a)

Level 1, Press Hall  
80 Willis St, Wellington 6011, New Zealand  
PO Box 25489, Wellington 6140

s 9(2)(a) s 9(2)(a)

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EO Signature 2020



**From:** [Alana Tapp](#)  
**To:** s 9(2)(a) s 9(2)(a) s 9(2)(a) s 9(2)(a)  
**Cc:** [Eloise MacLeod](#)  
**Subject:** RE: IR Custom Audience Lists  
**Date:** Wednesday, 11 September 2024 1:14:12 pm  
**Attachments:** [image001.png](#)

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[IN CONFIDENCE RELEASE EXTERNAL]

Hey s 9(2)(a)

Thanks so much – we appreciate this. And yes please – we are wanting to try and remove all custom audiences (across all our main platforms and tools) that are older than 6 months and/or are no longer in an active campaign.

Hope this is not too much trouble.

Thanks,  
Alana

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**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Wednesday, September 11, 2024 12:07 PM  
**To:** Alana Tapp <s 9(2)(a)> s 9(2)(a)  
<s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>  
s 9(2)(a)  
**Cc:** Eloise MacLeod <s 9(2)(a)>  
**Subject:** Re: IR Custom Audience Lists

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hey Alana,

You too

We'll look into this for you. Our Google expert is @s 9(2)(a) who unfortunately is unwell today. I've CC'd s 9(2)(a) into this email (who is also a Google whizz) to see if he knows the process of doing this.

Alongside the Google account lists, would you like us to remove those on LinkedIn and Meta?

Let me know, and I'll keep you updated how we get on.

Cheers,

s 9(2)(a)

2)(a)

HEMISPHERE | s 9(2)(a)

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**From:** Alana Tapp <s 9(2)(a)>

**Sent:** Wednesday, September 11, 2024 11:37 AM

**To:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a)

<s 9(2)(a)>

**Cc:** Eloise MacLeod <s 9(2)(a)>

**Subject:** IR Custom Audience Lists

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hey s 9(2)(a) & s 9(2)(a)

Hope you are both doing well

I can't remember who from your team is your "Google" expert, so hoping you can help out?

I was wondering if you could please look into reviewing the custom audience lists we have uploaded to your Google Account over the past few years.

We would appreciate it if you could delete any audience lists no longer in use (and/or being applied to a current campaign)? I imagine this may be nearly all of them, bar maybe a handful?

I tried to delete them myself, but they are showing as "in use", even if there isn't a current/active campaign. Hoped you and the team could help us with this.

Thanks so much.

Alana Tapp (she/her)  
Domain Specialist | Marketing & Communications  
Inland Revenue | 204 Hastings Street, Napier | 4110



This email and any attachment may contain confidential information. If you have received this email or any attachment in error, please delete the email / attachment, and notify the sender. Please do not copy, disclose or use the email, any attachment, or any information contained in them. Consider the environment before deciding to print: avoid printing if you can, or consider printing double-sided. Visit us online at [ird.govt.nz](http://ird.govt.nz)

**From:** s 9(2)(a)  
**To:** [Pip Knight](#)  
**Subject:** Re: IR news reports  
**Date:** Wednesday, 11 September 2024 11:52:03 am

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[IN CONFIDENCE RELEASE EXTERNAL]

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Kia ora anō, Pip

Yes, it's a very, very common industry practice. We're not doing it with any of our other government clients - they don't have the robust and accessible data that you hold, for a start.

We've actively used custom audience lists for inclusion and exclusion purposes for commercial and non-profit clients. For example, targeting the owners of a car model with accessories for that car model.

Have a great afternoon.

s 9(2)(a)

s 9(2)(a)

Tangata Tiriti | Tauwiwi | Tyke | he/him/ia

KAIARATAKI | s 9(2)(a)

HEMISPHERE

s 9(2)(a) | s 9(2)(a) | [Book a meeting](#)

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**From:** Pip Knight <s 9(2)(a)>  
**Date:** Wednesday, 11 September 2024 at 10:11 AM  
**To:** s 9(2)(a) <s 9(2)(a)>  
**Subject:** RE: IR news reports

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Kia ora s 9(2)(a)

Thanks for reaching out.

It has been a crazy week and unfortunately the media are not telling our story accurately.

What has been surprising is it appears very few, if any, other government agencies use custom audience lists. How common do you think the practice of using custom audience lists is?

I hope all is well at your end.

Pip

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**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Monday, September 9, 2024 1:32 PM  
**To:** Pip Knight <s 9(2)(a)>  
**Subject:** IR news reports

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Kia ora Pip

I hope all is well with you. Is there any action you need from us regarding the media coverage on your use of social platforms. I know your very thorough privacy people will have addressed everything.

Thanks

s 9(2)(a)

s 9(2)(a)  
Tangata Tiriti | Tauwiwi | Tyke | he/him/ia  
s 9(2)(a)

This email and any attachment may contain confidential information. If you have received this email or any attachment in error, please delete the email / attachment, and notify the sender. Please do not copy, disclose or use the email, any attachment, or any information contained in them. Consider the environment before deciding to print: avoid printing if you can, or consider printing double-sided. Visit us online at [ird.govt.nz](http://ird.govt.nz)

**From:** [Kendl Hambly](#)  
**To:** s 9(2)(a) s 9(2)(a)  
**Cc:** [Kieran Burlace](#)  
**Subject:** Custom audience lists - temporary stop on using these  
**Date:** Thursday, 12 September 2024 12:32:00 pm  
**Importance:** High

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Hi s 9(2)(a) and s 9(2)(a)

As you may have seen in the media this week, some questions have been raised about government agencies' use of custom audience data to target customers via social and digital media channels.

Whilst we know that there's a hashing process in place and our department follows all appropriate data and privacy guidelines, we have been asked to temporarily halt the use of these whilst our IR Security Office work with us to review things.

**What this means for our advertising (including the current FamilyBoost campaign):**

- We need to stop using any custom audience lists for any campaigns currently in market as soon as possible.
- This does not mean we need to stop advertising.
- Please look into alternative targeting strategies for those channels where we are using custom audience lists. I feel comfortable for FamilyBoost, that in-channel targeting techniques will still allow us to get to parents caregivers, albeit a little less directly and with a bit of a broader funnel. Happy to chat through the targeting options for each channel.
- I understand that this may influence both the effectiveness of campaigns and the \$\$ required to achieve the targeting we need. Happy to chat through things if we need to pivot \$\$.

FYI, the below has been our response externally:

- “We use custom audience lists for advertising. Identifiable customer information is hashed when being uploaded to a social media platform so the social media platform will not be able to access any of your personal information.
- We only use Meta (Facebook, Instagram), LinkedIn and Google for this.
- We use custom audiences to make sure our posts are displayed to the most relevant audiences and are not shown to people who do not need to see them.
- We do not have the ability to identify customers who would like to opt out of advertising. However, customers can opt-out of being shown specific ads by editing their advertising preferences in the social platforms they use.
- We continuously review our processes to ensure we're safe. To find out more about our guidelines on how we use social media head to: [www.ird.govt.nz/about-this-site/conditions-of-use/social-media-pages-and-engagement-website](http://www.ird.govt.nz/about-this-site/conditions-of-use/social-media-pages-and-engagement-website)”

We'll advise when we're ok to use them again. Please sing out if you have any questions in the meantime as we work through the above.

Thanks

Kendl

Kendl Hambly  
Principal Advisor | Marketing & Communications  
Inland Revenue | 204 Hastings Street, Napier | 4110

Please note my hours are: Monday-Thursday 8am-5pm. Friday 8am-12pm.



**From:** s 9(2)(a)  
**To:** [Steven Mooney](#)  
**Cc:** [Kieran Burlace](#); [Princess Whioke](#)  
**Subject:** Re: Student Loans Audience Lists  
**Date:** Thursday, 12 September 2024 2:12:01 pm

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Thanks Steven.

And for the record - that's an excellent response. Bang on.

On Thu, 12 Sept 2024 at 13:37, Steven Mooney <s 9(2)(a)> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

Great news, thanks for the update.

FYI, the below has been our response externally:

- “We use custom audience lists for advertising. Identifiable customer information is hashed when being uploaded to a social media platform so the social media platform will not be able to access any of your personal information.
- We only use Meta (Facebook, Instagram), LinkedIn and Google for this.
- We use custom audiences to make sure our posts are displayed to the most relevant audiences and are not shown to people who do not need to see them.
- We do not have the ability to identify customers who would like to opt out of advertising. However, customers can opt-out of being shown specific ads by editing their advertising preferences in the social platforms they use.
- We continuously review our processes to ensure we’re safe. To find out more about our guidelines on how we use social media head to: [www.ird.govt.nz/about-this-site/conditions-of-use/social-media-pages-and-engagement-website](http://www.ird.govt.nz/about-this-site/conditions-of-use/social-media-pages-and-engagement-website)”

I’ll be in touch when we’re cleared to use audience lists again. Please sing out if you have any questions in the meantime.

Cheers,

Steven

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**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Thursday, September 12, 2024 12:40 PM  
**To:** Steven Mooney <s 9(2)(a)>  
**Cc:** Kieran Burlace <s 9(2)(a)> Princess Whioke <s 9(2)(a)>  
**Subject:** Re: Student Loans Audience Lists

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hi team,

For your records, just confirming that Aal use of the first-party data across Google Search and Display has been paused. This happened just prior to midday today.

We will continue with the other targeting approaches only, until you advise otherwise.

Regards, <sup>s 9(2)(a)</sup>

On Thu, 12 Sept 2024 at 11:37, Steven Mooney <<sup>s 9(2)(a)</sup>> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Thanks <sup>s 9(2)(a)</sup>

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**From:** <sup>s 9(2)(a)</sup> <<sup>s 9(2)(a)</sup>>  
**Sent:** Thursday, September 12, 2024 11:36 AM  
**To:** Steven Mooney <<sup>s 9(2)(a)</sup>>  
**Cc:** Kieran Burlace <<sup>s 9(2)(a)</sup>> Princess Whioke <<sup>s 9(2)(a)</sup>>  
**Subject:** Re: Student Loans Audience Lists

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hi Steven,

Thanks for your message. I understand the request and will make that happen immediately. You're right that it doesn't stop us, as the first party activity was always a small part of the overall mix. It will just be broader using the other targeting approaches as you say.

I'll get that done ASAP.

<sup>s 9(2)(a)</sup>

On Thu, 12 Sept 2024 at 10:47, Steven Mooney <<sup>s 9(2)(a)</sup>> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Morning <sup>s 9(2)(a)</sup>

We have had an update from the business regarding custom audience lists. We've been instructed to **pause all current activity using custom audience lists** until further notice (probably just over a month). Can you please do this without Student Loan advertising? This means that we will not be supplying an audience list for October. We can still continue to target customers in other ways, just not with audience lists for now.

This does not mean we want to stop advertising, just means our campaign will be broader.

Sing out if you have any questions.

Cheers

**Steven Mooney**

**Senior Marketing Advisor**

Marketing & Communications | Whakapā me te Whakatairanga

Enterprise Services | Ratonga Hinonga

**INLAND REVENUE | Te Tari Taake**

s 9(2)(a)

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**From:** [Kendl Hambly](#)  
**To:** [§ 9\(2\)\(a\)](#)  
**Cc:** [§ 9\(2\)\(a\)](#) [§ 9\(2\)\(a\)](#) [Kieran Burlace](#)  
**Subject:** RE: Feedback on animated video and te reo translations  
**Date:** Friday, 13 September 2024 10:04:00 am  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)

---

Hi [§ 9\(2\)\(a\)](#)

Thanks for the below Yes please – happy with the targeting for both so lets please progress with that across Meta and Google and remove the custom audience lists. We'll keep you posted on that front!

Also, thanks very much for the interim update below – this is really useful and will help provide comfort to the rest of the business and our Ministers that we're seeing great reach and engagement for FamilyBoost.

Talk soon  
Kendl

---

**From:** [§ 9\(2\)\(a\)](#) <[§ 9\(2\)\(a\)](#)>  
**Sent:** Friday, September 13, 2024 9:37 AM  
**To:** Kendl Hambly <[§ 9\(2\)\(a\)](#)>  
**Cc:** [§ 9\(2\)\(a\)](#) <[§ 9\(2\)\(a\)](#)> [§ 9\(2\)\(a\)](#) <[§ 9\(2\)\(a\)](#)> ; Kieran Burlace <[§ 9\(2\)\(a\)](#)>  
**Subject:** RE: Feedback on animated video and te reo translations

[IN CONFIDENCE RELEASE EXTERNAL]

<b>External Email CAUTION:</b> Please take <b>CARE</b> when opening any links or attachments.
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Hi Kendl,

Hope you're well!

We can 100% apply similar targeting to below.

Meta have made some changes to their audience targeting and have removed some of the options we originally suggested, so this is the new audience we have come up with for the interim:

- Parents with preschoolers, parents with toddlers, childcare, children's music, early childhood education, preschool, play, family, fatherhood, motherhood, parenting, and crafts.

We've also had a further look at Google, and it seems the current targeting capabilities are like that of Meta, where we can use demographic and interest targeting:

- Baby & children's products, baby & children's apparel, toys, child car seats, strollers & baby carriages, childcare & education, children's apparel, childcare, early childhood education, parents of toddlers, parents of preschoolers, and parents of infants.

Let me know your thoughts on these and we will get them applied today. After this, we will do some research and see if there is any better way to target our audience, and if this will have impact on our budget for these channels.

On a completely different note, I have attached a copy of the interim report which contains data from the campaign start on 7<sup>th</sup> June until 10<sup>th</sup> September. This covers activity from Phase 1a and Phase 1b. Thus far, we have achieved over 10 million impressions and 106k clicks. The high number of clicks means we have delivered a click through rate of 1.03% and a low cost per click of \$0.35.

Google Search has delivered an astounding click through rate of 57.63%, while Meta has generated the most clicks and Google Display has had the highest impressions – accounting for more than half of the total.

We may see some of these results shift with the new targeting in place but wanted to update you on the progress we've made so far

Let me know if you have any questions or want to discuss anything further.

Cheers,

s 9(2)(a)

(2)(a)

HEMISPHERE | 022 396 6816

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**From:** Kendl Hambly <s 9(2)(a)>  
**Sent:** Thursday, 12 September 2024 5:20 pm  
**To:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)> s 9(2)(a)  
**Subject:** RE: Feedback on animated video and te reo translations

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

Awesome – thank you.

The social media looks good to go thanks.

Re the custom lists and targeting, we've been asked to remove the lists urgently. I see from the media plan we already have the below in-channel targeting at play, so can we please remove the lists asap and continue with the advertising based on those listed below for Meta and Google. Happy for your team to still think about whether we need to refine this any further, but with these already in place at least we can keep the advertising on with appropriate in-channel targeting

<b>Meta – Video</b>	Animated Digital Ad Phase 1 Long form explainer video Phase 2	Family, Motherhood, Fatherhood, Parenting, Children's clothing, Crafts, Children's television series, Children's literature, Children's music, Play etc.
<b>Meta – Static</b>		
<b>Google Ads – Display</b>	300x250px 300x600px 728x90px 320x480px 970x250px	Display ads targeting people who have visited: Childrens Clothing websites, Toy Store websites, Family Activity websites, Childrens Dinner Ideas websites, Parenting websites, kohanga websites, kindergarten, playcentre and playgroup websites, myece.org.nz etc.

Thanks

Kendl

---

**From:** s 9(2)(a) <s 9(2)(a)>

**Sent:** Thursday, September 12, 2024 4:33 PM

**To:** Kendl Hambly <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)> s 9(2)(a)y

s 9(2)(a)

**Subject:** Re: Feedback on animated video and te reo translations

[IN CONFIDENCE RELEASE EXTERNAL]

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Perfect!

Will get those changed for you tomorrow morning!

On the creative side we're all good to go pending your approval of the attached social sheet and excluding the Te Reo translated assets and animated video. (The links to the social videos you can find in the spreadsheet).

On the media side we've just had a quick catch up to plan how to move forward. The next steps for media to restructure this part of the campaign will be as follows...

1. Research
2. Build new potential audiences and budget restructuring
3. Present potential audiences to yourself for your feedback
4. Action these changes in Meta and Google Display.

The team will be in contact mid-next week with their new research and potential audiences for you to review alongside with how this might change the media budget.

s 9(2)(a)

Hemisphere | s 9(2)(a)

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**From:** Kendl Hambly <s 9(2)(a)>

**Date:** Thursday, 12 September 2024 at 3:40 PM

**To:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>

**Subject:** RE: Feedback on animated video and te reo translations

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

Great thank you So the posters you're referring to are the static versions of the billboards? Is that correct? Then yes please make sure they're consistent with the digital versions.

**From:** [Kieran Burlace](#)  
**To:** s 9(2)  
**Cc:** [Eloise MacLeod](#); s 9(2)(a)  
**Subject:** RE: Look-a-like audiences  
**Date:** Tuesday, 17 September 2024 4:18:00 pm  
**Attachments:** [image001.png](#)

---

Thanks s 9(2)

That's great, just wanted to confirm that process, but if you've never done that for us (or any client) that's fine.

Cheers  
Kieran

---

**From:** s 9(2)(a)  
**Sent:** Tuesday, September 17, 2024 2:26 PM  
**To:** Kieran Burlace <s 9(2)(a)>  
**Cc:** Eloise MacLeod <s 9(2)(a)> s 9(2)(a)  
<s 9(2)(a)>  
**Subject:** RE: Look-a-like audiences

[IN CONFIDENCE RELEASE EXTERNAL]

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Hi Kieran,

We have not received any custom audience list for companies from any client before so not sure how the text looks like. Attaching a custom list of audience, we uploaded on LinkedIn as a test campaign internally. This is how the list looks like in the template.

Is this what you are looking for?

Cheers,  
s 9(2)(a)  
HEMISPHERE | s 9(2)(a)

---

**From:** Kieran Burlace <s 9(2)(a)>  
**Sent:** Tuesday, 17 September 2024 11:51 AM  
**To:** s 9(2)(a) <s 9(2)(a)>  
**Cc:** Eloise MacLeod <s 9(2)(a)>  
**Subject:** RE: Look-a-like audiences

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi there,

Just a quick question on **LinkedIn** audience lists. If a client shares a custom audience list for companies, are you able to see the plaintext information in the company list? They appear differently at our end when we click on them compared to the standard Individual lists, so we just want to check if that's the same when shared?

Thanks  
Kieran

---

**From:** Eloise MacLeod <s 9(2)(a)>  
**Sent:** Monday, September 16, 2024 3:04 PM  
**To:** Kieran Burlace <s 9(2)(a)>  
**Subject:** FW: Look-a-like audiences

[IN CONFIDENCE RELEASE EXTERNAL]

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**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Monday, September 16, 2024 1:36 PM  
**To:** Eloise MacLeod <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)> <s 9(2)(a)>  
**Subject:** RE: Look-a-like audiences

[IN CONFIDENCE RELEASE EXTERNAL]

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.



Hi Eloise,

Jumping in here since Katrina's on leave.

We went through all the campaigns in our ads manager to check if we have used look-a-like audience for any campaign. We couldn't find any campaign from the system to have a look-a-like audience targeting. Attaching the list of campaigns, we found and targeting used in it.

We have come across 1 campaign for sharing economy which did use look-a-like audience, but these were on a programmatic display campaign and targeted a very niche audience so taking the data from this would not be ideal, however, the look-a-like audience performance was at par with the regular custom affinity level targeting in terms click through rate. Impressions and clicks were lower compared to custom affinity level targeting; however, this could be due to the lesser budget allocated to the audience. Attached the final report for sharing economy.

We can do Look-a-like audience on Meta and on display campaigns going forward to understand the effectiveness of the campaign compared to custom audience. However, these won't be as accurate as the custom audience.

Let us know if you require any further details to help with the report.

Cheers,

s 9(2)(a)

HEMISPHERE | s 9(2)(a)

---

**From:** Eloise MacLeod <s 9(2)(a)>

**Date:** Monday, 16 September 2024 at 9:24 AM

**To:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a)  
<s 9(2)(a)>

**Cc:** Kieran Burlace <s 9(2)(a)>

**Subject:** Look-a-like audiences

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Morning team

With s 9(2)(a) been away, I'm trying the two of you in hope of some help

You have probably seen the new article about IR and it's use of custom audiences etc... so we are prepping some reporting and answers on things at the moment.

One thing we'd like a better understanding of is look-a-like audiences and in particular if you know of any of our campaigns in the last few years that used look-a-like audiences and if so, how they performed in comparison to custom audiences.

Would you have time to look into this for us – ASAP sorry?

Thanks

El

Eloise MacLeod  
Principal Advisor | Marketing & Communications  
Inland Revenue | 204 Hastings Street, Napier | 4110  
PH. s 9(2)(a) |



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Attachment 1 - List of Campaigns

Campaigns
R&D Loss Tax Credit 2016
Property Compliance Phase II 2017
Contrator Tax 2017
myIR Registration 2017
Families Package Media 2018
IR Tax Working Group 2018
Automatic Exchange of Information 2018
Future of Tax 2018
Budget 2018 IR4 Compliance Campaign
Budget 2018 IR4 Compliance Campaign 20-21
Short Term Rentals 1819
Property Compliance 1819
Bright-line Property Compliance 1920
IR Child Support 2021
Fringe Benefit Tax Rates/Get It Right 21-22
July 7 and Ring fencing Rental Loss 2021
Bright-line Property Compliance 2021
MIQ COVID Returnees - DIGITAL OPTION 2021
Paid Parental Leave Changes 2021
Hidden Economy Real Estate 2021
Bright-line Property Compliance 2122
July 7 & Wage Subsidy 2022
Fringe Benefit Tax Common Errors 22
Modernising GST 2223
EOTY 2023
Interest Limitations 2023
7 July 2023
North Island Flood Support 2023
Individual Income Tax Assessment 2023
Bright-line 22/23
Working For Families - notices of entitlement 2324
EOTY 2024
Family Boost 2024
Individual Income Tax Assessment 2024
Interest Deductibility 2024
Working For Families - notices of entitlement 2223
7 July 2024
Sharing Economy Legislation Changes 2024
Personal Income Tax Changes 2024
Bright-line 2024

Targeting
Direct Bookings
Persona Targeting
Audience Based Targeting
Custom Based Targeting
Direct Bookings
Interest Based Targeting
Interest and Custom Based Targeting
Interest Based Targeting
Custom and Occupational Based Targeting
Custom and Occupational Based Targeting
Interest Based Targeting
Interest Based Targeting
Interest and Custom Based Targeting + Retargeting
Custom Based Targeting
Interest Based Targeting
Custom Based Targeting
Interest Based Targeting
Interest Based Targeting
Custom Based Targeting
Custom Based Targeting
Interest Based Targeting
Custom Based Targeting
Interest Based Targeting
Interest Based Targeting
Retargeting
Custom Based Targeting
Custom Based Targeting
Interest and Custom Based Targeting
Interest Based Targeting
Interest and Custom Based Targeting
Custom Based Targeting
Retargeting
Interest Based Targeting
Interest and Custom Based Targeting
Custom Based Targeting
Search
Custom Based Targeting
Interest Based + Lookalike Targeting
Search
Interest and Custom Based Targeting

**From:** s 9(2)(a)  
**To:** [Kieran Burlace](#)  
**Subject:** Re: LinkedIn question  
**Date:** Wednesday, 18 September 2024 4:02:28 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)

---

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My pleasure. Happy to help you through this tricky one.

On Wed, 18 Sept 2024 at 15:54, Kieran Burlace <s 9(2)(a)> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Thanks heaps for looking into that for us s 9(2)(a)

I'll have a squiz through all this and yell out if we have any questions.

Appreciate it!

Kieran

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Wednesday, September 18, 2024 12:41 PM  
**To:** Kieran Burlace <s 9(2)(a)>  
**Subject:** Re: LinkedIn question

---

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hi Kieran,

OK - a long answer follows, but I've pulled the key point that I think you might want to know here:

When you upload a list of companies to LinkedIn (for example, as part of a matched audience for a B2B campaign), LinkedIn typically does not provide a way for you to view or access the individual companies after the upload. Here's how it works:

1. **List Matching:** LinkedIn uses the company list you upload to match it against its database of company profiles. This creates a targeted audience for your ads, but the exact companies that matched your list are not shown to you.
2. **Anonymized Audience:** Once the audience is created, you can only see aggregated audience data, such as the total size of the audience or performance metrics (e.g., impressions, clicks), but not the individual companies within the audience.
3. **Data Privacy:** LinkedIn ensures privacy by not allowing you to access specific information about the companies or users in the audience, in compliance with data protection laws and their own privacy policies.

So, after uploading, you won't be able to see or download the matched companies themselves. Instead, you'll have insights into the audience performance at an aggregated level.

So of IRD share that list to another LinkedIn ad account, the receiver of that audience/list cannot see the data on how it was built.

<https://www.linkedin.com/help/lms/answer/a424095/>

Now the long answer in case it's helpful:

These are the various audiences that can be created on LinkedIn.

- Company and Contact are the ones that we upload. The rest are built using the LinkedIn Insights tag.

**Choose a matched audience source** ×

Create an audience using your contact or company list, and retarget by engagement.

Sources

Company / Contact

Retarget by

<input type="radio"/> Company page	<input type="radio"/> Conversation
<input type="radio"/> Conversions API	<input type="radio"/> Document
<input type="radio"/> Event	<input type="radio"/> Lead gen form
<input type="radio"/> Single image	<input type="radio"/> Video
<input type="radio"/> Website	

Cancel Next

LinkedIn also has a strict data collection and processing agreement . <https://www.linkedin.com/legal/l/dpa>

When you provide LinkedIn with a customer email list to build an audience, LinkedIn processes the data as a "Data Processor" under the LinkedIn Data Processing Agreement (DPA). Here's a summary of key points related to this process:

1. **Data Controller vs. Data Processor:** You (the advertiser) act as the "Data Controller," meaning you are responsible for the lawful collection and use of customer data. LinkedIn, as the "Data Processor," processes this data on your behalf according to your instructions.
2. **Data Use:** LinkedIn only uses the provided customer data to create a "Matched Audience" for targeted advertising. The data is not used for any other purposes.
3. **Security:** LinkedIn is obligated to implement appropriate technical and organizational measures to protect the personal data provided, ensuring its confidentiality and security.

4. **Data Anonymization and Deletion:** After building the audience, LinkedIn anonymizes the data and deletes it within a specified timeframe. They do not retain the raw customer data beyond what is necessary to complete the processing.

5. **Compliance with Laws:** LinkedIn's processing of the data complies with applicable data protection regulations, such as the GDPR. Both parties (you and LinkedIn) must ensure compliance with relevant privacy laws.

6. **Sub-processors:** LinkedIn may engage sub-processors (third-party service providers) to help process the data, but only if they are contractually bound to the same data protection standards.

7. **Data Subject Rights:** You, as the Data Controller, are responsible for responding to any requests from individuals (data subjects) regarding their data, such as requests for deletion, access, or rectification. LinkedIn assists with this when necessary.

This agreement ensures that customer data is processed securely and lawfully while building audiences for advertising purposes on LinkedIn

As with an email list, once uploaded to LinkedIn Ad manager, no user of the account can download it or get access to the raw data. All they can do is get insights from it.

Insights like the following

Summary Content Location Member Company



#### You have no insights yet

Insights will be available once your audience is "Ready" or "Updating" and reaches at least 300 people and at most 100,000,000 people. To view insights, include one targeting criteria and at least one location.

Edit

Member insights example



What functions does this audience work in? 🗨️

Function	Audience members	% of audience
Business Development	180	22%
Healthcare Services	110	13%
Operations	70	9%

- Content Insights

What general interests does this audience have? 🗨️

Interests	Audience members	% of audience
Working Environments	680	83%
Business Administration	670	82%
Human Resources	640	78%
Legislation	630	77%

With a company list upload, no PI is entered just public info. An example of a company list we can upload is here

	A	B	C	D	E	F	G	H	I	J
	companyname	companywebsite	companyemaildomain	linkedincompanypageurl	stocksymbol	industry	city	state	companycountry	zipcode
1	LinkedIn	linkedin.com	linkedin.com	https://www.linkedin.com/company/linkedin/	MSFT	Internet	Sunnyvale	California	US	94095
2	IRD	https://www.ird.govt.nz/	ird.govt.nz	https://www.linkedin.com/company/island-revenue-nz/		Government	Wellington	Wellington	NZ	6143
3										
4										

When you upload a list of companies to LinkedIn (for example, as part of a matched audience for a B2B campaign), LinkedIn typically does not provide a way for you to view or access the individual companies after the upload. Here's how it works:

- List Matching:** LinkedIn uses the company list you upload to match it against its database of company profiles. This creates a targeted audience for your ads, but the exact companies that matched your list are not shown to you.
- Anonymized Audience:** Once the audience is created, you can only see aggregated audience data, such as the total size of the audience or performance metrics (e.g., impressions, clicks), but not the individual companies within the audience.

3. **Data Privacy:** LinkedIn ensures privacy by not allowing you to access specific information about the companies or users in the audience, in compliance with data protection laws and their own privacy policies.

So, after uploading, you won't be able to see or download the matched companies themselves. Instead, you'll have insights into the audience performance at an aggregated level.

So if IR share that list to another LinkedIn ad account, the receiver of that audience/list cannot see the data on how it was built.

<https://www.linkedin.com/help/lms/answer/a424095/>

Hope this helps. Let me know if you need any further clarification.

s 9(2)(a)

On Tue, 17 Sept 2024 at 17:25, Kieran Burlace <s 9(2)(a)> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hey s 9(2)(a)

Sorry, been a while since I've managed to chat! As you can expect things are pretty hectic here at the moment.

Just a quick question on **LinkedIn** audience lists. If a client shares a custom audience list for companies, are you able to see the plaintext information within the company list?

They appear differently at our end when we click on them compared to the standard Individual lists, so we just want to check if that's the same when shared?

Thanks

Kieran

Kieran Burlace

Domain lead Marketing | Marketing & Communications

Inland Revenue | 204 Hastings Street, Napier | 4110  
PH. s 9(2)(a) |



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**From:** [Princess Whioke](#)  
**To:** [s 9\(2\)\(a\)](#)  
**Cc:** [Steven Mooney](#); [Alana Tapp](#)  
**Subject:** RE: Student loans custom audience lists - older than 6 months  
**Date:** Wednesday, 25 September 2024 2:49:00 pm  
**Attachments:** [image001.png](#)

---

Kia ora [s 9\(2\)\(a\)](#)

Thank you for the update.

Alana is across this for us. Once she is set up to the account, she'll go in and set an expiration date to the lists.

Thanks

Ngā Mihi,

[Princess Whioke](#)  
Domain Specialist, Communications | Marketing  
Inland Revenue | PO Box 2198 | Wellington 6014

---

**From:** [s 9\(2\)\(a\)](#) <[s 9\(2\)\(a\)](#)>  
**Sent:** Wednesday, September 25, 2024 2:42 PM  
**To:** Princess Whioke <[s 9\(2\)\(a\)](#)>  
**Cc:** Steven Mooney <[s 9\(2\)\(a\)](#)> Alana Tapp <[s 9\(2\)\(a\)](#)>  
**Subject:** Re: Student loans custom audience lists - older than 6 months

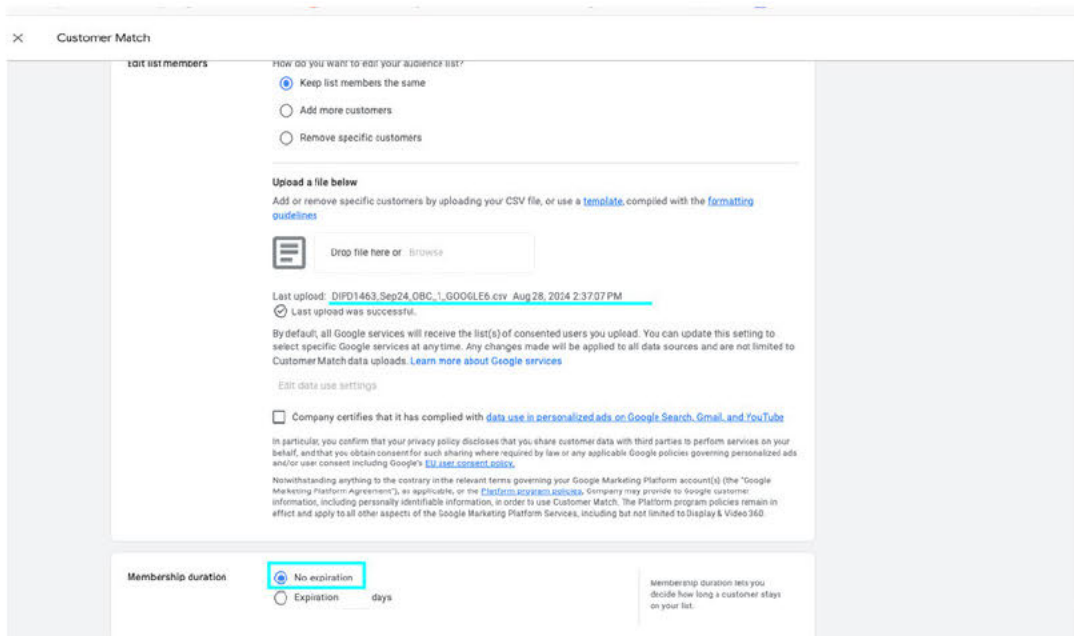
**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hi Princess.

OK - I've received confirmation of the situation - and it's slightly different to what I thought so it's good to have asked:

The lists we have are all encrypted and we can't download them, as you uploaded these lists. However, the encrypted lists aren't automatically deleted from the platform. As shown below we can add an expiration date to the lists, or you can do this when they upload the list. This will then remove all users from the list on the date of expiration, making it so we can't target this.

We will add expiration dates to all the lists uploaded to date.



Below is a description from Google on how they handle data, which highlights that they don't store the actual file any longer than the customer match process. (This is the part I was referring to in my first response)

The [customer data](#) files you upload will only be used to match your customers to Google accounts and to ensure your Google Ads Customer Match campaigns comply with our policies. We'll keep your data confidential and secure using the same industry-leading standards we use to protect our own users' data.

Google doesn't receive actual email addresses. Google's system transforms the contact information we have for Google accounts, like email addresses and phone numbers, into hashed codes using the secure hashing algorithm [SHA256](#), a one-way hashing mechanism that is not unencrypted by Google.

**Limited data retention.** We won't retain your data files for any longer than necessary to create your Customer Match audiences and ensure compliance with our policies. Once those processes are complete, we'll promptly delete the data files you uploaded via the Google Ads API.

I hope this clarifies. In short - all lists over 6 months old will be deleted now. And all remaining lists will have an expiry of 6 months added. For any future lists you upload - you can select that expiry.

Let me know if there's anything further we can assist with.

On Wed, 25 Sept 2024 at 11:06, Princess Whioke <[s 9\(2\)\(a\)](#)> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Kia ora s 9(2)(a)

Ah! Good to hear. Yes, please that would be great if the team can provide us with confirmation.

Thanks.

Ngā Mihi,

Princess Whioke  
Domain Specialist, Communications | Marketing  
Inland Revenue | PO Box 2198 | Wellington 6014

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Wednesday, September 25, 2024 11:02 AM  
**To:** Princess Whioke <s 9(2)(a)>  
**Cc:** Steven Mooney <s 9(2)(a)> Alana Tapp <s 9(2)(a)>  
**Subject:** Re: Student loans custom audience lists - older than 6 months

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Kia ora Princess,

Thanks for your email. I believe that all lists are deleted immediately after the match process is completed, so there should be none currently held, but to be sure I will request the digital team to provide confirmation that there is no list held longer than 6 months as requested.

s 9(2)(a)

On Wed, 25 Sept 2024 at 09:38, Princess Whioke <s 9(2)(a)>  
wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Kia ora <sup>s 9(2)(a)</sup>

*Re: Remove custom audience lists older than 6 months.*

Following our review of custom audience lists, we are currently doing a full sweep of deleting lists older than six months. For the student loans lists, I'm unable to achieve this on my end and hope you could get the team to do this process for us.

Any issues – do let me know.

Thanks.

Ngā Mihi,

Princess Whioke  
Domain Specialist, Communications | Marketing  
Inland Revenue | PO Box 2198 | Wellington 6014

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**From:** [Alana Tapp](#)  
**To:** s 9(2)(a)  
**Cc:** [Kieran Burlace](#)  
**Subject:** RE: EightyOne Google account  
**Date:** Thursday, 26 September 2024 9:36:00 am  
**Attachments:** [image001.png](#)

---

Hi s 9(2)(a)

I just wanted to follow up regarding the access to your Google Display & Video 360 account?

If possible, I'd love to get access for our s 18(c)(i) email. This is an account looked after by myself, Princess and Eloise, as we tend to be the ones handling most of the custom audience lists and data from our side.

Hope this is OK.

Let me know if you have any questions,  
Thanks.

---

**From:** Kieran Burlace <s 9(2)(a)>  
**Sent:** Wednesday, September 25, 2024 1:10 PM  
**To:** s 9(2)(a) <s 9(2)(a)>  
**Cc:** Alana Tapp <s 9(2)(a)>  
**Subject:** EightyOne Google account

[IN CONFIDENCE RELEASE EXTERNAL]

Hey s 9(2)(a)

Are we able to get our social media account set up with access to the Inland Revenue – EightyOne Google account?

The email address is s 18(c)(i)

Thanks  
Kieran

Kieran Burlace  
Domain lead Marketing | Marketing & Communications  
Inland Revenue | 204 Hastings Street, Napier | 4110  
PH. s 9(2)(a) |





# Appendix A

**From:** s 9(2)(a)  
**To:** [Steven Mooney](#)  
**Cc:** [Kieran Burlace](#); s 9(2)(a); s 9(2)(a)  
**Subject:** Student Loans September activity  
**Date:** Sunday, 1 September 2024 5:29:21 pm

**External Email CAUTION: Please take CARE when opening any links or attachments.**

Hi Steven,

I hope you had a great weekend.

Thanks again for sorting the CMSO for the 2024/25 Student Loans campaign activity. We've done some number crunching with the budget to find an approach that gives us continuity of activity and maintains decent website visits, but trying to hold some budget back for the new creative platform when it arrives.

For the September activity, we'd recommend running with a budget of s 9(2)(b)(ii). This is 6% of the overall budget and will allow us to do both display and search. (Presuming you will continue with Meta ads in house).

Although the video creatives are great, we noted that in July/August, search and display drove the most traffic to the website. During the July/August campaign search contributed 67% of clicks and display contributed 27% of clicks. Therefore we have focused on these channels for the September campaign.

To maximise clicks but keep activity running, we've split the budget as highlighted below to run a small volume of display while keeping search activity high. In the proposed breakdown below, we've lowered unit costs for both channels based on previous over-delivery.

Channel	Impressions	Clicks	CTR	Buy Type	Unit Cost	Total Gross Cost
Prog Display	139,200	1,253	0.90%	CPM	s 9(2)(b)(ii)	
Search	2,326	1,000	43.00%	CPC		

If we notice that search volumes drop more than expected (we expect a drop due to budget), then we should consider that video activity was previously driving users to search and look to shift budgets to include video.

I hope that all sounds ok to you. Over September, as we learn the timing of the new creative, we'll plan out the budgets for the rest of the campaign through to June.

Let me know if you have any questions or concerns with this approach.

--

Ngā mihi,  
s 9(2)(a)

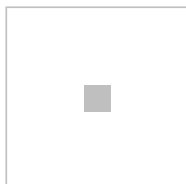
*Kia kaha, kia maia, kia mākohā Aotearoa.  
(Be strong, be brave, be kind)*

s 9(2)(a)

Level 1, Press Hall  
80 Willis St, Wellington 6011, New Zealand  
PO Box 25489, Wellington 6140

s 9(2)(a)

Follow us on [LinkedIn](#) | [eightyone.co.nz](#)



**From:** s 9(2)(a)  
**To:** [Steven Mooney](#)  
**Subject:** Re: Contract for student Loans media  
**Date:** Monday, 2 September 2024 2:26:39 pm

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Awesome. That makes it easy! Cheers.

On Mon, 2 Sept 2024 at 14:20, Steven Mooney <s 9(2)(a)> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

This should apply until June25.

Cheers

Steven

---

**From:** s 9(2)(a)  
**Sent:** Monday, September 2, 2024 10:33 AM  
**To:** Steven Mooney <s 9(2)(a)>  
**Subject:** Re: Contract for student Loans media

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Super. Thanks Steven. Will this apply for the subsequent months, or just September?

On Mon, 2 Sept 2024 at 10:29, Steven Mooney <s 9(2)(a)> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Morning s 9(2)(a)


Here is the PO for September YN1014706.

Cheers,

Steven


---

Not in scope

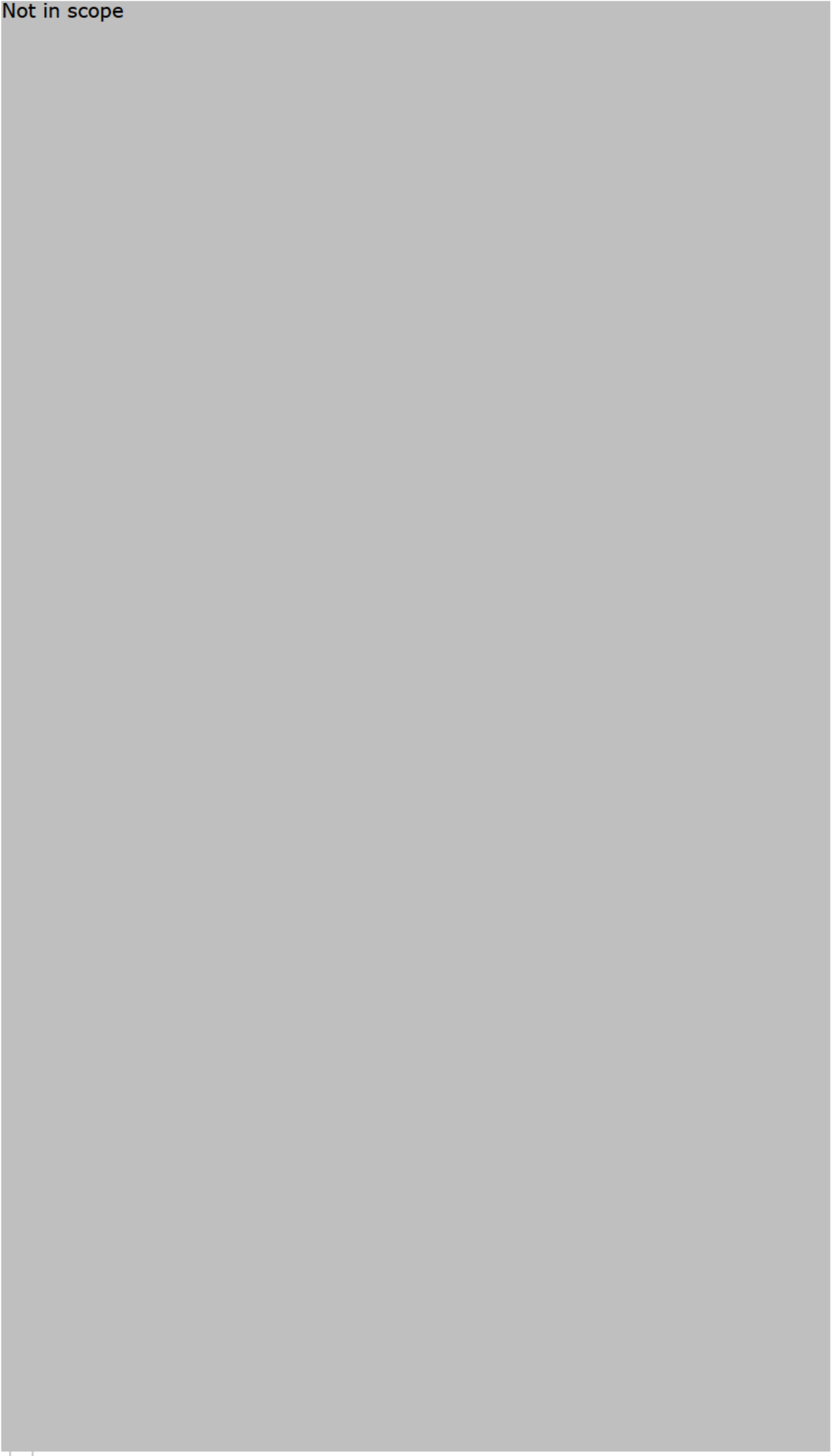


Not in scope


Not in scope



Not in scope



Not in scope



**From:** [Christie Weir](#)  
**To:** s 9(2)(a)  
**Cc:** s 9(2)(a); s 9(2)(a)  
**Subject:** RE: August Invoice  
**Date:** Tuesday, 3 September 2024 9:24:00 am  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)

---

Fab thanks for confirming

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Monday, September 2, 2024 1:48 PM  
**To:** Christie Weir <s 9(2)(a)>  
**Cc:** s 9(2)(a) s 9(2)(a) >; s 9(2)(a) <s 9(2)(a)>  
**Subject:** RE: August Invoice

[IN CONFIDENCE RELEASE EXTERNAL]

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hi Christie

Interest Limitations invoicing is now complete. There is one more Bright-line invoice to come in September, for s 9(2)(b)(ii) to cover media reporting and analysis.

Let us know if there's any questions at all.

Cheers,  
s 9(2)(a)

s 9(2)(a)  
HEMISPHERE  
s 9(2)(a) | s 9(2)(a)

---

**From:** Christie Weir <s 9(2)(a)>  
**Sent:** Monday, September 2, 2024 12:50 PM  
**To:** s 9(2)(a) <s 9(2)(a)> >; s 9(2)(a)  
<s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>  
**Subject:** RE: August Invoice

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi team – just checking there's no more invoices for BL or IL campaigns?

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Monday, September 2, 2024 11:47 AM  
**To:** AP AR <[AP.AR@ird.govt.nz](mailto:AP.AR@ird.govt.nz)>  
**Cc:** Christie Weir <s 9(2)(a)>  
**Subject:** August Invoice

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Kia ora

Please find our August Invoice attached.

Ngā mihi nui

s 9(2)(a)

s 9(2)(a)

General Manager

s 9(2)(a) | s 9(2)(a)

---

Hemisphere



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# HEMISPHERE MEDIA

## TAX INVOICE

**Date**  
31/08/2024

PO Box 5080  
Wellington 6145  
Aotearoa New Zealand  
04 384 5994  
www.hemisphere.nz

**Invoice Number**  
I001724

**Client Order No.**  
YN1013820

GST: s 18(c)(i)

**Due Date**  
20 Sep 2024

**Attention**  
Christie Weir  
M/Inland Revenue  
PO Box 2198  
Wellington  
s 18(c)(i)  
s 9(2)(a)

**August media invoice for Bright-line campaign  
Media - Bright-line Campaign 2024**

**Job No: IRDM0120**

Media strategy, planning, buying and reporting for 2024 Bright-line campaign

Contract Ref: PA1004917  
Purchase Order #: YN1013820

Media Management	Time	Rate	Amount
Media Strategy, Planning & Buying (AOG)			
s 9(2)(a)	1:45	s 9(2)(b)(ii)	
	0:45		
	0:15		
	3:15		

Media Placement	Amount
s 9(2)(b)(ii)	

**Due Date: 20 Sep 2024**

Subtotal 4,228.75

15% GST on Income	634.31
<hr/>	
Total	4,863.06
<hr/>	
Less Amount Paid	0.00
<b>Amount Due</b>	<b>4,863.06</b>

*Please pay on the 20th of the month following this invoice.*

*Direct Credit payments to ASB S 18(c)(i)*

*Please contact S 18(c)(i) if you have any questions.*

*Ngaa mihi nui.*



**From:** [Christie Weir](#)  
**To:** s 9(2)(a)  
**Subject:** RE: Chat HE creative and media  
**Date:** Wednesday, 4 September 2024 3:19:00 pm  
**Attachments:** [image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)

---

I can help I'll raise it and it'll be with you in a couple of days.

---

**From:** s 9(2)(a) (ClemengerBBDO) <s 9(2)(a)>  
**Sent:** Wednesday, September 4, 2024 3:03 PM  
**To:** Christie Weir <s 9(2)(a)>  
**Subject:** Re: Chat HE creative and media

[IN CONFIDENCE RELEASE EXTERNAL]

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Thanks Christie.

Should I follow up with Kieran on the pitch PO, or is this something you can help us out with?

s 9(2)(a)

s 9(2)(a)

Head of Client Services / GBD



1 Post Office Square, WGTN 6011  
MS 9(2)(a)

---

**From:** Christie Weir <s 9(2)(a)>  
**Date:** Tuesday, 3 September 2024 at 9:20 AM  
**To:** s 9(2)(a) (ClemengerBBDO) <s 9(2)(a)>  
**Subject:** RE: Chat HE creative and media

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Morning – yep I reckon that’s a really good approach. As you can imagine with different people leading the team it changes S 9(2)(g)(i)

Talk soon

And thanks again for your ideas/pitch.

Christie

---

**From:** S 9(2)(a) (ClemengerBBDO) <S 9(2)(a)>  
**Sent:** Monday, September 2, 2024 2:09 PM  
**To:** Christie Weir <S 9(2)(a)>  
**Cc:** Katrina Fowler <S 9(2)(a)>  
**Subject:** Re: Chat HE creative and media

[IN CONFIDENCE RELEASE EXTERNAL]

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hi Christie

I’m sorry we couldn’t get it right this time.

Thank you for giving us the opportunity.

I’m hoping to sit down with Pip and Kieran (and/or whoever they recommend) and have a bit of a convo about the brand so we’re in a better position next time an opportunity comes up,

S 9(2)(a)

S 9(2)(a)

Head of Client Services / GBD

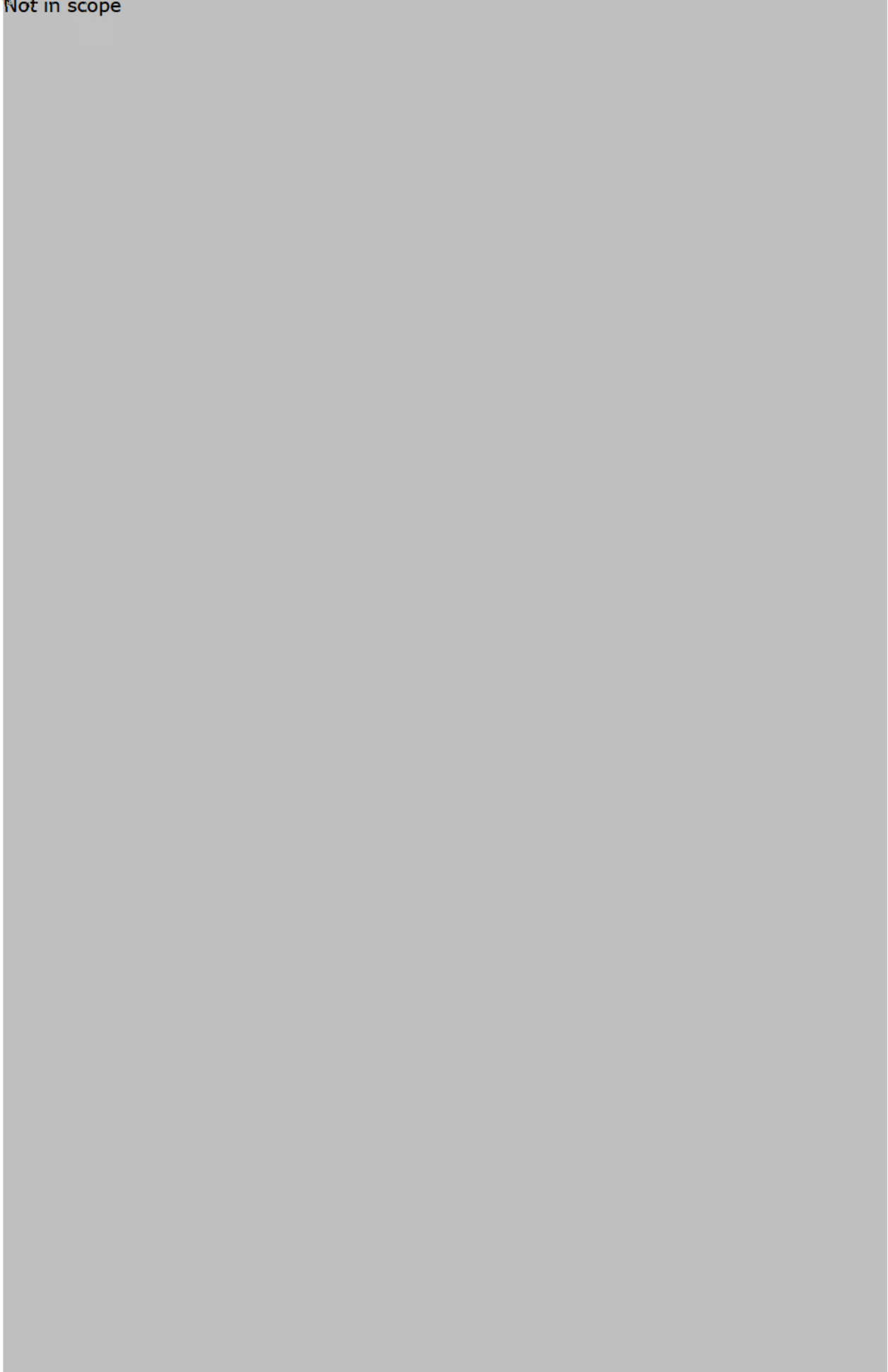


1 Post Office Square, WGTN 6011


M S 9(2)(a)

[Redacted]


Not in scope



Not in scope




Not in scope




---

Not in scope



Not in scope





**From:** [Kieran Burlace](#)  
**To:** s 9(2)(a)  
**Cc:** s 9(2)(a) s 9(2)(a)  
**Subject:** RE: Pitch Presentation - EightyOne  
**Date:** Wednesday, 4 September 2024 1:43:00 pm  
**Attachments:** [image001.jpg](#)

---

Hi s 9(2)(a)

Yeah sorry about the confusion. It's been a fun time working through this with our procurement team too.

Cool, sounds like PO YN1014706 is sorted

PO YN1014621 is a continuation of last years ASO. So let's stick with the AOG fee as it was applied last year.

When you say 'creative cost for the new platform (s 9(2)(b)(ii)) what is this referring to?

Cheers  
Kieran

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Tuesday, September 3, 2024 5:19 PM  
**To:** Kieran Burlace <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)> Steven Mooney <s 9(2)(a)>  
**Subject:** Re: Pitch Presentation - EightyOne

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hi Kieran,

s 9(2)(a) is on leave this week (lucky!) so I'm jumping in to acknowledge your email and respond based on my understanding of the situation.

Firstly - the media bit. **PO YN1014706** s 9(2)(i)

I think we're all good on this. I've proposed a lighter month for September to keep the lights on but also keep some budget up our sleeves for when the new creative is ready. My action is to plan out the remainder of the period to June - but this will need to change once we know the timing of the new creative.

Secondly, on the other PO: **YN1014621**

I think <sup>s 9(2)(a)</sup> and I got our wires crossed here between the two extensions you've referred to. We thought it was <sup>s 9(2)(i)</sup> and had to cover the creative cost for the new platform <sup>s 9(2)(b)(ii)</sup> and also the August media costs <sup>s 9(2)(b)(ii)</sup> + AoG fee).

Knowing that the <sup>s 9(2)(b)(ii)</sup> had to include the <sup>s 9(2)(i)</sup> pitch fee, the remainder was <sup>s 9(2)(b)(ii)</sup> which <sup>s 9(2)(a)</sup> arbitrarily broke down to 4 equal instalments of <sup>s 9(2)(b)(ii)</sup> over September to December (This would be updated once the production timeline was finalised).

So these elements nicely made up <sup>s 9(2)(b)(ii)</sup> which allowed a bit for the AoG fee on the creative costs to make up the <sup>s 9(2)(i)</sup>

HOWEVER

...reading your email we were a bit confused, so you've clarified nicely. Thank you. It might mean that <sup>s 9(2)(a)</sup> needs to change the details (and maybe the PO number) on the August invoice she sent you - if so she can sort that on Monday.

There is the point of the AoG fee too. There's confusion around how this is treated since the new regime kicked in: Firstly whether it applies to only agency fees, or external costs too (ie media). The other is whether it should be included in the campaign budget, or additional. I guess that comes down to you and your expectations.

Have you had any guidance on either of those points?

<sup>s 9(2)(a)</sup>

On Tue, 3 Sept 2024 at 15:29, Kieran Burlace <<sup>s 9(2)(a)</sup>> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Afternoon all,

Just been working my way through all this as the budgets and agreements have been pretty messy with all the AOG/ASO changes.

**The purchase order YN1014621** was extended till the end of August to cover July + August media placements <sup>s 9(2)(b)(ii)</sup> and the creative pitch costs of <sup>s 9(2)(b)(ii)</sup> totalling

s 9(2)(b)(ii)

It looks like we've gone slightly over that at the moment.

The additional s 9(2)(i) that we're potentially going to increase the PO to, is ONLY if we run creative testing that confirms the elephant creative is the way to go. If not, we'll have to reassess what the plan is. I.e if we continue with the sweets creative or plan for something else.

**PO YN1014706** was raised with EightyOne Media for media placements of s 9(2)(i) for the remainder of the year. (September 2024 – June 2025 if we continue past January, when we know what the plan is creatively).

s 9(2)(a) – can you please confirm if this makes sense at your end? Also, what are the monthly s 9(2)(b)(ii) creative costs forecast for September – December for?

Thanks  
Kieran

---

**From:** s 9(2)(a) <s 9(2)(a)>

**Sent:** Friday, August 30, 2024 11:23 AM

**To:** Steven Mooney <s 9(2)(a)>

**Cc:** Kieran Burlace ss 9(2)(a) s 9(2)(a) <s 9(2)(a)>

**Subject:** Re: Pitch Presentation - EightyOne

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hey Steven,

Thank you for response on the below - all great builds on what you shared originally.

The team are working away on the revisions now so if anything else pops up while they are working through it, we will let you know.

A couple of things from me below:

**Invoicing / Budget**

- As it is the end of the month, I am just working through this now. <sup>s 9(2)(a)</sup> and I have caught up to confirm the budget split, as per the pitch brief, and his CMSO <sup>s 9(2)(i)</sup> Below is a breakdown of how I see the creative costs being spread out - let me know if you're happy with this.
- We need to chat through the <sup>s 9(2)(b)(ii)</sup> AOG fee a little more I think - if possible, could you please give me a buzz (I feel like a call will save us plenty of email time).
  - Most of the time, clients see this as in addition to the overall budget as it is essentially a straight in and out but understand that everyone is slightly different. Worth having a chat about.

- **August:** <sup>s 9(2)(b)(ii)</sup> (which includes the <sup>s 9(2)(b)(ii)</sup> AOG fee)
- **September:** <sup>s 9(2)(b)(ii)</sup>
- **October:** <sup>s 9(2)(b)(ii)</sup>
- **November:** <sup>s 9(2)(b)(ii)</sup>
- **December:** <sup>s 9(2)(b)(ii)</sup>

The total for the above is <sup>s 9(2)(b)(ii)</sup>. Which conveniently this leaves just enough within the <sup>s 9(2)(i)</sup> PO, to cover the <sup>s 9(2)(b)(ii)</sup> AOG fee on creative services (<sup>s 9(2)(b)(ii)</sup> +GST). This would then take the total to <sup>s 9(2)(b)(ii)</sup> (which still fits nicely inside the PO). If you're happy to proceed with this, disregard my above note on AOG fees.

## Timeline

- We will aim to share an updated deck (that reflects your latest changes) by **COP Wednesday 4th September**.
  - I will need <sup>s 9(2)(a)</sup> to share this one with you as I am on leave.
- If you could please share feedback by **COP Monday 9th September** that would be great.
  - That way I can pick up your feedback once I am back on deck post leave.
  - If you need longer to come back to us, just let me know.
- Pending **Monday 9th September feedback**, we will then aim to share final assets with you for approval by **Thursday 12th September** (we have an agency away day Friday 13th September).

- Therefore, we will aim to share final assets with you w/c **Monday 16th September.**

I hope that all makes sense! Appreciate there is a lot of detail in there so feel free to give me a call if you need to clarify anything. I am on leave all of next week so <sup>s 9(2)(a)</sup> is your go to guy. The creatives have been briefed to get the revised deck across to you by COP Wednesday.

Ngā mihi,  
<sup>s 9(2)(a)</sup>

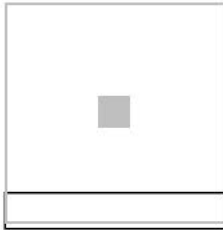
*Kia kaha, kia maia, kia mākohā Aotearoa.  
(Be strong, be brave, be kind)*

**s 9(2)(a)**

Level 1, Press Hall  
80 Willis St, Wellington 6011, New Zealand  
PO Box 25489, Wellington 6140

**s 9(2)(a)** | **s 9(2)(a)**

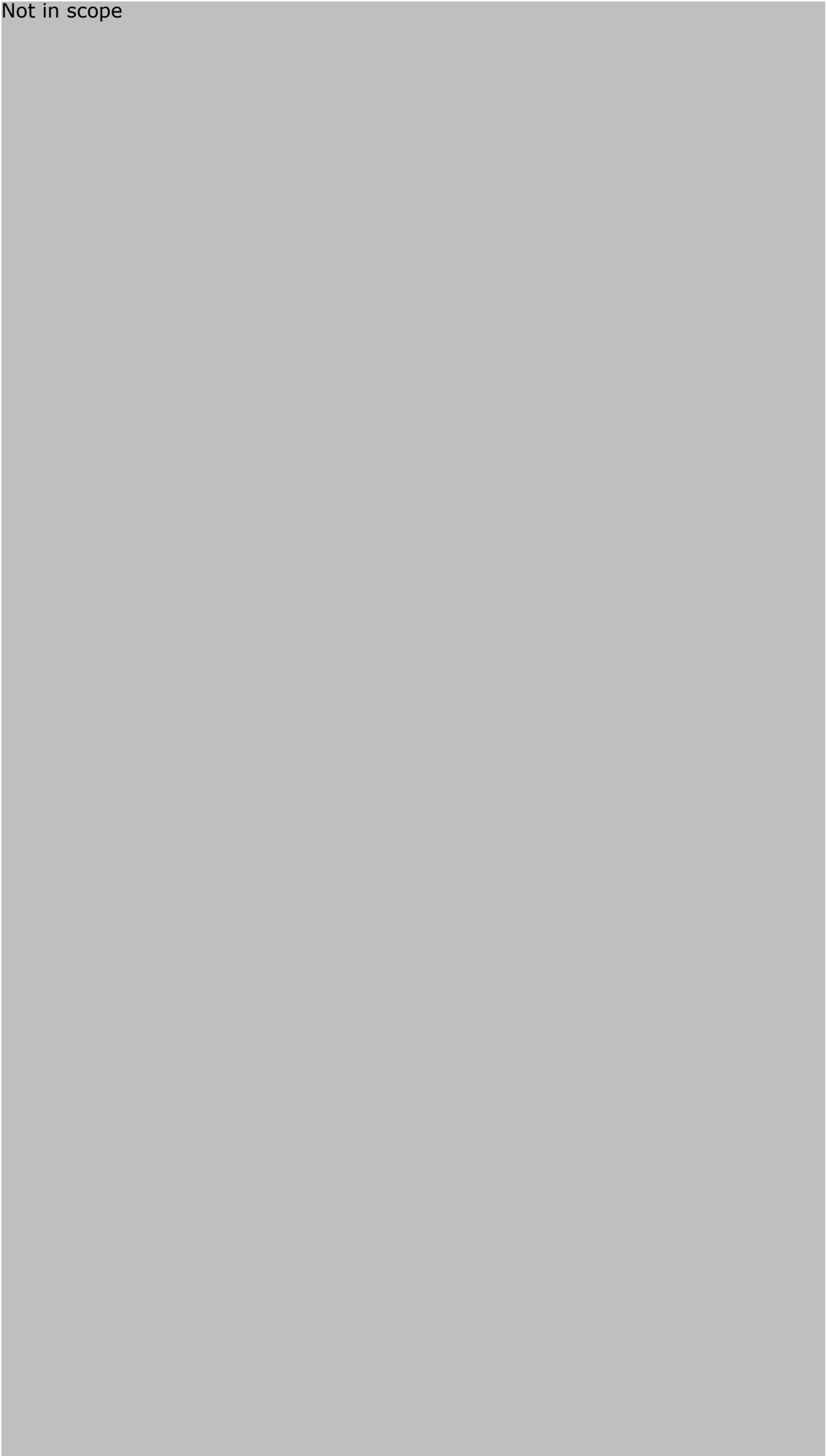
Follow us on [LinkedIn](#) | [eightyone.co.nz](#)



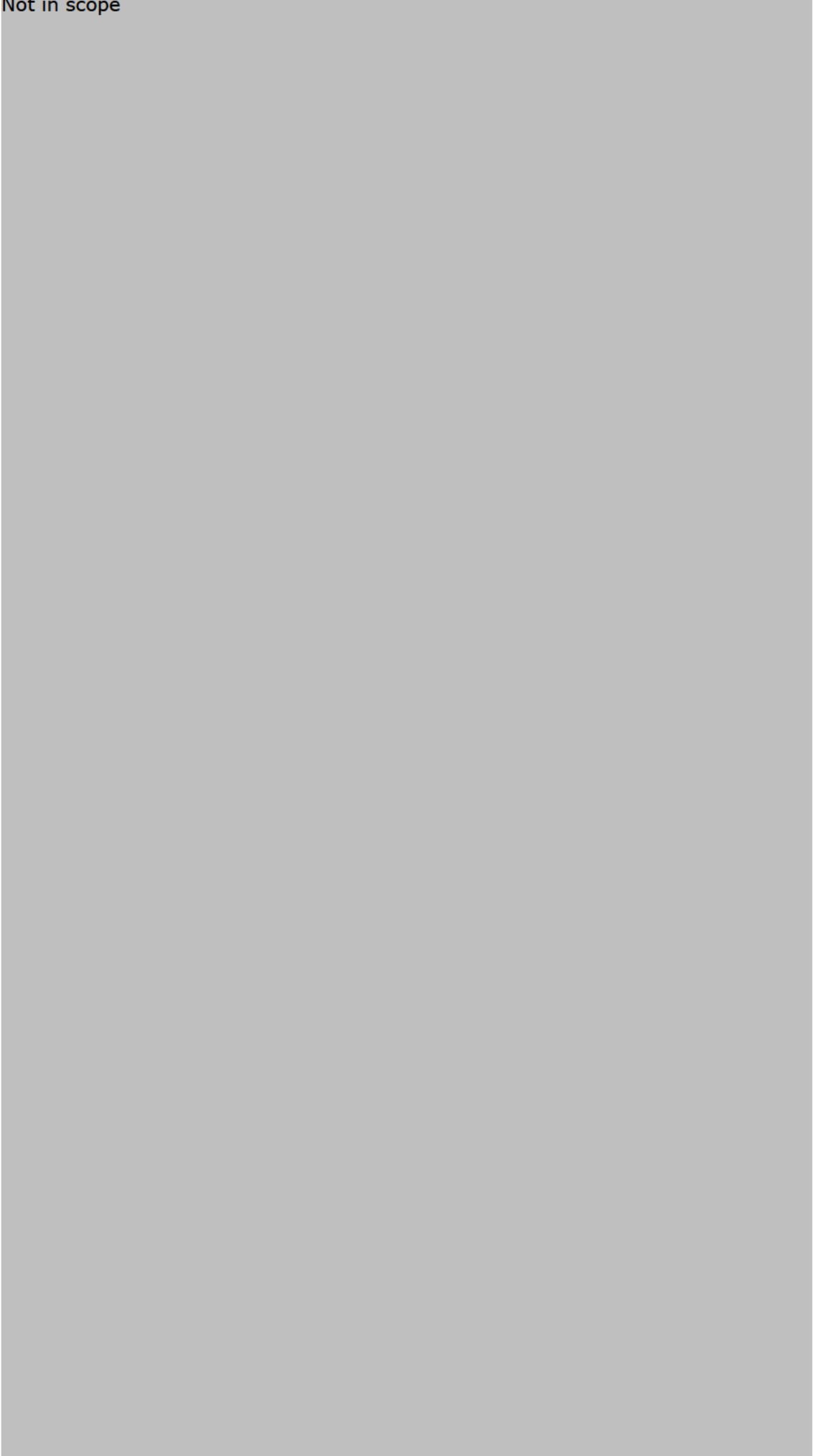
On 28/08/2024. at 2:45 PM. Steven Mooney  
Not in scope



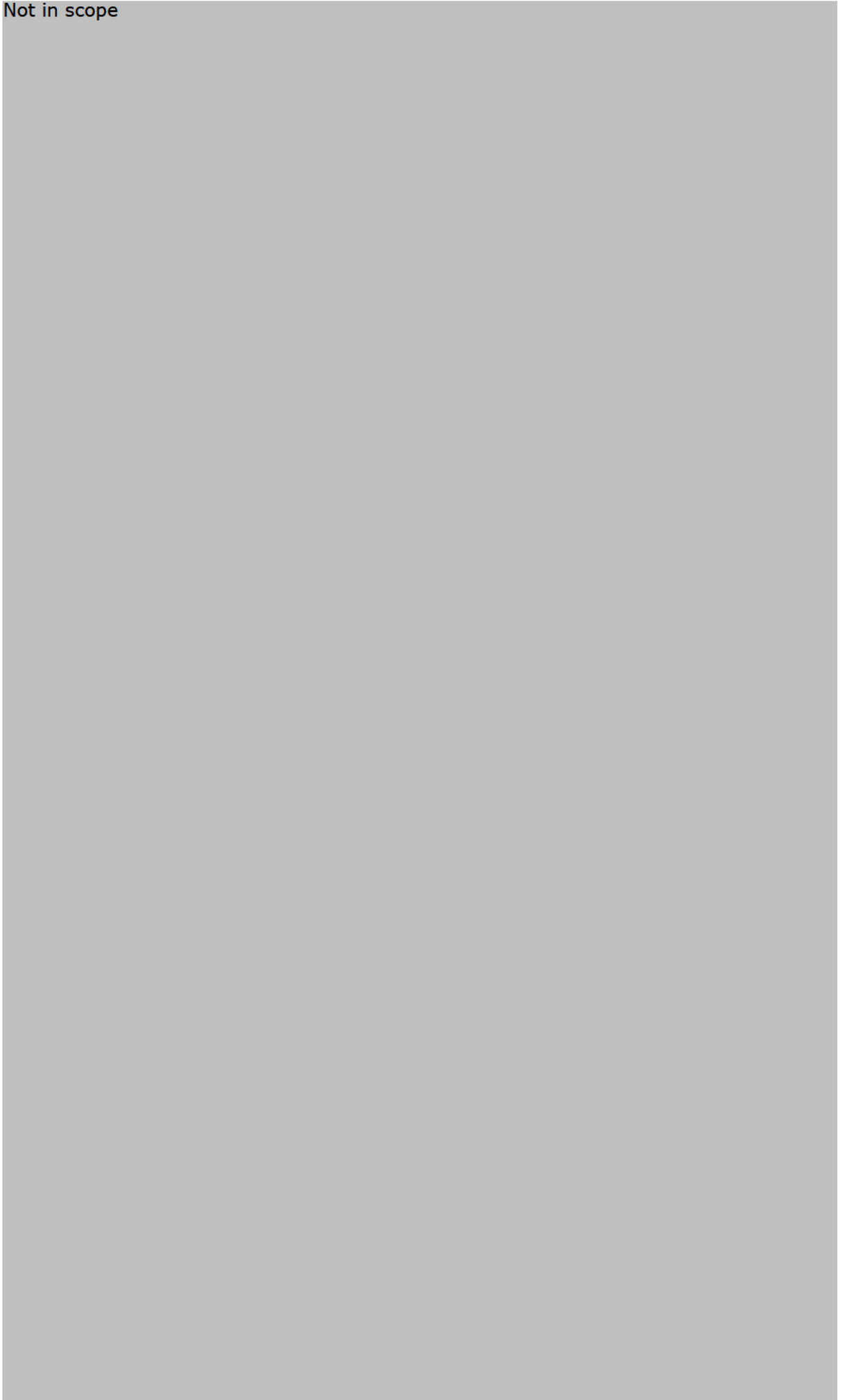
Not in scope



Not in scope

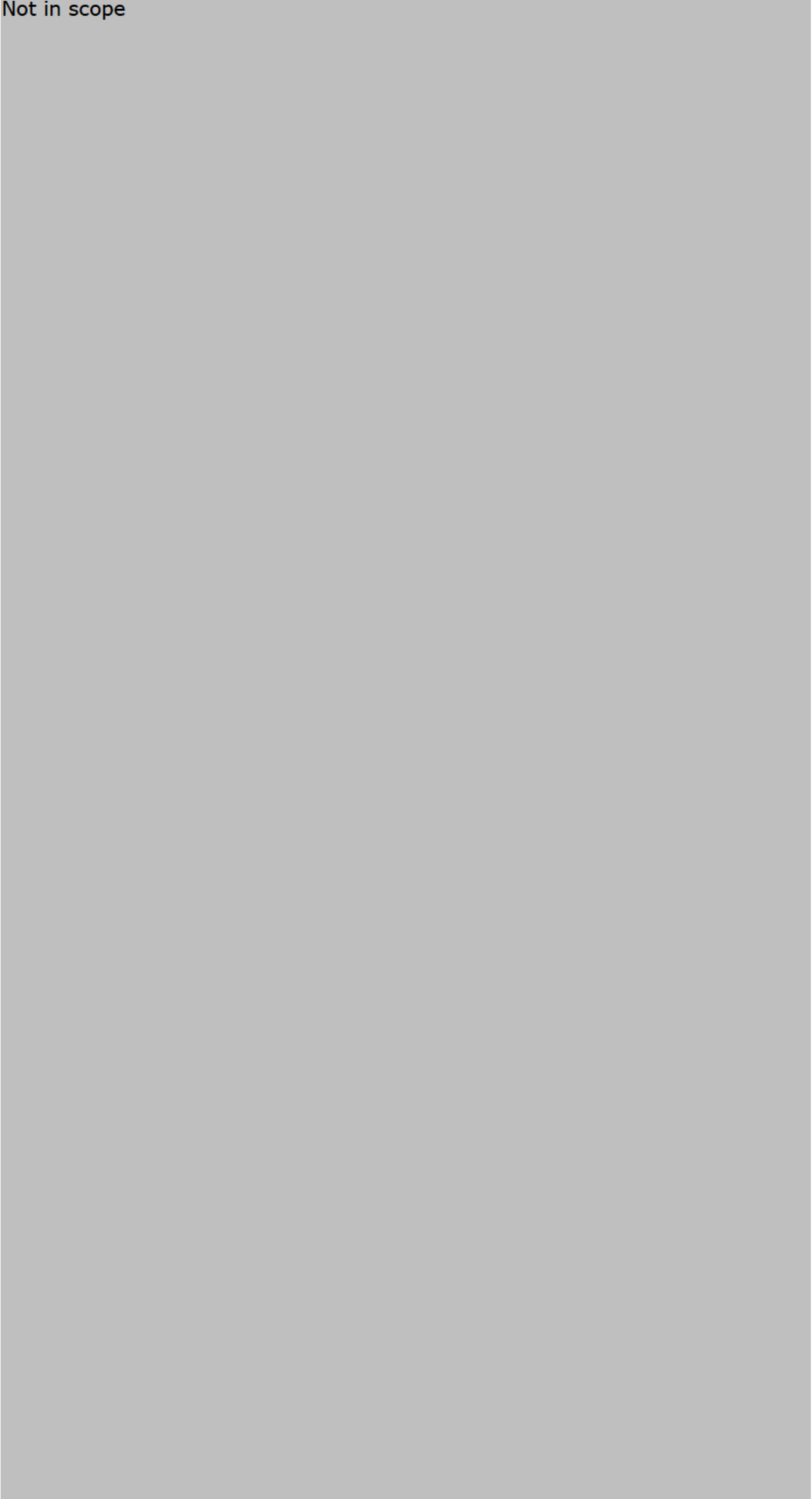


Not in scope

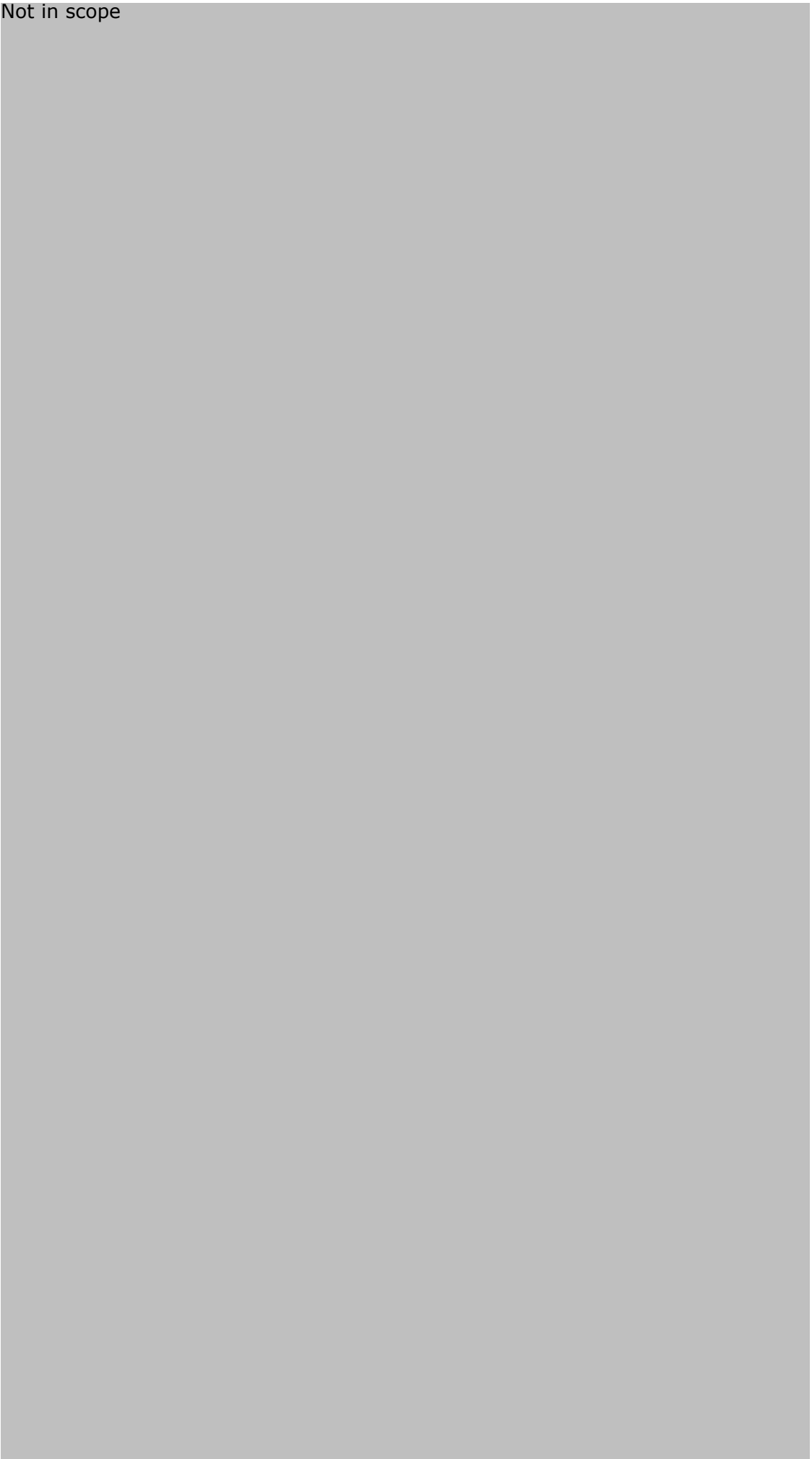




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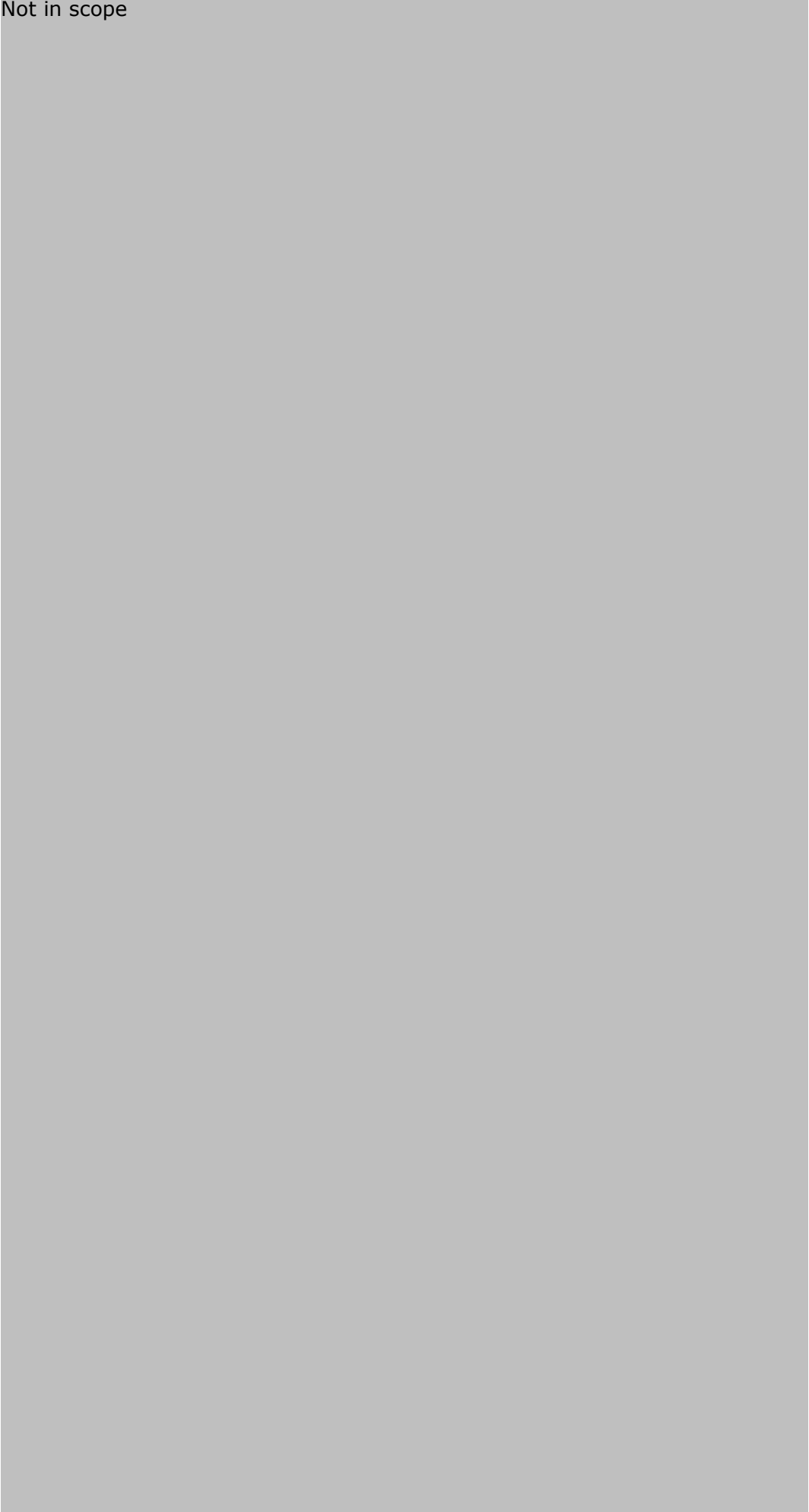
Not in scope




Not in scope



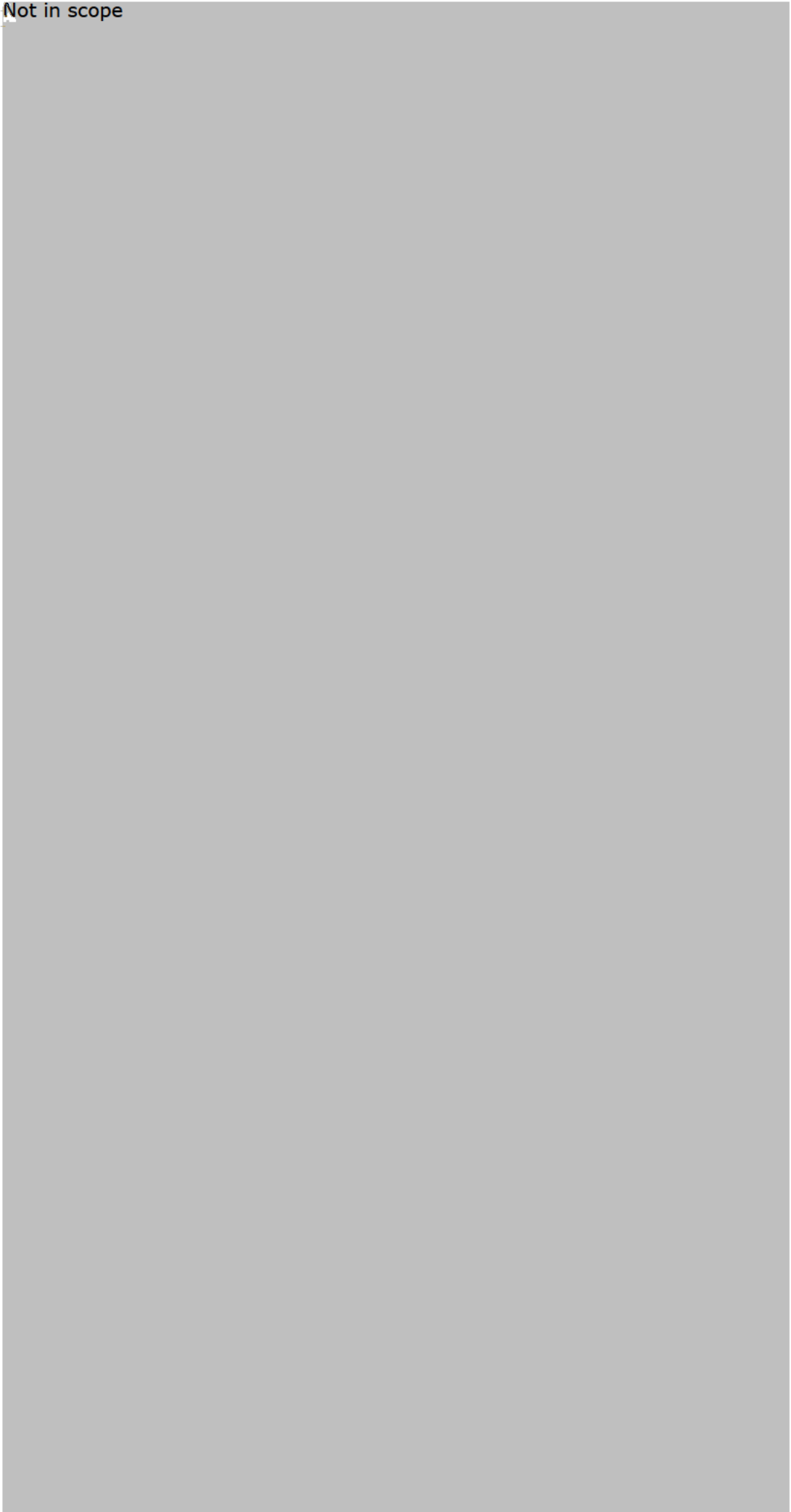
Not in scope




Not in scope



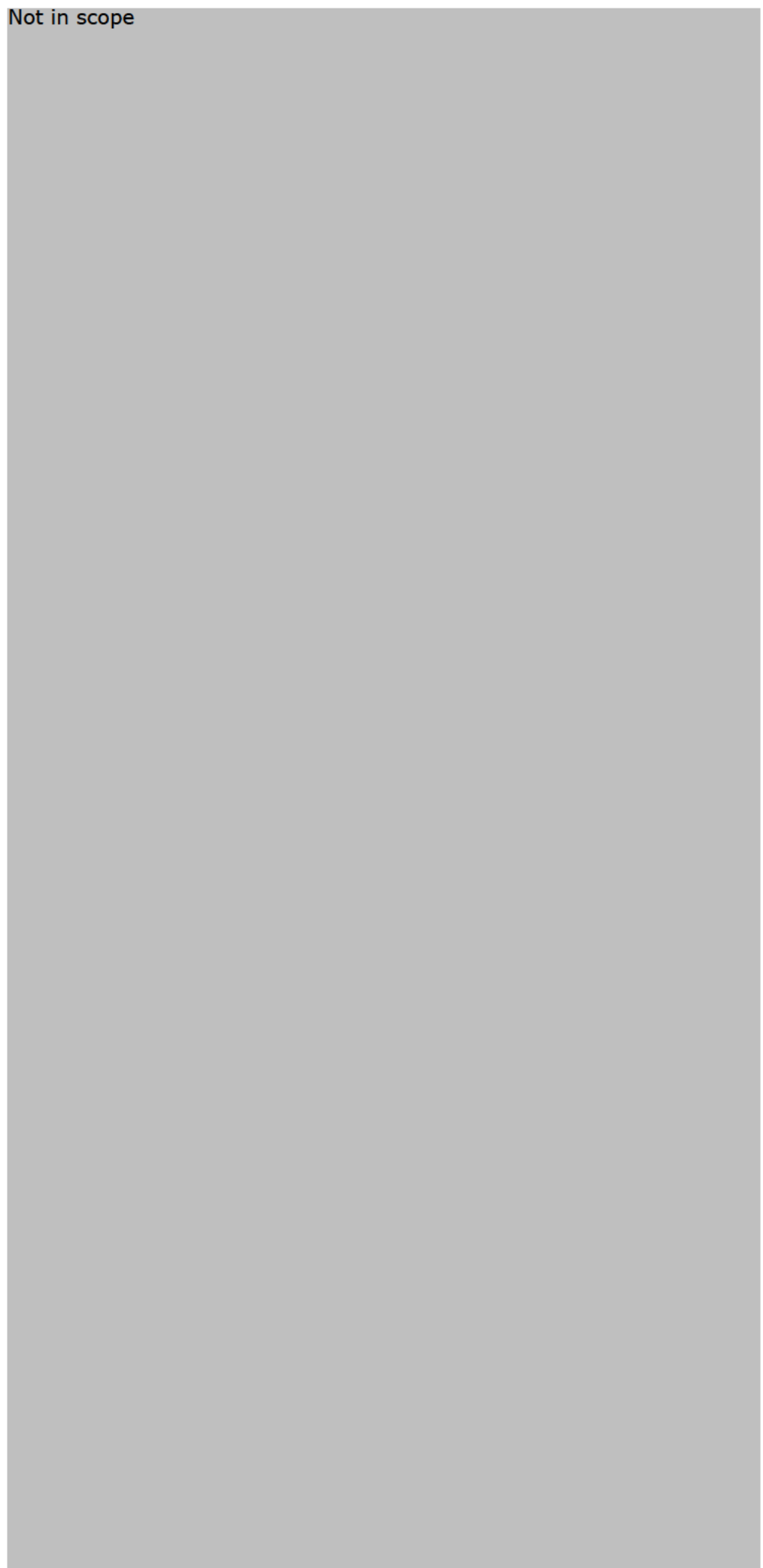
Not in scope



Not in scope

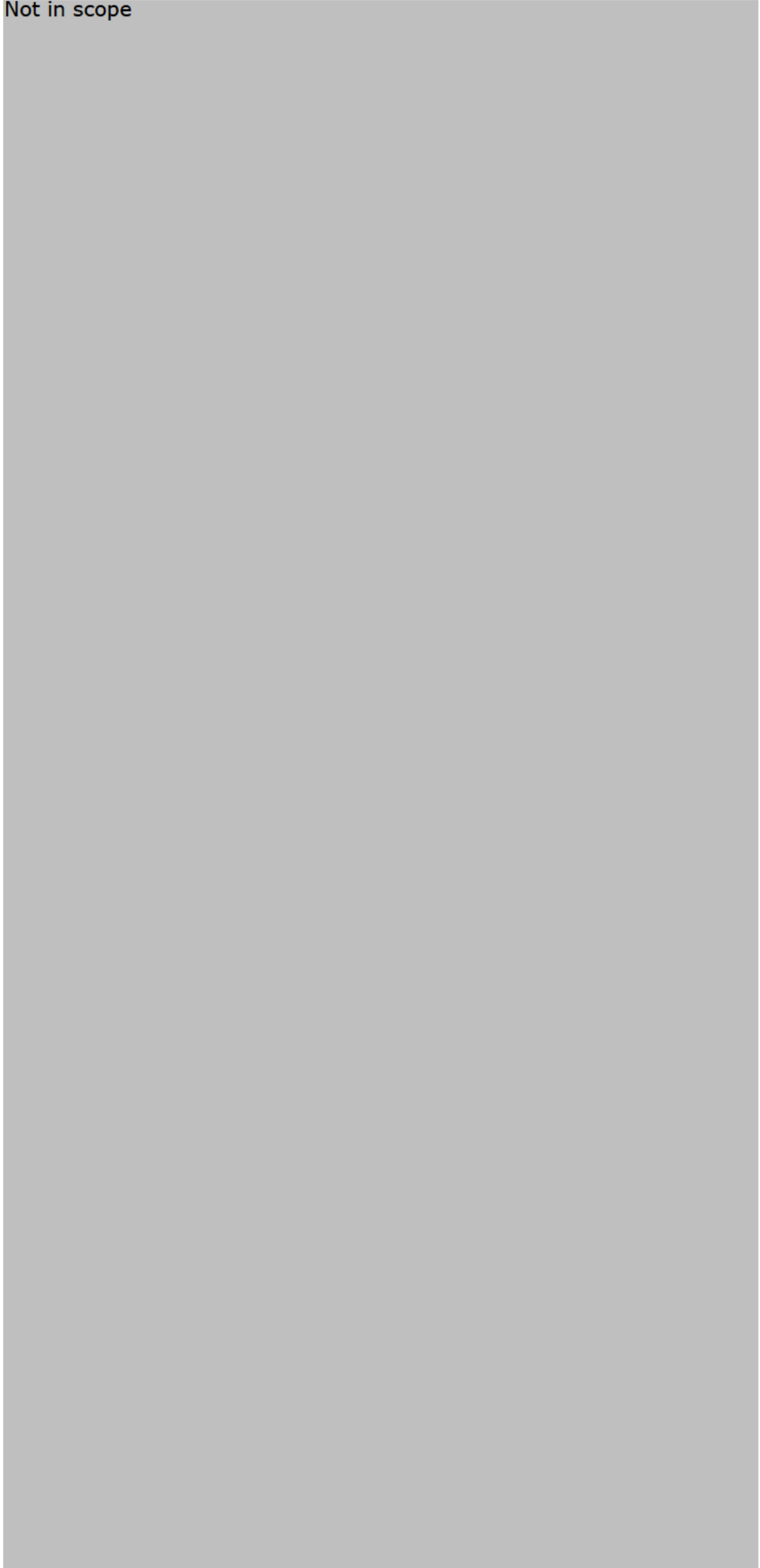


Not in scope






Not in scope



Not in scope



**From:** [Kendl Hambly](#)  
**To:** s 9(2)(a) s 9(2)(a)  
**Subject:** RE: Family Boost Storyboard  
**Date:** Thursday, 5 September 2024 5:28:00 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[FamilyBoost\\_storyboard\\_v2 - KH feedback.pdf](#)

---

Hey s 9(2)(a)

Sorry I've been stuck in meetings and urgent calls all day.

This is looking great! Just two very minor bits of 'visual' feedback, otherwise I'm happy to charge ahead.

Cheers  
Kendl

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Thursday, September 5, 2024 4:37 PM  
**To:** s 9(2)(a) <s 9(2)(a)> Kendl Hambly <s 9(2)(a)>  
**Subject:** Re: Family Boost Storyboard

[IN CONFIDENCE RELEASE EXTERNAL]

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Kia ora Kendl!

Hope you're well. Just checking in to make sure you're all happy with those final updates on the storyboard?

Just want to get a final approval before starting the animation

s 9(2)(a)  
Hemisphere | s 9(2)(a)

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Date:** Wednesday, 4 September 2024 at 4:44 PM  
**To:** Kendl Hambly <s 9(2)(a)> s 9(2)(a)  
<s 9(2)(a)>  
**Subject:** Re: Family Boost Storyboard

Kia ora Kendl

The voiceover recording went well today. Attached is the updated storyboard for your review, which factors in the feedback you gave on V1.

Ngā mihi

s 9(2)(a)  
he/him/ia  
Upoko Auaha | s 9(2)(a)  
HEMISPHERE  
s 9(2)(a) | s 9(2)(a)

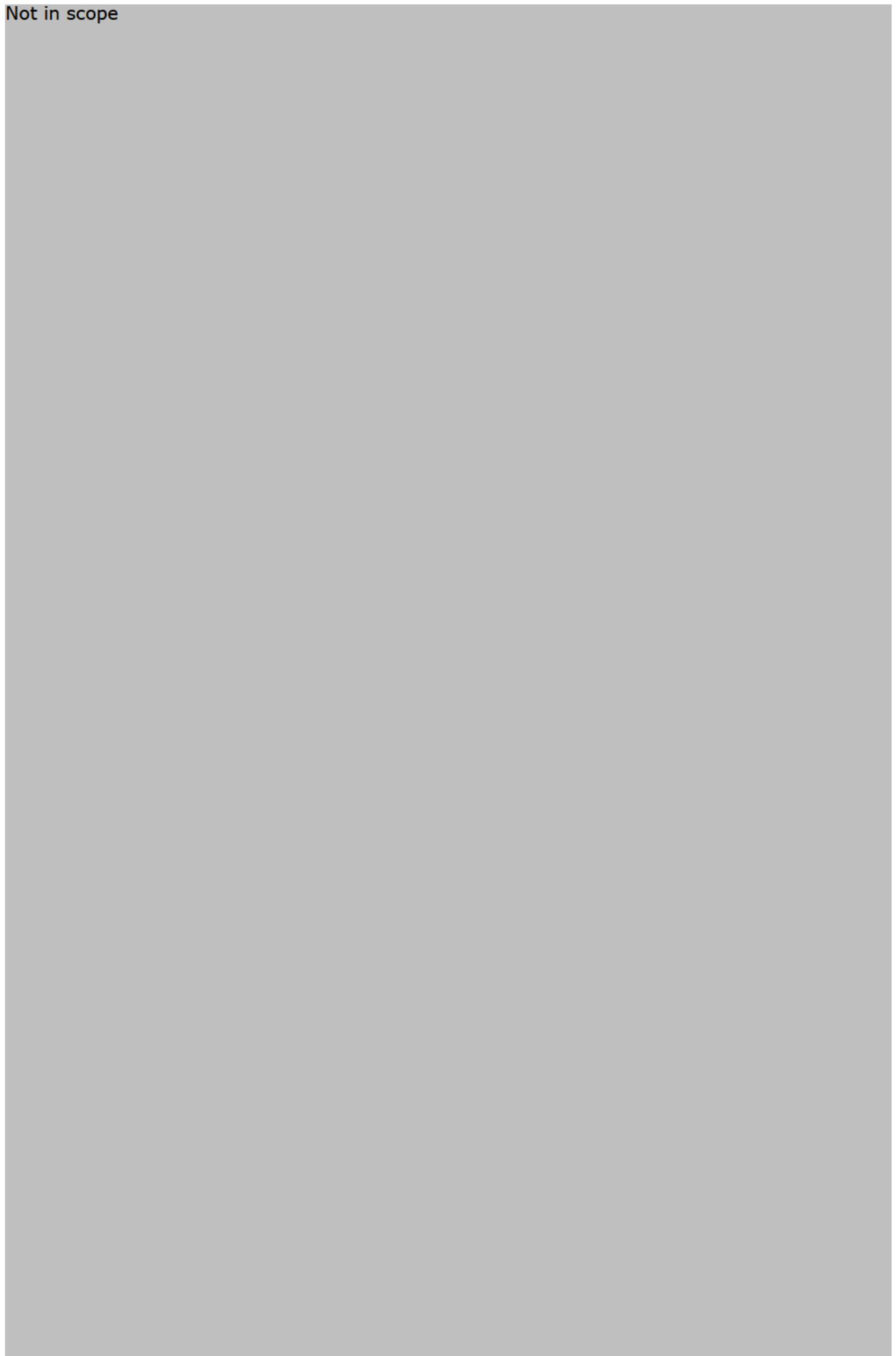
---

**From:** Kendl Hambly <s 9(2)(a)>


**Date:** Friday, 30 August 2024 at 12:44 PM  
Not in scope




Not in scope



Not in scope




Not in scope



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Not in scope





Animation of child and toys as per HTML ads already done. What is FamilyBoost pops on the screen.



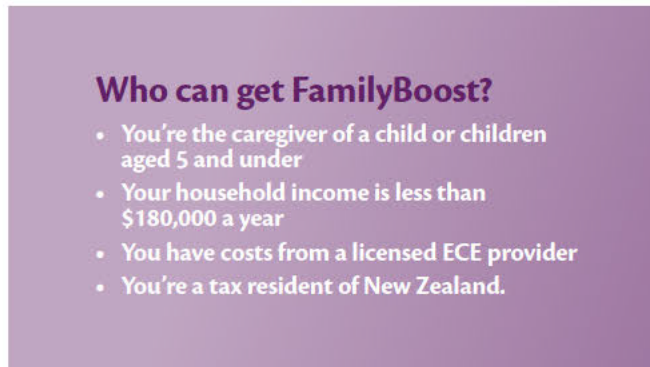
What is FamilyBoost?



FamilyBoost is a payment that partially refunds eligible households for the costs of early childhood education, also known as ECE.

Child watches as ball is rolling past.

Heading fades in, bullet points pop in one at a time as they are spoken.

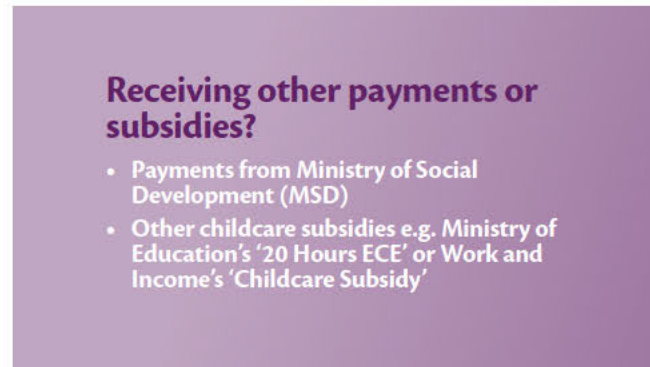


Who can get FamilyBoost?

You could receive FamilyBoost if:

- you're the caregiver of a child or children aged 5 and under
- your household income is less than \$180,000 a year
- you have costs from a licensed ECE provider
- you're a tax resident of New Zealand.

Separated caregivers can each claim FamilyBoost.



If you're getting payments from Ministry of Social Development and have ECE costs for children in your household, or if you're getting subsidies to help with childcare and still have extra costs, you can claim FamilyBoost. You cannot claim for any costs already covered by a subsidy.

Text stays on screen while the rest of the information is read out from this section.

Heading fades in, circles with % rapidly grow in from behind, text under circles appears.



How much is FamilyBoost?

If you're eligible, your household can claim up to 25% of your weekly childcare fees, or up to a maximum of \$975 every quarter. This includes fees for optional charges and services.

The amount that can be claimed slowly reduces for household incomes over \$140,000, up to a maximum of \$180,000 a year.



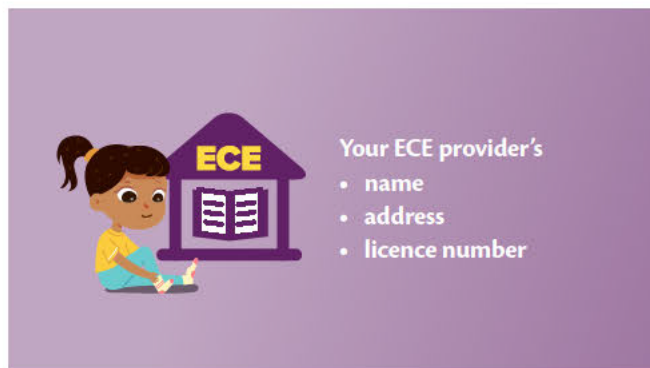
How do you register for FamilyBoost?

You need to register for FamilyBoost in myIR, so make sure you have a myIR account set up. You'll also need:

- the full name, date of birth and IRD number of each child attending ECE
- if you have a partner, their full name, date of birth and IRD number
- your New Zealand bank account details.

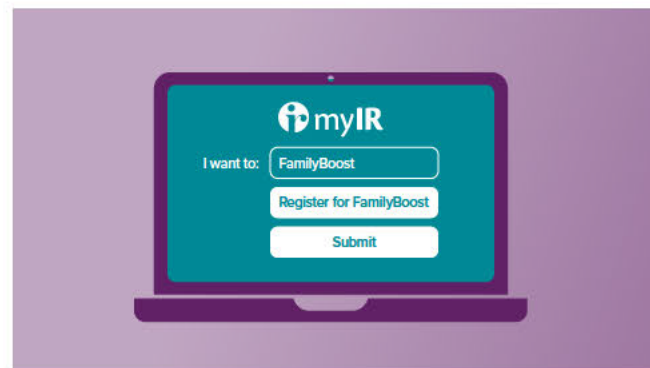
Heading fades in, screen starts off dark then lights up teal with the myIR logo animating in.

Child looks around a bit as text appears a line at a time as it is spoken.



You can also provide details about your ECE provider. This will save time when you need to submit your claim. You'll need your ECE provider's:

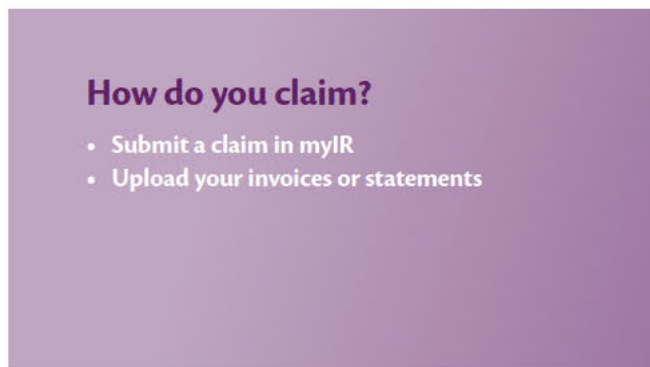
- name
- address
- licence number.



To register for FamilyBoost, log in to myIR, select 'I want to', search for FamilyBoost, select 'Register for FamilyBoost', then complete and 'Submit' your details. We'll process most FamilyBoost registrations instantly.

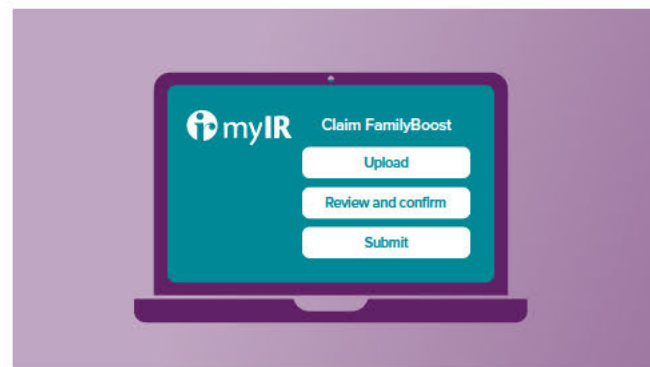
"FamilyBoost" types in to the first field. Register button pops on and has a click animation, then Submit button pops on and is clicked.

How do you claim?



How do you claim FamilyBoost?

You need to submit a claim in myIR to get your FamilyBoost refund. When you submit your claim, you'll need to upload invoices or quarterly statements, as PDFs.



To claim FamilyBoost in myIR, select 'Claim FamilyBoost' in your FamilyBoost account, 'Upload' your invoices or quarterly statements, enter your details, 'Review and confirm' your claim and then 'Submit' your claim. We'll pay most FamilyBoost refunds within 15 working days.

Button pop on and animate as they are clicked.

Screens pop up one at a time with a dark screen, then the screen lights up with the dates. Text drops down below each screen.



You'll need to submit a new claim in myIR for each quarter:

- July to September
- October to December
- January to March
- April to June.

You can only submit your claim, including uploading your invoices or quarterly statements, after the quarter has ended. For example, for the 1 July to 30 September quarter you'd submit your claim from 1 October.



For more information about FamilyBoost visit ird.govt.nz/familyboost

Illustration pops in then text and logos appear.

**From:** [Eloise MacLeod](#)  
**To:** s 9(2)(a)  
**Subject:** IITA  
**Date:** Friday, 6 September 2024 8:57:00 am  
**Attachments:** [image001.png](#)

---

Morning

Happy Friday! How are you?

I heard from our accounts team yesterday saying our ITA invoices are at s 9(2)(b)(ii) when we budgeted for s 9(2)(i). Firstly, is this correct from your records? And if so, do you know why it went over?

Thanks  
Eloise

Eloise MacLeod  
Principal Advisor | Marketing & Communications  
Inland Revenue | 204 Hastings Street, Napier | 4110  
PH. s 9(2)(a) |



**From:** [Eloise MacLeod](#)  
**To:** s 9(2)(a)  
**Subject:** RE: RE- EOTY - IITA Creative Brief  
**Date:** Friday, 6 September 2024 11:17:00 am  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)

---

Thank you!!!

Nice to have a lil chat too

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Friday, September 6, 2024 10:52 AM  
**To:** Eloise MacLeod <s 9(2)(a)>  
**Subject:** FW: RE- EOTY - IITA Creative Brief

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Kia ora Eloise

Thanks for the chat on the phone!

Here's the email chain in which we discussed the extra <sup>s 9(2)(b)(ii)</sup> for the End of Tax Year campaign

Ngā mihi

s 9(2)(a)  
Ngāti Raukawa | Ngāi Tahu | he/him  
s 9(2)(a) | KAIWHAKAHAERE KAUPAPA  
s 9(2)(a) | s 9(2)(a)

---

Hemisphere



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**From:** s 9(2)(a)  
**To:** [Kendl Hambly](#)  
**Cc:** s 9(2)(a)  
**Subject:** Re: Music & Voiceover Licencing  
**Date:** Friday, 6 September 2024 1:02:06 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)

---

<b>External Email CAUTION:</b> Please take <b>CARE</b> when opening any links or attachments.
---

Hey Kendl!

It's sunny so it's great!

I'd say that's easy enough, let me do some investigating and I'll get back to you

Have a great weekend if we don't speak sooner!

s 9(2)(a)

she/her

s 9(2)(a) | KAITOHUTOHU RATONGA

KIRITAKI

s 9(2)(a)

---

**From:** Kendl Hambly <s 9(2)(a)>  
**Sent:** Friday, 6 September 2024 11:14 am  
**To:** s 9(2)(a) <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)>  
**Subject:** RE: Music & Voiceover Licencing

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

All good this end thanks and happy it's Friday Hope you're having a good one too?

Outside of social and digital media (Meta and TikTok advertising, hosting on YouTube), possibly embedding on our website (although not initially), and perhaps the likes of possible future Stuff editorial articles, I can't think of anywhere else we'd use it at this stage.

Timing-wise, at least a few years as obviously FamilyBoost is brand new and customers will come into the FamilyBoost system at different points and will need educating. What are the options?

Thanks

Kendl

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Friday, September 6, 2024 10:44 AM  
**To:** Kendl Hambly <s 9(2)(a)>

cc: s 9(2)(a) <s 9(2)(a)>

Subject: Music & Voiceover Licencing

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Ata mārie Kendl,

Hope you're well and having a great Friday so far!

I just wanted to check in regarding some licencing for the animated video.

I know our media schedule for Family Boost runs until the end of June 2025, but could you let me know how long you'll be using the animated explainer video for, and where exactly you're hoping to use it if it's outside of your website?

Just want to get your voiceover and music licencing sorted for the time that you're needing it

s 9(2)(a)

she/her

s 9(2)(a) | KAITOHUTOHU RATONGA

KIRITAKI

s 9(2)(a)

Hemisphere

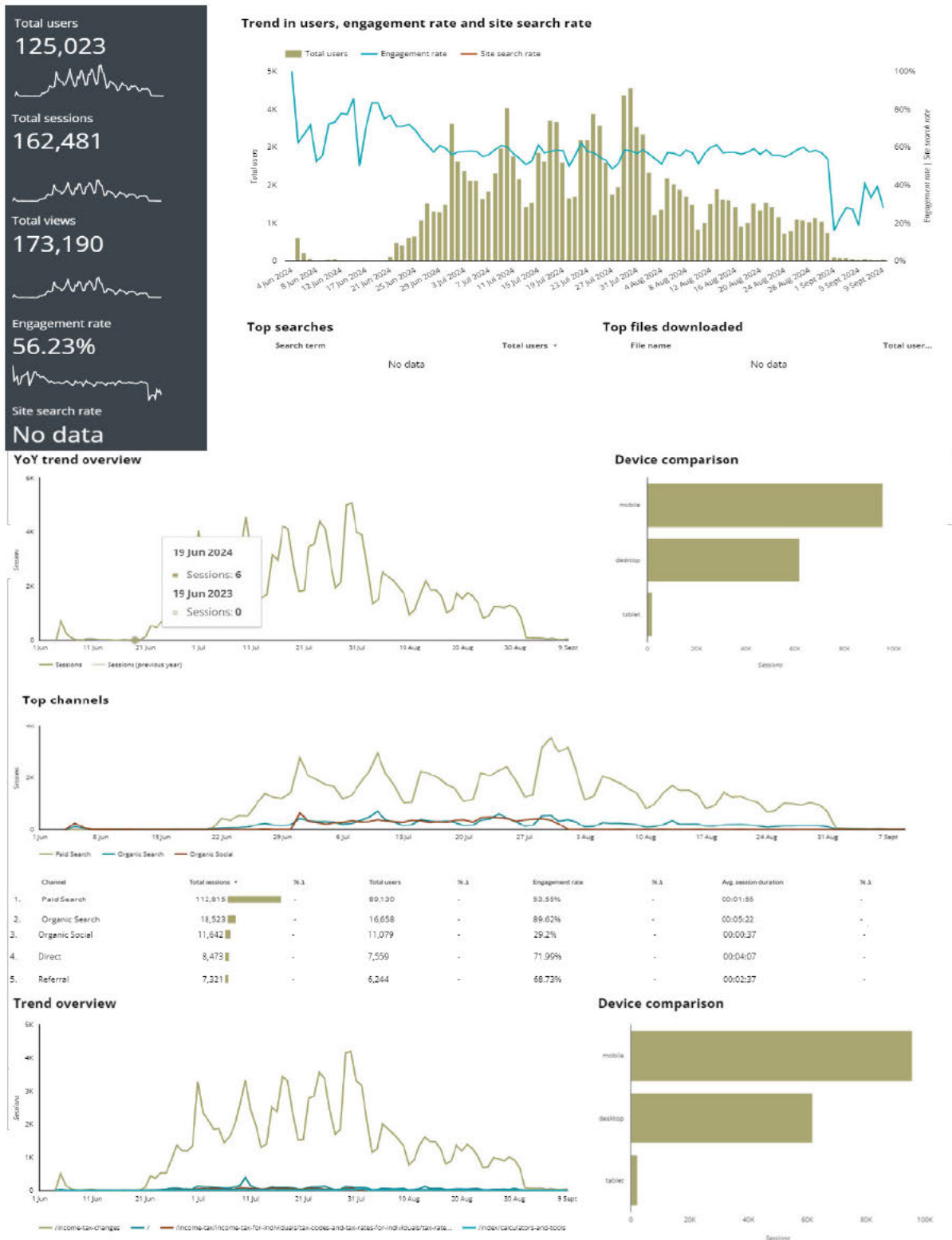
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**From:** [Eloise MacLeod](#)  
**To:** s 9(2)(a)  
**Cc:** s 9(2)(a) s 9(2)(a)  
**Subject:** RE: PITC Campaign - Post Campaign Data request  
**Date:** Tuesday, 10 September 2024 2:51:00 pm  
**Attachments:** [~WRD0001.jpg](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image001.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)

Hi all

I couldn't open the attachment but hopefully this helps and sing out if you want or need more. This is for the landing page - /income-tax-changes



## Top landing pages

Landing page: Contains

Landing page	Pageviews	% A	Total users	% A	Engagement rate	% A
1. /income-tax-changes	147,681	-	119,021	-	53.85%	-
2. /	6,072	-	5,104	-	99.59%	-
3. /income-tax-income-tax-for-individuals/tax-codes-and-tax-rates-for-individuals/tax-rates-for-individuals	2,800	-	2,322	-	99.75%	-
4. /index/calculators-and-tools	1,660	-	1,390	-	99.93%	-
5. /income-tax-income-tax-for-individuals/tax-codes-and-tax-rates-for-individuals/tax-codes-for-individuals	1,457	-	1,164	-	99.83%	-
6. /income-tax-income-tax-for-individuals/what-happens-at-the-end-of-the-tax-year	959	-	805	-	99.14%	-
7. /employing-staff/deductions-from-income/deductions-from-salary-and-wages/work-out-pay-deductio...	995	-	795	-	99.39%	-
8. /deductions-from-salary-and-wages	759	-	640	-	100%	-
9. /pages/campaigns/personal-income-tax-threshold-changes	638	-	545	-	98.91%	-
10. /income-tax-income-tax-for-individuals/tax-codes-and-tax-rates-for-individuals/secondary-tax-codes	660	-	538	-	97.24%	-
<b>Grand total</b>	<b>171,190</b>	<b>-</b>	<b>125,011</b>	<b>-</b>	<b>59.85%</b>	<b>-</b>

1 - 10 / 914 < >

## Top links

Link text: Contains

Link text	Total users	% A	Clicks per user	% A
1. Tax calculator - Budget 2024	16,057	-	1	-
2. myIR login	3,099	-	2	-
3. Login	2,018	-	1	-
4. What happens at the end of the tax year	1,598	-	1	-
5. Independent earner tax credit IETC	1,348	-	1	-
6. Hamburger menu	1,107	-	1	-
7. Budget - 2024	927	-	1	-
8. logo	267	-	1	-
9. Contact Information	123	-	1	-
10. Contact us   Contact us	50	-	1	-
<b>Grand total</b>	<b>22,884</b>	<b>-</b>	<b>1</b>	<b>-</b>

1 - 10 / 54 < >

Thanks

El

**From:** s 9(2)(a) <s 9(2)(a)>

**Sent:** Friday, September 6, 2024 1:10 PM

**To:** Eloise MacLeod <s 9(2)(a)>

**Cc:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>

**Subject:** RE: PITC Campaign - Post Campaign Data request

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hi Eloise,

I'm heading off on leave for a couple of weeks – back in the office on Monday 23 September.

If you do get that PITC campaign landing page data, could you please share with both s 9(2) and s 9(2)(a) (cc'd)?  
( )

Many thanks,

s 9(2)(a)

(a)

HEMISPHERE

s 9(2)(a) | s 9(2)(a)

**From:** s 9(2)(a)

**Sent:** Wednesday, September 4, 2024 10:17 AM

**To:** Eloise MacLeod <s 9(2)(a)>

Cc: s 9(2)(a) <s 9(2)(a)>

Subject: PITC Campaign - Post Campaign Data request

Hi Eloise,

Hope all is well with you.

Now that the PITC campaign has finished (on Saturday), could we please ask for some data out of the IR GA4 dashboard to include in the post campaign report we're currently preparing?

Something like the example one attached would be awesome!

Thanks very much

s 9(2)(a)

(a)  
s 9(2)(a)  
s 9(2)(a) | s 9(2)(a)



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**From:** s 9(2)(a)  
**To:** [Floise MacLeod](#); [Alana Tapp](#)  
**Cc:** s 9(2)(a) s 9(2)(a)  
**Subject:** IITA & WfF Post Campaign Report  
**Date:** Wednesday, 11 September 2024 4:30:00 pm  
**Attachments:** [Outlook-Hemisphere.png](#)  
[Outlook-LinkedIn.png](#)  
[Outlook-Instagram.png](#)  
[Outlook-Facebook.png](#)  
[Outlook-YouTube.png](#)  
[IRD IITA & WfF 2024 Post Campaign Report.pdf](#)

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Good afternoon all,

I am happy to share the 2024 Individual Income Tax Assessment and Working for Families post campaign report with you. Please find the PDF attached.

The campaign(s) delivered fantastic results. Highlights include:

- The combined IITA and WfF results recorded 14,923,510 impressions and 366,921 clicks. This is a huge 125% increase in impressions and 183% increase in clicks from last year.
- An impressive click through rate of 2.46%.
- There were 366,921 website sessions recorded on the two landing pages. The average session duration lasted 1 minute 24 seconds.

You will notice that the report initially details the overall campaign performance. It then goes into the separate IITA/WfF campaign and channel performances. Once you have had a chance to go through the report, let us know if you have any questions or need any further clarification.

Thanks heaps,

s 9(2)(a)

s 9(2)(a)  
2)(a)

Hemisphere



**From:** s 9(2)(a)  
**To:** s 9(2)(a)  
**Cc:** [Steven Mooney](#); [Kieran Burlace](#)  
**Subject:** Re: INV6142 PO-YN1014621 overspend  
**Date:** Wednesday, 11 September 2024 11:50:30 am  
**Attachments:** [Tax Invoice INV6142 - \[IRD0005\] Student Loan Campaign - Round Two \(1\).pdf](#)

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hi all,

I have amended the invoice (reduced it by \$2.66). Hope this does the trick!

Ngā mihi,

s 9(2)(a)

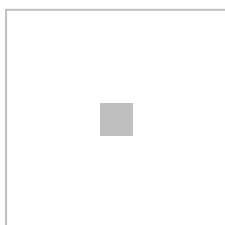
*Kia kaha, kia maia, kia mākohā Aotearoa.  
(Be strong, be brave, be kind)*

s 9(2)(a)

Level 1, Press Hall  
80 Willis St, Wellington 6011, New Zealand  
PO Box 25489, Wellington 6140

s 9(2)(a) | s 9(2)(a)

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On 10/09/2024, at 5:09 PM, s 9(2)(a) <s 9(2)(a)> wrote:

Hi Steven,

Yes of course - I've copied in s 9(2)(a) who will action this as that PO is via EightyOne limited.

No problems at all.

On Tue, 10 Sept 2024 at 10:34, Steven Mooney <s 9(2)(a)> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Morning s 9(2)(a)

Hope you are well.

I'm trying to get PO-YN1014621 all paid and wrapped but we have gone over the PO amount by \$2,666. We had <sup>s 9(2)(i)</sup> for the media spend for the PO. The first invoice was <sup>s 9(2)(b)(iii)</sup> however the second (INV6142) was <sup>s 9(2)(b)(ii)</sup> <sup>s 9(2)(i)</sup> Are you able to reinvoice this to fit inside the PO amount of <sup>s 9(2)(i)</sup> ?

Cheers,

**Steven Mooney**

**Senior Marketing Advisor**

Marketing & Communications | Whakapā me te Whakatairanga

Enterprise Services | Ratonga Hinonga

**INLAND REVENUE | Te Tari Taake**

<sup>s 9(2)(a)</sup>

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# Tax Invoice

**EightyOne Limited**

Level One, Press Hall  
80 Willis Street  
Wellington 6011  
New Zealand  
10 915 5993

**Inland Revenue**

Kieran Burlace  
Inland Revenue Accounts  
Payable  
55 Featherston Street  
Wellington, 6011  
New Zealand

JOB NUMBER	IRD0005
INVOICE NUMBER	INV6142
PO NUMBER	YN1014621
ISSUED ON	30 Aug 2024
DUE ON	13 Sep 2024

**[IRD0005] Student Loan Campaign - Round Two**

This invoice is for the s 9(2)(b)(ii) . It covers both s 9(2)(b)(ii) .

s 9(2)(b)(ii)

SUBTOTAL	12,000.00
15% GST ON INCOME (15%)	1,800.00
<b>TOTAL (NZD)</b>	<b>13,800.00</b>

Hopefully, this shouldn't come as a surprise, so please get in touch if anything doesn't align with your expectations.

Payments can be made to:

**KIWIBANK LIMITED**

Ground Floor, New Zealand Post House,  
7 Waterloo Quay, Wellington 6011, New Zealand

Account number: s 18(c)(i)  
SWIFT code: **KIWINZ22**

Please include full name, account number, and invoice number when making payments. Payment terms: Please refer to the due date shown on the invoice. Please send remittances to s 18(c)(i)

New Zealand GST number: s 18(c)(i)

**From:** s 9(2)(a)  
**To:** [Kieran Burlace](#); [Steven Mooney](#)  
**Cc:** s 9(2)(a)  
**Subject:** Re: Pitch Presentation - EightyOne  
**Date:** Wednesday, 11 September 2024 1:58:25 pm

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hey team,

Just closing the loop on this chain - please disregard any creative costs / planning / projection what was originally outlined (in the previous emails). Confirming that the pitch fee has been invoiced as agreed but at this stage, as there is no additional creative work going forward we won't be needing to invoice for anything! Should any new work be briefed, we can work out the payment plan then.

Given the new ASO for EightyOneM and the refreshed PO numbers - I will leave s 9(2)(a) to invoice going forwards.

Any questions, just let me know.

Ngā mihi,  
s 9(2)(a)

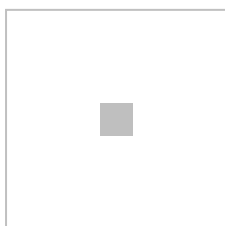
*Kia kaha, kia maia, kia mākohā Aotearoa.  
(Be strong, be brave, be kind)*

s 9(2)(a)

Level 1, Press Hall  
80 Willis St, Wellington 6011, New Zealand  
PO Box 25489, Wellington 6140

s 9(2)(a) | s 9(2)(a)

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On 4/09/2024, at 2:26 PM, s 9(2)(a) <s 9(2)(a)> wrote:

In the original brief, it stipulated that the campaign budget for creative development (if the new creative concept is approved) would be s 9(2)(i)

<Screenshot 2024-09-04 at 2.23.25 PM.png>

That's where that number came from.

Thanks for the ASO note. I think previously the agency has forgotten to charge it - so have had to fund it themselves. This time around we want to make sure we're charging it correctly. (I may be wrong on that as I'm not

involved in 81 creative invoicing). But we can include it within the overall budget no problems.

Thanks!

On Wed, 4 Sept 2024 at 13:43, Kieran Burlace <s 9(2)(a)> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

Yeah sorry about the confusion. It's been a fun time working through this with our procurement team too.

Cool, sounds like PO YN1014706 is sorted

PO YN1014621 is a continuation of last years ASO. So let's stick with the AOG fee as it was applied last year.

When you say 'creative cost for the new platform s 9(2)(i)' what is this referring to?

Cheers

Kieran

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Tuesday, September 3, 2024 5:19 PM  
**To:** Kieran Burlace <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)> Steven Mooney <s 9(2)(a)>  
**Subject:** Re: Pitch Presentation - EightyOne

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hi Kieran,

s 9(2)(a) is on leave this week (lucky!) so I'm jumping in to acknowledge your email and respond based on my understanding of the situation.

Firstly - the media bit. **PO YN1014706** (s 9(2)(i) media through to June 2025)

I think we're all good on this. I've proposed a lighter month for September to keep the lights on but also keep some budget up our sleeves for when the new creative is ready. My action is to plan out the remainder of the period to June - but this will need to change once we know the timing of the new creative.

**From:** s 9(2)(a)  
**To:** [Steven Mooney](#)  
**Cc:** s 9(2)(a) [Kieran Burlace](#)  
**Subject:** Re: Student Loans - creative updates  
**Date:** Wednesday, 11 September 2024 10:34:03 am  
**Attachments:** [IRD0007 Student loan pitch 2\\_0.pdf](#)

**External Email CAUTION:** Please take CARE when opening any links or attachments.

Hey Steven,

Thanks for your time yesterday - good to chat. By the sounds of things, sweets were the winner on the day!

As promised, I have attached the revised creative that we have tweaked based on your feedback. It sounds like this is much closer to what you were expecting to see in the second round so I am interested to see what the wider team think too.

As for next steps. You mentioned that regardless of internal feedback based on this revised concept, you plan to run the sweets creative. With that said, I will leave it with s 9(2)(a) to plan and book the media to run for this creative direction. On the call I mentioned that the media plan will need to be based off assets that have already been created and run (therefore are existing within media files so they can just be re despatched). If there was a recommendation (and approval) to change the channels that we run on and therefore the need to create new assets, there would be additional creative costs involved which I can easily quote up for you. Just on that, s 9(2)(a) reminded me yesterday that part of his new plan was to introduce Duolingo. The specs for Duolingo are yet to be confirmed but should they be different to what we have run previously, we will need to make these.

The other point of consideration is that this brief asks us to talk to people who are about to leave (a change from the original brief where we were only talking to people who were already over there). As we know, the sweets creative was created with the audience being overseas student loan customers only. The sweets themselves were designed to resonate with this audience in a nostalgic way, to get them to engage. From a messaging point of view, this is also written with this audience in mind - the ones who have left. There is perhaps a way that this thinking / idea could be tweaked so that you're 'taking a bit of home with you' as opposed to only appealing to the audience who are already over there but, this would take some creative thinking time to work how we most effectively say that.

Have a think if you would like us to look into what we could say, to this new audience, with the existing sweets creative.

I know I mentioned it on the phone Steven but just to confirm, I (and EightyOne creative, design and production teams) will not be present in any WIPs / meetings related to the campaign unless requested (i.e. we do decide to tweak the current sweets messaging) and additional budget allows. I was across the media WIPs / meetings last campaign as a portion of the budget was allocated to client service time to cover this.

I hope that all makes sense, please feel free to give me a call if you have any questions - happy to chat anything through. s 9(2)(a) if I have missed anything - please feel free to jump in!

Ngā mihi,  
s 9(2)(a)

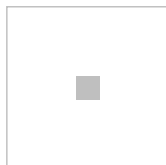
*Kia kaha, kia maia, kia mākohā Aotearoa.  
(Be strong, be brave, be kind)*

**s 9(2)(a)**

Level 1, Press Hall  
80 Willis St, Wellington 6011, New Zealand  
PO Box 25489, Wellington 6140

**s 9(2)(a)** | **s 9(2)(a)**

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On 9/09/2024, at 4:01 PM, Steven Mooney <s 9(2)(a)> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi <sup>s 9(2)(a)</sup>

Yeah of course. Does tomorrow at 3pm work? I'll set up a teams meeting.

Cheers,  
Steven

---

**From:** <sup>s 9(2)(a)</sup> <<sup>s 9(2)(a)</sup>>  
**Sent:** Monday, September 9, 2024 3:20 PM  
**To:** Steven Mooney <<sup>s 9(2)(a)</sup>>  
**Cc:** <sup>s 9(2)(a)</sup> <<sup>s 9(2)(a)</sup>> Kieran Burlace <<sup>s 9(2)(a)</sup>> <sup>s 9(2)(a)</sup> <<sup>s 9(2)(a)</sup>>  
**Subject:** Re: Student Loans - creative updates

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hey Steven,

Thank you for your response. I would be keen to jump on a call and chat through the deck that the team shared with you and your latest feedback.

I am available this afternoon if you want give me a call, otherwise we can chat tomorrow morning if that suits better? Let me know.

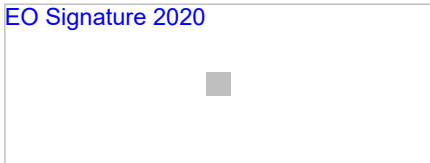
Ngā mihi,  
<sup>s 9(2)(a)</sup>

*Kia kaha, kia maia, kia mākoā Aotearoa.  
(Be strong, be brave, be kind)*

<sup>s 9(2)(a)</sup>

Level 1, Press Hall  
80 Willis St, Wellington 6011, New Zealand  
PO Box 25489, Wellington 6140  
<sup>s 9(2)(a)</sup> <<sup>s 9(2)(a)</sup>>  
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EO Signature 2020



On 9/09/2024, at 3:03 PM, Steven Mooney <<sup>s 9(2)(a)</sup>> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi <sup>s 9(2)(a)</sup> and <sup>s 9(2)(a)</sup>



Thanks for sharing the revised concepts. This hasn't hit the mark unfortunately. We will not be going forward with one of the new creative concepts and will continue with the sweets creative.

I think there has been a misunderstanding when it comes to the requested changes for the creative. Is there a reason we have stepped away from the Teal Elephant? A pink inflatable does not carry the same weight as the realistic teal elephant. It was a struggle to connect this creative to **New Zealand** student loans. We thought addressing it on the side of the elephant could have been an option to test with our customers. However, with the new creative, we have lost this all together. I loved the "you know it's there. We know it's there" messaging from the original concept. Would have just needed a tweak to the CTA in regard to making a payment.

I've put some additional notes against my points on the original feedback.

#### Elephant in the room

- The grey and teal are very cold are we able to warm up the imagery? **This can be adding colour or a tint to the black and white background.**
- Talent with their heads down look very depressed. It'd be great if the talent were more alive and less depressed because of their NZ student loan. **Especially in the original subway creative, the man on his phone next to the Elephant looks down. Not a feeling we want for our customers overseas with SL debt.**
- Change "Student Loan" to "NZ Student Loan" on the elephant. **This was a must have for this creative to work for us along with the student loan amount on the Elephant. Otherwise, the creative is not addressing that is the referencing a **New Zealand** student loan amount.**
- Could we see this creative in a vertical format? **Was this the reason why we've changed the elephant creative?**

Our preferred creative from the Eighty One pitch was the Tidy Kiwi campaign. But as previously mentioned, this is a concept that we cannot use due to trademark restrictions. This is a disappointing result from where we were at the with original pitch.

We will continue with Eighty One Media until June as previously agreed. Let's put our focus back into the sweets creative and how we can generate the best results with that.

Happy to talk this through with you if required.

Thanks  
Steven

---

**From:** s 9(2)(a) <s 9(2)(a)>

**Sent:** Wednesday, September 4, 2024 3:57 PM

**To:** Kieran Burlace <s 9(2)(a)> Steven Mooney <s 9(2)(a)>

**Cc:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>

**Subject:** Student Loans - creative updates

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hi folks,

In s 9(2)(a) absence, I'm sharing with you the "elephant in the room" concepts with the revisions made that were requested.

I know I'm just the media guy - but I'm loving them. And also the tone of the copy too.

I realise these are going to be tested, so let us know if you need them provided in different formats for the testing.

And of course, if you have any other comments or requests.

--

Ngā mihi,  
s 9(2)(a)

*Kia kaha, kia maia, kia mākoā Aotearoa.  
(Be strong, be brave, be kind)*

s 9(2)(a)

Level 1, Press Hall  
80 Willis St, Wellington 6011, New Zealand  
PO Box 25489, Wellington 6140

s 9(2)(a) s 9(2)(a)

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**From:** [Floise MacLeod](#)  
**To:** s 9(2)(a)  
**Subject:** RE: PIT budget campaign  
**Date:** Friday, 13 September 2024 9:21:00 am  
**Attachments:** [image001.png](#)

---

Yes please

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Thursday, September 12, 2024 4:02 PM  
**To:** Eloise MacLeod <s 9(2)(a)>  
**Subject:** Re: PIT budget campaign

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hey Eloise!

Can do - would you like the production invoices as well as the media invoices?

Let me know

s 9(2)(a)

2)(a)

HEMISPHERE s 9(2)(a)

---

**From:** Eloise MacLeod <s 9(2)(a)>  
**Sent:** Thursday, September 12, 2024 2:01 PM  
**To:** s 9(2)(a) <s 9(2)(a)>  
**Subject:** RE: PIT budget campaign

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Thanks for these.

May I also ask for all the ITA ones to be sent through too please just for me to file

Thanks  
Eloise

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Thursday, September 12, 2024 11:59 AM  
**To:** Eloise MacLeod <s 9(2)(a)> s 9(2)(a)  
<s 9(2)(a)>  
**Subject:** Re: PIT budget campaign

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hey Eloise,

No problem. I've attached all three invoices to this email. In total we charged s 9(2)(b)(ii) (including GST).

And yes, it's all finished. We expect to have the post campaign report to you early next week.

Let us know if you need anything else.

Cheers,  
s 9(2)(a)

2)(a)

HEMISPHERE | s 9(2)(a)

---

**From:** Eloise MacLeod <s 9(2)(a)>  
**Sent:** Thursday, September 12, 2024 10:03 AM  
**To:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a)  
<s 9(2)(a)>  
**Subject:** PIT budget campaign

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Morning team

Just wondering if you could let me know how much we spent in total on the PIT/Budget campaign please? That's all done now eh?

Would you be able to send me copies of the invoices for this please all in one email?

Thanks

Eloise

Eloise MacLeod  
Principal Advisor | Marketing & Communications  
Inland Revenue | 204 Hastings Street, Napier | 4110  
PH. s 9(2)(a) |



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**From:** s 9(2)(a)  
**To:** AP s 9(2)(i)  
**Cc:** [EightyOne Finance](#)  
**Subject:** Fwd: Your invoice from EightyOne Limited - #INV6150  
**Date:** Monday, 16 September 2024 3:50:02 pm  
**Attachments:** [Tax Invoice INV6150 - \[IRD0006\] HE Getting It Right.pdf](#)

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Kia ora,

Invoice for August for the pitch fee as agreed, attached.

Please let me know if any issues.

Ngā mihi,  
s 9(2)(a)

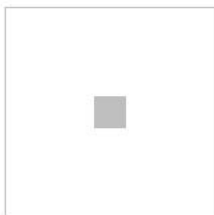
*Kia kaha, kia maia, kia mākohā Aotearoa.  
(Be strong, be brave, be kind)*

s 9(2)(a)

Level 1, Press Hall  
80 Willis St, Wellington 6011, New Zealand  
PO Box 25489, Wellington 6140

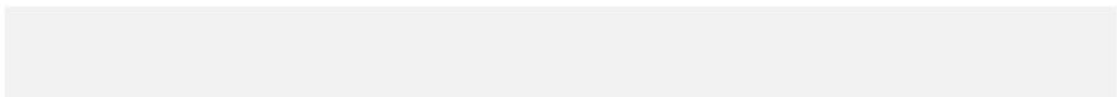
s 9(2)(a) | s 9(2)(a)

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Begin forwarded message:

**From:** s 9(2)(a) <notifications@streamtime.net>  
**Subject:** Your invoice from EightyOne Limited - #INV6150  
**Date:** 16 September 2024 at 3:47:47 PM NZST  
**To:** s 9(2)(a) <s 9(2)(a)>  
**Reply-To:** s 9(2)(a)



## Your invoice from EightyOne Limited - #INV6150

s 9(2)(a) from **EightyOne Limited** has sent you an  
invoice.

Use the link below to check it out.

 [IRD0006] HE Getting It Right

Powered by **Streamtime.**



# Tax Invoice

**EightyOne Limited**

Level One, Press Hall  
80 Willis Street  
Wellington 6011  
New Zealand  
10 915 5993

**Inland Revenue**

Christie Weir  
Inland Revenue Accounts  
Payable  
55 Featherston Street  
Wellington, 6011  
New Zealand

JOB NUMBER	IRD0006
INVOICE NUMBER	INV6150
PO NUMBER	YN1014777
ISSUED ON	31 Aug 2024
DUE ON	20 Sep 2024

**[IRD0006] HE Getting It Right**

**Pitch**

**5,000.00**

s 9(2)(b)(ii)



SUBTOTAL **5,000.00**

15% GST ON INCOME (15%) **750.00**

**TOTAL (NZD) 5,750.00**



Hopefully, this shouldn't come as a surprise, so please get in touch if anything doesn't align with your expectations.

Payments can be made to:

**KIWIBANK LIMITED**

Ground Floor, New Zealand Post House,  
7 Waterloo Quay, Wellington 6011, New Zealand

Account number: **s 18(c)(i)**

SWIFT code: **KIWINZ22**

Please include full name, account number, and invoice number when making payments. Payment terms: Please refer to the due date shown on the invoice. Please send remittances to **s 18(c)(i)**

New Zealand GST number: **s 18(c)(i)**

**From:** s 9(2)(a)  
**To:** Wei Zhang  
**Cc:** Christie Weir  
**Subject:** Re: Bright-line landing page data  
**Date:** Monday, 16 September 2024 3:18:22 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[image008.png](#)  
[image009.png](#)

**External Email CAUTION: Please take CARE when opening any links or attachments.**

Sweet as! Thanks for this Wei and Christie, it's much appreciated

Cheers,

s 9(2)(a)

2)(a)  
HEMISPHERE s 9(2)(a)

---

**From:** Wei Zhang <s 9(2)(a) >  
**Sent:** Monday, September 16, 2024 3:11 PM  
**To:** s 9(2)(a) <s 9(2)(a) >  
**Cc:** Christie Weir <s 9(2)(a) >  
**Subject:** RE: Bright-line landing page data

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

You can view it at [https://lookerstudio.google.com/reporting/37b01152-cb95-4536-bacd-d3afc4d07e99/page/p\\_scx02633kd](https://lookerstudio.google.com/reporting/37b01152-cb95-4536-bacd-d3afc4d07e99/page/p_scx02633kd)

Please snip screenshots needed before 11:00 am tomorrow morning. I'll remove the access by then.

Cheers

wei

---

**From:** s 9(2)(a) <s 9(2)(a) >  
**Sent:** Monday, September 16, 2024 2:59 PM  
**To:** Wei Zhang <s 9(2)(a) >  
**Subject:** Re: Bright-line landing page data

**External Email CAUTION: Please take CARE when opening any links or attachments.**

Thanks so much for this Wei!

I have just sent through a request to access the dashboard with the s 18(c)(i) email address to see the dashboard and have a closer look at the data. If this isn't allowed, could you please send through some more screenshots of the overall landing page data, and property tool data?

Thanks so much for all of your help on this one

Cheers,

s 9(2)(a)  
HEMISPHERE s 9(2)(a)

---

**From:** Wei Zhang <s 9(2)(a) >  
**Sent:** Monday, September 16, 2024 1:47 PM  
**To:** Christie Weir <s 9(2)(a) > s 9(2)(a) <s 9(2)(a) >  
**Subject:** RE: Bright-line landing page data

You don't often get email from s 9(2)(a) . [Learn why this is important](#)

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

No worries! Thank you!

---

**From:** Christie Weir <s 9(2)(a) >  
**Sent:** Monday, September 16, 2024 1:47 PM  
**To:** Wei Zhang <s 9(2)(a) >; s 9(2)(a) <s 9(2)(a) >  
**Subject:** RE: Bright-line landing page data

[IN CONFIDENCE RELEASE EXTERNAL]

No question mark! Sorry my bad... You have it correct.

---

**From:** Wei Zhang <s 9(2)(a) >  
**Sent:** Monday, September 16, 2024 1:46 PM  
**To:** Christie Weir <s 9(2)(a) > s 9(2)(a) <s 9(2)(a) >  
**Subject:** RE: Bright-line landing page data

[IN CONFIDENCE RELEASE EXTERNAL]

Hi Christie

I haven't be able to find any clicks from /property/buying-and-selling?

Was the question mark "?" used for the phase 2 campaign? I can only locate /property/buying-and-selling without "?".

Cheers  
wei

---

**From:** Christie Weir <s 9(2)(a) >  
**Sent:** Monday, September 16, 2024 1:37 PM  
**To:** Wei Zhang <Wei.Zhang@ird.govt.nz>; s 9(2)(a) <s 9(2)(a) >  
**Subject:** RE: Bright-line landing page data

[IN CONFIDENCE RELEASE EXTERNAL]

Thanks Wei

It was just the url /property/buying-and-selling? So you've got it covered.

---

**From:** Wei Zhang <Wei.Zhang@ird.govt.nz>  
**Sent:** Monday, September 16, 2024 12:00 PM  
**To:** Christie Weir <s 9(2)(a) > s 9(2)(a) <s 9(2)(a) >  
**Subject:** RE: Bright-line landing page data

[IN CONFIDENCE RELEASE EXTERNAL]

Hi Christie and s 9(2)(a)

I added a new dashboard for Phase 2 campaign [https://lookerstudio.google.com/reporting/37b01152-cb95-4536-bacd-d3afc4d07e99/page/p\\_scx02633kd](https://lookerstudio.google.com/reporting/37b01152-cb95-4536-bacd-d3afc4d07e99/page/p_scx02633kd)

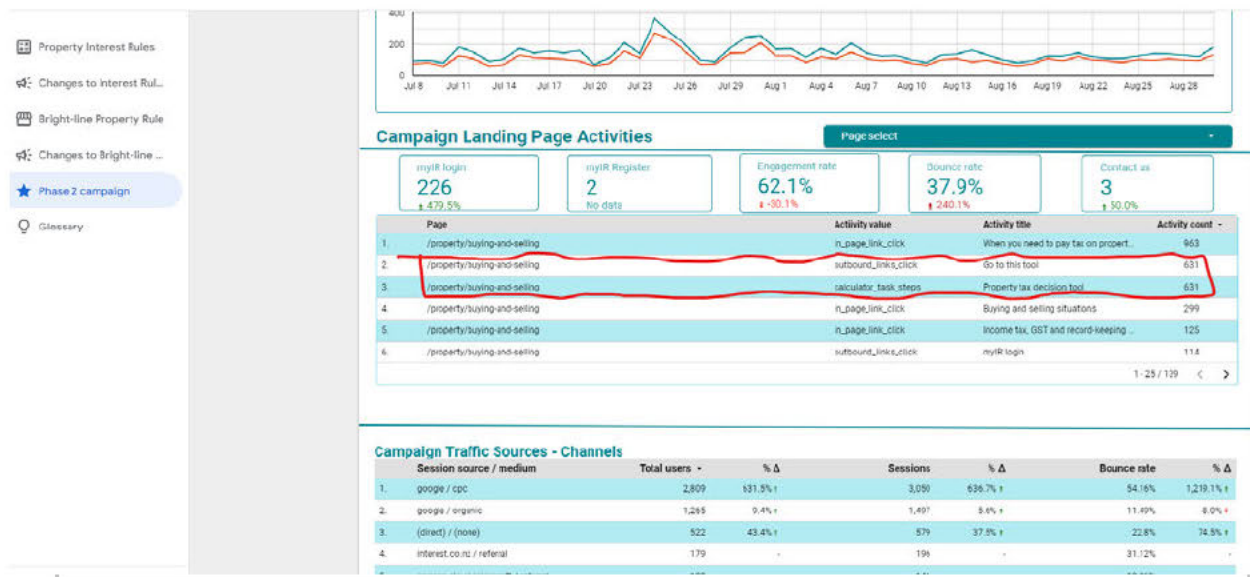
You can find the click-throughs to the decision tool from the table "Campaign Landing Page Activities".

You can see two numbers as highlighted on the screenshot below. You need to sum them up to get the total click-throughs (631 + 631 = 1,262).

Hopefully this is what you are after. Let me know if you have any question.

cheers

wei



From: Christie Weir <s 9(2)(a)>  
Sent: Monday, September 16, 2024 10:52 AM  
To: Wei Zhang <Wei.Zhang@ird.govt.nz>; s 9(2)(a) <s 9(2)(a)>  
Subject: RE: Bright-line landing page data

[IN CONFIDENCE RELEASE EXTERNAL]

Hi Wei,

Phase two of the campaign started on 8 July and finished on 30 August.

Customers clicked directly to this landing page from the ads: (<https://www.ird.govt.nz/property/buying-and-selling?>)

As well as updating the page stats, can we also report on clicks on the actual tool at the bottom of the page i.e. is the tool trackable?

Thanks  
Christie

From: Wei Zhang <s 9(2)(a)>  
Sent: Monday, September 16, 2024 10:45 AM  
To: Christie Weir <s 9(2)(a)>; s 9(2)(a) <s 9(2)(a)>  
Subject: RE: Bright-line landing page data

[IN CONFIDENCE RELEASE EXTERNAL]

Hi Christie and s 9(2)(a)

During the period from 01/04/2024 up until 30/08/2024, there were 2,808 click-throughs to the property decision tool from the page /property/buying-and-selling.

I attached a workbook showing click-throughs to the property decision tool from all different pages in case you're interested – just use the filter for the "Embedded page".

Let me know if you have any questions about the numbers.

Cheers

wei

---

**From:** Christie Weir <§ 9(2)(a)>  
**Sent:** Friday, September 13, 2024 8:22 AM  
**To:** § 9(2)(a) <§ 9(2)(a)>  
**Cc:** Wei Zhang <§ 9(2)(a)>  
**Subject:** RE: Bright-line landing page data

[IN CONFIDENCE RELEASE EXTERNAL]

Morning and sorry for the late reply!

Wei is currently on leave and I've put the question to him about tracking clicks on the actual property tax decision tool on that landing page. He's back on Monday. Can I get back to you then?

Thanks  
Christie

---

**From:** § 9(2)(a) <§ 9(2)(a)>  
**Sent:** Thursday, September 12, 2024 12:10 PM  
**To:** Christie Weir <§ 9(2)(a)>  
**Subject:** Re: Bright-line landing page data

**External Email CAUTION:** Please take CARE when opening any links or attachments.

Hey Christie,

I hope you're having a great day so far! I just wanted to follow up on my earlier email - are you able to send through the phase two tax calculator activity directing traffic to the buying and selling property page (<https://www.ird.govt.nz/property/buying-and-selling?>)

Let me know if you can, it would be great to include in the report

Cheers,  
§ 9(2)(a)

2)(a)  
HEMISPHERE § 9(2)(a)

---

**From:** § 9(2)(a) <§ 9(2)(a)>  
**Sent:** Monday, September 9, 2024 1:38 PM  
**To:** Christie Weir <§ 9(2)(a)>  
**Subject:** Re: Bright-line landing page data

Hi Christie,

You too

Thanks for sending this info through! I was wondering if you had any landing page data for the phase two tax calculator activity which directed traffic to the buying and selling property page (<https://www.ird.govt.nz/property/buying-and-selling?>)

Let me know if you do, otherwise I'll go ahead with this data

Cheers,  
§ 9(2)(a)

2)(a)  
HEMISPHERE § 9(2)(a)

---

**From:** Christie Weir <§ 9(2)(a)>  
**Sent:** Monday, September 9, 2024 12:33 PM  
**To:** § 9(2)(a) <§ 9(2)(a)>

Cc: s 9(2)(a) <s 9(2)(a)>  
 Subject: RE: Bright-line landing page data

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

Hope you had a good weekend

Sing out if you need anything else.

/bright-line-changes

**Inland Revenue** Te Tari Taake **Proposed Changes to Bright-line Property Rule Campaign** 1 Apr 2024 - 30 Aug 2024  
 Device category

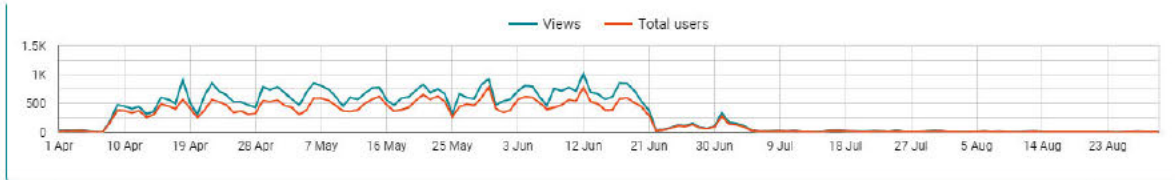
**Proposed Changes to Bright-line Property Rule Campaign Landing Page**

Total users <b>31,751</b> ↑ 12,651.4%	Sessions <b>42,178</b> ↑ 12,958.2%	Views <b>49,423</b> ↑ 13,628.6%	Engagement rate <b>54.4%</b> ↓ -35.9%	Avg. Engagement Time <b>00:00:55</b> ↑ 1.3%	Pages/Active User <b>2</b> ↑ 13.9%	Bounce rate <b>45.6%</b> ↑ 200.6%
---	--	---------------------------------------	---	---	--	---

**Proposed Changes to Bright-line Property Rule Campaign Landing Page Viewed**

Page path	Views	% Δ	Avg. Engagemnt Time	% Δ	Bounce rate	% Δ
1. /bright-line-changes	49,286	144.85...	00:00:55	-36.8% ↓	44.89%	51.5% ↑
2. /property/renting-out-residential-property/residential-rental-income-and-paying-tax-on-ti/propert...	79	-75.7% ↓	00:00:06	-87.1% ↓	10.2%	-25.8% ↓

**Trend of traffic to the campaign page**



**Campaign Landing Page Activities**

myIR login <b>1,158</b> ↑ 57,800.0%	myIR Register <b>1</b> No data	Engagement rate <b>54.4%</b> ↓ -35.9%	Bounce rate <b>45.6%</b> ↑ 200.6%	Contact us <b>1</b> No data
---	--------------------------------------	---	---	-----------------------------------

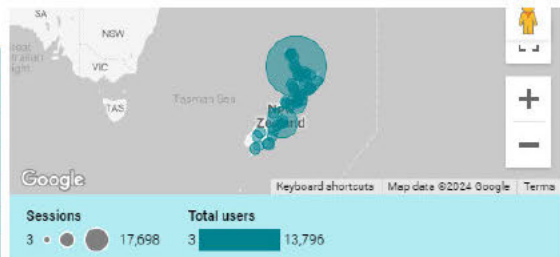
Page	Activity value	Activity title	Activity count
1. /bright-line-changes	left_side_navigation	The bright-line property rule	1,889
2. /bright-line-changes	left_side_navigation	When you need to pay tax on propert...	752
3. /bright-line-changes	left_side_navigation	Exclusions to the bright-line property ...	699
4. /bright-line-changes	outbound_links_click	myIR login	565
5. /bright-line-changes	left_side_navigation	Buying and selling property	461
6. /bright-line-changes	view_item_list	(not set)	450

**Campaign Traffic Sources - Channels**

Source / medium	Total users	% Δ	Sessions	% Δ	Bounce rate	% Δ
No data						

**Campaign Traffic Sources - Cities (NZ)**

City	Total users	% Δ	Sessions	% Δ	Views	% Δ
1. Auckland	13,796	10,5...	17,698	9,955...	20,213	9,857.1%...
2. Christchurch	5,803	32,1...	7,263	38,126...	8,116	38,547.6...
3. Wellington	2,991	10,9...	3,514	9,940...	3,889	10,702.8...
4. Hamilton	953	11,8...	1,263	10,425...	1,718	14,216.7...
5. Tauranga	544	18,0...	799	24,533...	861	21,425.0...



---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Thursday, September 5, 2024 9:05 AM  
**To:** Christie Weir <s 9(2)(a)> Kieran Burlace <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)>  
**Subject:** Bright-line landing page data

**External Email CAUTION:** Please take CARE when opening any links or attachments.

Good morning Christie,

I hope you're having a great week so far (and the sun is finally out for you guys too!)

I was wondering if you could send through the bright-line Google Analytics landing page data for us?

Cheers,  
s 9(2)(a)

s 9(2)(a)  
s 9(2)(a)

---

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**From:** [Kendl Hambly](#)  
**To:** s 9(2)(a)  
**Cc:** s 9(2)(a) s 9(2)(a)  
**Subject:** RE: Feedback on animated video and te reo translations  
**Date:** Monday, 16 September 2024 4:06:00 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)

---

Hi s 9(2)(a)

Thank you

No further feedback on the video. So just the three points I sent through last week please.

We handle the uploading of the video file and SRT/caption files. So if you could just send them through when you send the final video through that would be fab! Can we add x2 caption files to the one video that people can choose from? Or would we need to upload two videos separate videos with two separate caption files?

Thanks  
Kendl

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Monday, September 16, 2024 12:59 PM  
**To:** Kendl Hambly <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a)  
**Subject:** Re: Feedback on animated video and te reo translations

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Amazing!

Nice job on getting these in so fast Kend!! We'll add these to the digital billboards and get them off to media asap.

On another note, it's time to refocus on the video.

Did you have any other feedback from the stakeholders about the first cut?

I'd also like to ask you the process for the subtitling of this vid.

Are you able to give us access to your YouTube so we can upload the translations for you? Or would you like us to provide them to you to get done on your side?

Let me know

s 9(2)(a)  
she/her

s 9(2)(a) | KAITOHUTOHU RATONGA  
KIRITAKI  
s 9(2)(a)

---

**From:** Kendl Hambly <s 9(2)(a)>



**Sent:** Monday, 16 September 2024 10:37 am

**To:** s 9(2)(a) <s 9(2)(a)>

**Cc:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a)

**Subject:** RE: Feedback on animated video and te reo translations

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Morning s 9(2)(a)

Hope you had a nice weekend?

Please see attached for the te reo translation for the 'outdoor' digital board/static poster advertising.

Sing out if you have any questions. Look forward to seeing the final proofs

Thanks

Kendl

---

**From:** s 9(2)(a) <s 9(2)(a)>

**Sent:** Thursday, September 12, 2024 4:33 PM

**To:** Kendl Hambly <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)> s 9(2)(a)

s 9(2)(a) >

**Subject:** Re: Feedback on animated video and te reo translations

[IN CONFIDENCE RELEASE EXTERNAL]

<b>External Email CAUTION:</b> Please take <b>CARE</b> when opening any links or attachments.
---

Perfect!

Will get those changed for you tomorrow morning!

On the creative side we're all good to go pending your approval of the attached social sheet and excluding the Te Reo translated assets and animated video. (The links to the social videos you can find in the spreadsheet).

On the media side we've just had a quick catch up to plan how to move forward. The next steps for media to restructure this part of the campaign will be as follows...

1. Research
2. Build new potential audiences and budget restructuring
3. Present potential audiences to yourself for your feedback
4. Action these changes in Meta and Google Display.

The team will be in contact mid-next week with their new research and potential audiences for you to review alongside with how this might change the media budget.

s 9(2)(a)  
Hemisphere | s 9(2)(a)

---

**From:** Kendl Hambly <s 9(2)(a)>  
**Date:** Thursday, 12 September 2024 at 3:40 PM  
**To:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>  
**Subject:** RE: Feedback on animated video and te reo translations

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

Great thank you So the posters you're referring to are the static versions of the billboards? Is that correct? Then yes please make sure they're consistent with the digital versions.

Sounds good, thanks for that!

Cheers  
Kendl

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Thursday, September 12, 2024 2:38 PM  
**To:** Kendl Hambly <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>  
**Subject:** Re: Feedback on animated video and te reo translations

[IN CONFIDENCE RELEASE EXTERNAL]

<b>External Email CAUTION:</b> Please take <b>CARE</b> when opening any links or attachments.
---

Hey Kendl,

Thanks so much for this. All good on the copy change for the digital billboards, however, the printed posters that are also going out have the exact same copy/design. So we're just wanting to make sure that these are consistent. Let me know if you'd like the printed posters changed as well to match the digital billboards, otherwise we'll keep them the same

We're just about to have a hui regarding your targeting emails today so will send you a social sheet with the copy after that for approval.

s 9(2)(a)  
Hemisphere | s 9(2)(a)

---

**From:** Kendl Hambly <s 9(2)(a)>  
**Date:** Thursday, 12 September 2024 at 2:31 PM  
**To:** s 9(2)(a) <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)>  
**Subject:** RE: Feedback on animated video and te reo translations

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

I don't think it's necessary to update those as the messaging is slightly different in those – they're structured as questions rather than statements, there's a few qualifying questions/criteria (rather than just the income reference) and the order of the messaging is different. Going back to the approvals a few months ago, this is what I signed off for the digital ads:

- *FamilyBoost is here*
- *Do you pay for early childhood education?*
- *Is your household income less than \$180,000?*
- *FamilyBoost is a payment that partially refunds your early childhood education costs*
- *You can register and claim your first payment now. Find out more*

If that's correct then I think those are fine.

I've searched my email folders and SharePoint folders and can only see my approvals for phase 1a and phase 1b social media copy. Attached. Can't find anything for phase 2 social media copy being approved. Could you forward me the phase 2 copy please for review/approval? Hopefully it's the same go as above

When you refer to posters are you meaning the billboards?

Thanks  
Kendl

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Thursday, September 12, 2024 1:33 PM  
**To:** Kendl Hambly <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)>  
**Subject:** Re: Feedback on animated video and te reo translations  
**Importance:** High

[IN CONFIDENCE RELEASE EXTERNAL]

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Kia ora Kendl

Just a quick question:

With your amended copy to remove the '\$180k', do you need the new proposed copy to appear on all the assets including the posters, HTML digital ads and social video ads?

If so, could you please let me know as these assets were ready for despatch but would need reworking asap.

Thanks!

Ngā mihi

s 9(2)(a)

he/him/ia

Upoko Auaha | s 9(2)(a)

HEMISPHERE

s 9(2)(a) | s 9(2)(a)

---

**From:** Kendl Hambly <s 9(2)(a)>

**Date:** Thursday, 12 September 2024 at 11:57 AM

**To:** s 9(2)(a) <s 9(2)(a)>

**Cc:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>

**Subject:** RE: Feedback on animated video and te reo translations

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

Happy Thurs!

Sorry about the delayed reply. You might've seen some of what has been keeping us really busy in the media this week. I'll be sending you a separate email relating to this shortly.

I've asked for the digital billboard copy to be translated by DIA Translation Services (our official translator) by EOP Monday. This is usually the quickest they can turn this around...so I'm moving on this and pushing that as much as I can.

I have amended the digital billboard wording slightly. Please see below. The '\$180k' reference is just one of the eligibility criteria, so I think the below is better at keeping that statement a bit more high-level (and reduces the copy). I've reflected this in the wording I've provided to DIA Translation Services.

- *FamilyBoost*
- *Is a payment that partially refunds households for early childhood education costs.*
- *If you're eligible, you can register and claim your first payment now.*
- *Find out more [ird.govt.nz/FamilyBoost](http://ird.govt.nz/FamilyBoost)*

Assume in your third bullet point you're referring to the digital billboard creative? I'm happy with the design/layout. But please note again the copy change I've indicated above. If you could send me a final proof with this updated, I'll approve from there. We'll obviously have to approve the Te Reo version separately once that copy is through.

The video is looking great thank you! This will be so helpful for customers I've sent this to key stakeholders for a final look too. I've told them the feedback I'm providing and noted that only minor visual tweaks can be made at this stage, so I'm not expecting much, if anything. But I'll follow-up this email if I do. I have just three minor tweaks:

- 0.37 – Can we please add 'Separated caregivers can each claim FamilyBoost' as a line at the bottom of this slide (as a statement rather than a bullet point)?
- 0.50 – Agree – lets please add (as a statement rather than a bullet point) 'You can claim FamilyBoost if you have ECE costs' at the bottom of the slide
- 1.37 – When we talk through this list "You'll also need the full name, date of birth and IRD number of each child attending ECE. If you have a partner, their full name, date of birth and IRD number, your New Zealand bank account details." We awkwardly sit on the myIR laptop transition for ages. Instead of staying on that slide/transition can we please add an additional slide that lists this info with an image of the child perhaps with a caregiver or two (like the one you've create for the ECE provider's info list)? So for example, the copy on the additional slide could be structured as so:

You'll need:

- the full name, date of birth and IRD number of each child attending ECE
- If you have a partner, their full name, date of birth and IRD number
- your New Zealand bank account details.

Thanks  
Kendl

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Tuesday, September 10, 2024 11:27 AM  
**To:** Kendl Hambly <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>  
**Subject:** Feedback on animated video and te reo translations

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Kia ora Kendl,

Hope you're well and had a great weekend!

A few things here for you...

- In Phase One of Family Boost, you provided us with the te reo translations for the digital billboards. I've attached the document that we received from you last time as reference. Are you able to send through the translations for the Phase 2 copy as well please in the same format? The phrases we need translated are...
  - "FamilyBoost ... is a payment that partially refunds early childhood education costs."
  - "If your household income is below \$180,000, you can register and claim your first payment now."
  - "Find out more [ird.govt.nz/FamilyBoost](https://ird.govt.nz/FamilyBoost)"
- We have the first cut of the animated video [here](#) for you to review. Some questions for you to think about from the team...
  - 0:50 — Wondered whether we add text below the bullet points: 'You can claim FamilyBoost' at the same time as the VO says 'You can claim FamilyBoost'.
  - 2:59 — In this version, we kept the VO stating the quarterly periods as felt it highlighted the

claim from for each of the quarters and meant there was interaction between the graphics and the VO.

- Attached is the final poster design. I know you've given sign off on the creative and the rearrangement but if you could give a final sign off on this design (as this will be the design given to all of the asset sizes) before we send it out that would be great!

Thanks in advance and let me know if you have any questions!

s 9(2)(a)

she/her

s 9(2)(a) | KAITOHUTOHU RATONGA

KIRITAKI

s 9(2)(a)

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**From:** s 9(2)(a)  
**To:** [Kendl Hambly](#)  
**Cc:** s 9(2)(a)  
**Subject:** Re: Te red digital billboards for review  
**Date:** Monday, 16 September 2024 4:20:00 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)

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[IN CONFIDENCE RELEASE EXTERNAL]

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Ok no worries!

Yes they don't go out yet but need to be tested and go through processes with the media companies which have certain creative deadlines before the go-lives which is why we have an earlier due date for them

s 9(2)(a)

Hemisphere | s 9(2)(a)

---

**From:** Kendl Hambly <s 9(2)(a)>  
**Date:** Monday, 16 September 2024 at 4:17 PM  
**To:** s 9(2)(a) <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)>  
**Subject:** RE: Te red digital billboards for review

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

These are good to go. The only thing I thought I'd call out is whether we should have the **h** in **He** lowercase the same as we have in the landscape version?



Also, just double checking these don't go live until 1 October either? That's what we talked about and what I can see in the media plan...but I just wanted to double check again as claims don't open until then Lots of eyes on this so I'm extra paranoid.

Thanks  
Kendl

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Monday, September 16, 2024 3:47 PM  
**To:** Kendl Hambly <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)>  
**Subject:** Te red digital billboards for review

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Kia ora Kendl,

I just wanted to get your eyes over this for approval before we send it to media for dispatch.

If you could look at the line breaks in te reo in particular that would be awesome thank you!



s 9(2)(a)  
s 9(2)(a)



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From: Alana Tapp  
To: § 9(2)(b), § 9(2)  
Subject: § 9(2)(b), § 9(2)  
Date: Tuesday, 17 September 2024 1:04:30 pm  
Attachments: § 9(2)(b), § 9(2)(b), § 9(2)(b), § 9(2)(b)

Fab - thanks so much for this!

From: § 9(2)(a), § 9(2)(a)  
Sent: Tuesday, September 17, 2024 2:42 PM  
To: Alana Tapp, § 9(2)(a), § 9(2)(a), § 9(2)(a)  
Subject: RE: CCS Recruitment

[IN CONFIDENCE RELEASE EXTERNAL]

External Email CAUTION: Please take CARE when opening any links or attachments

Hi Alana

The team were actually able to get to this today - attached.

I caught up with Ali last week and she took me through the results - amazing ROI!

Thanks

§ 9(2)(a)

From: Alana Tapp, § 9(2)(a)  
Sent: Tuesday, 17 September 2024 12:14 PM  
To: § 9(2)(a), § 9(2)(a), § 9(2)(a), § 9(2)(a)  
Subject: RE: CCS Recruitment

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Apologies, upon reading that back... That's a bit unclear!

I'm putting a report together for both CSO and CCS. But I'd love a breakdown of the spend per channel, per campaign. So just like the 'budget allocation' spreadsheet sent for CCS, but updated to reflect actual spend. I'd love a separate one for CSO too.

Thanks.

From: Alana Tapp, § 9(2)(a)  
Sent: Tuesday, September 17, 2024 12:12 PM  
To: § 9(2)(a), § 9(2)(a)  
Cc: § 9(2)(a), § 9(2)(a)  
Subject: RE: CCS Recruitment

Hi all,

I'm just reviewing all of the findings from the CCS and CSO campaign and putting together an internal report.

Is it possible to please have an updated break down of the spend? I know we were sent a budget allocation spreadsheet

§ 9(2)(i)


But I'd love an updated breakdown of the actual spend (especially as we didn't quite crack a month and didn't use OOH for example) and have this spend listed per channel.

Is this possible?


Thanks.

Not in scope


Not in scope




Not in scope



Not in scope



Not in scope



**From:** s 9(2)(a)  
**To:** [Steven Mooney](#); [Princess Whioke](#)  
**Cc:** [Kieran Burlace](#)  
**Subject:** Student Loans performance meeting call report  
**Date:** Tuesday, 17 September 2024 5:45:40 pm

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hi folks,

Thanks again for your time this morning. Just covering off the discussion points and actions I promised:

I took you through the new dashboard for the September activity, and compared that to the August activity. Search CTR is holding up, and display CTR is actually better than July/August sitting over 1% currently. Thats impressive.

The new dashboard is [here](#). Bookmark that and jump in any time. As you'll see the format is new and note there are 3 tabs: Overview, search and display (More will be added as we add more channels).

We discussed the issue with the search activity in Canada. Turns out that the organisation called IRD in Canada (International Road Dynamics - see their site [here](#)) is about to change names so that will make our issue go away.

The plan from here is that before the end of September I will build a plan that takes us through to the end of June, spending s 9(2)(i) budget (including this month). We agreed that we will continue with just the sweets assets that exist, and keep an eye out for any insights that we might like to act on, or any signs of fatigue. In which case we can discuss new creative opportunities at that time.

Until then - stay warm! Let me know if you have any questions.

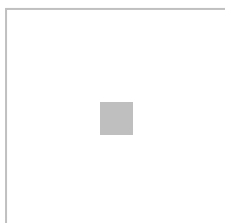
--

Ngā mihi,  
s 9(2)(a)

*Kia kaha, kia maia, kia mākohā Aotearoa.  
(Be strong, be brave, be kind)*

s 9(2)(a)

Level 1, Press Hall  
80 Willis St, Wellington 6011, New Zealand  
PO Box 25489, Wellington 6140  
s 9(2)(a) s 9(2)(a)  
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**From:** s 9(2)(a)  
**To:** [Christie Weir](#)  
**Cc:** s 9(2)(a)  
**Subject:** Re: HE / GIR EightyOne Pitch  
**Date:** Wednesday, 18 September 2024 4:05:14 pm  
**Attachments:** [image001.png](#)  
[image002.jpg](#)

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hey Christie,

Thanks for this. I'll work through our targeting options and pull the plan together accordingly.

Will come back to you with any questions.

s 9(2)(a)

On Wed, 18 Sept 2024 at 14:37, Christie Weir <s 9(2)(a)> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

Couple of updates to the target audience section in the brief – primary and secondary.

- Letters to the s 18(c)(i) are scheduled for 25 Sep – we can be in market from 2 Oct onwards.
- I'll get the s 18(c)(i) by the end of this week to help with out of home bookings. And confirming 67% have a tax agent (I was surprised! And yes we're doing work via our external relationships team in this space).
- Our behavioural insights team are trialling a letter to the s 18(c)(i) (letter A vs letter B (with a control group). They are aiming to send the letter this year (I'll keep you updated on timings) but we need to cover them in our secondary audience layer. Additions highlighted.

s 18(c)(i)



s 18(c)(i)



Updated brief attached

Thanks

Christie


---

**From:** s 9(2)(a) <s 9(2)(a)>

**Sent:** Monday, August 26, 2024 2:25 PM  
Not in scope



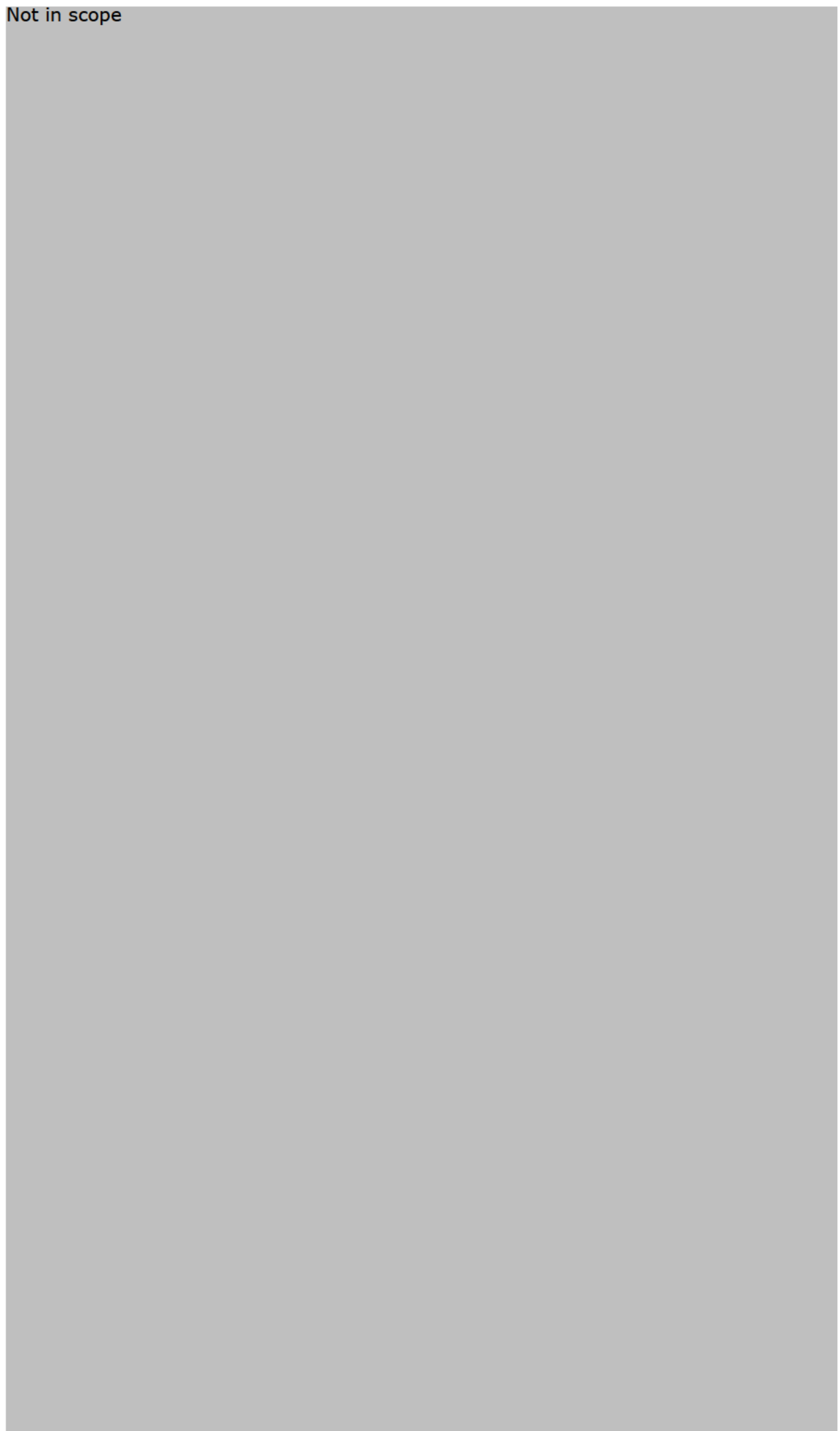
Not in scope




On Mon, 26 Aug 2024 at 14:00, Christie Weir <s 9(2)(a)> wrote:  
Not in scope



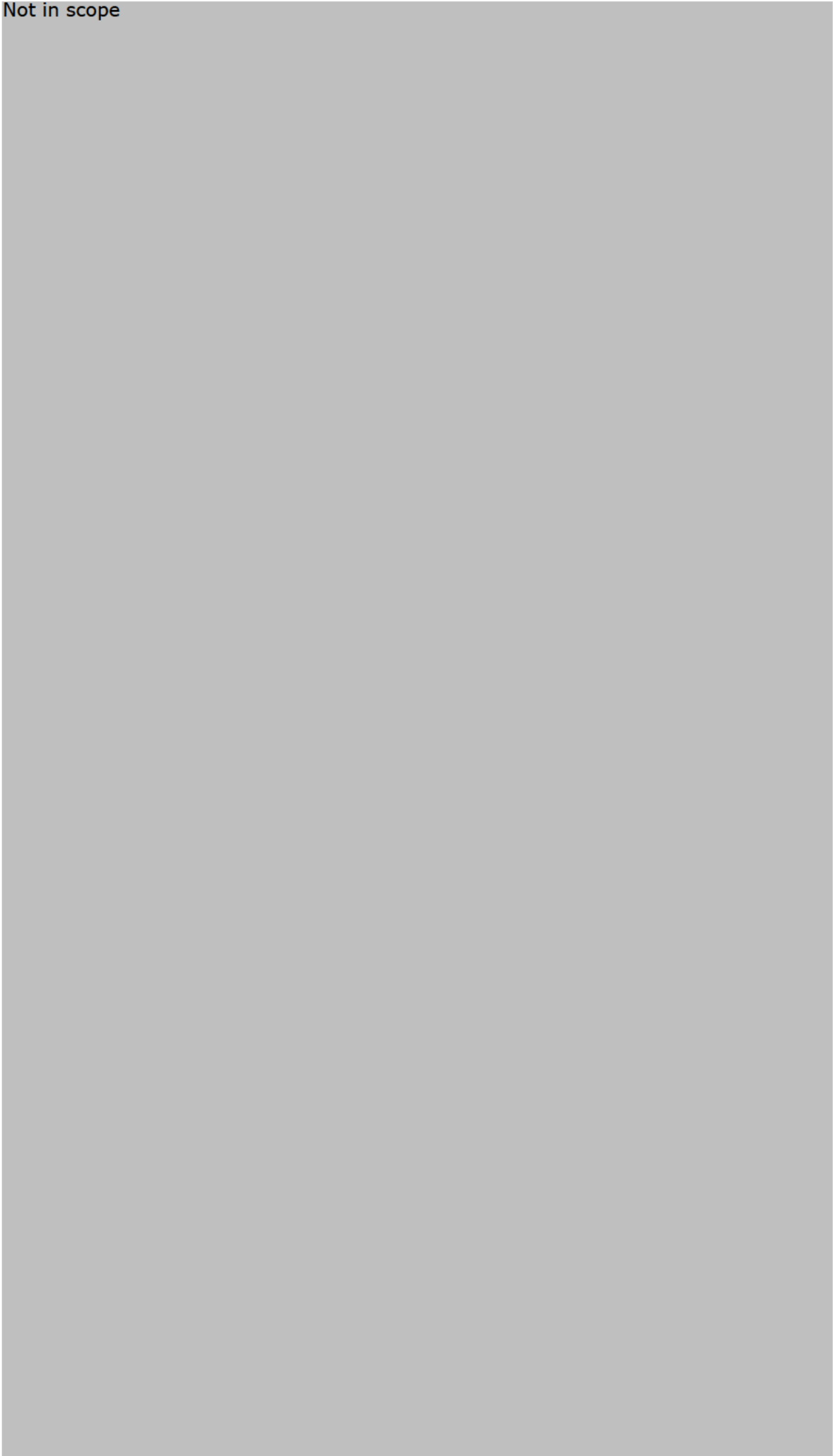
Not in scope




Not in scope



Not in scope



Not in scope



**From:** s 9(2)(a)  
**To:** Kendl Hambly; s 9(2)(a)  
**Cc:** s 9(2)(a)  
**Subject:** Re: Animated video final cut  
**Date:** Thursday, 19 September 2024 3:40:53 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hey Kendl,

Feeling a little better today, thank you

That sounds great, and yes all correct!

The te reo subtitling is being delivered to us with timestamps to make sure they are loaded at the right times, so you'll likely have to do some manual work adjusting the captions to the times in Youtube for this one, but that shouldn't take too long

Will forward them onto you when they're done.

s 9(2)(a)

she/her  
s 9(2)(a) | KAITOHUTOHU RATONGA  
KIRITAKI  
s 9(2)(a)

---

**From:** Kendl Hambly <s 9(2)(a)>  
**Sent:** Thursday, 19 September 2024 3:29 pm  
**To:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)>  
**Subject:** RE: Animated video final cut

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

Hope you're feeling a bit better today?

We upload frequently so am aware of how to load everything – I just have never uploaded multiple caption files to one video before. I've just had a look at the back-end and it looks like we can attach multiple caption files to the one video, and then from there customers just choose the one appropriate for them?...but please correct me if I'm wrong – am happy to have a refresher if need be

Thanks  
Kendl



**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Thursday, September 19, 2024 3:15 PM  
**To:** Kendl Hambly <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)>  
**Subject:** Re: Animated video final cut

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Perfect thanks Kendl!

This is now getting translated and we're hoping to have the te reo subtitles early next week.  
In regards to uploading it to Youtube, and inputting the different subtitles, it's fairly simple process but it might be easier for us to walk you through it in an online meeting?

Would this work for you?

s 9(2)(a)  
she/her  
s 9(2)(a) | KAITOHUTOHU RATONGA  
KIRITAKI  
s 9(2)(a)

---

**From:** Kendl Hambly <s 9(2)(a)>  
**Sent:** Thursday, 19 September 2024 3:11 pm  
**To:** s 9(2)(a) <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>  
**Subject:** RE: Animated video final cut

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

Sorry just had another chance to watch it.

Yes definitely happy with it - approved

Thanks  
Kendl

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Thursday, September 19, 2024 9:45 AM  
**To:** Kendl Hambly <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>  
**Subject:** Re: Animated video final cut

[IN CONFIDENCE RELEASE EXTERNAL]

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Great and yes, I agree with the idea of splitting the Meta creative. Sounds like a plan

Are you also happy to give final approval on the explainer video?

Ngā mihi

s 9(2)(a)

he/him/ia

Upoko Auaha | s 9(2)(a)

HEMISPHERE

s 9(2)(a) | s 9(2)(a)

---

**From:** Kendl Hambly <s 9(2)(a)>

**Date:** Thursday, 19 September 2024 at 9:31 AM

**To:** s 9(2)(a) <s 9(2)(a)>

**Cc:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>

**Subject:** RE: Animated video final cut

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

Oh no, I hope she's feeling better today 🙏

Re licensing, perfect – that sounds sufficient!

Re TikTok and Meta, sounds good. I'd prefer a combination on Meta – we can observe how things go and can always pivot to just the HTML promo if the long-form video isn't getting the results we expect.

Thanks

Kendl

---

**From:** s 9(2)(a) <s 9(2)(a)>

**Sent:** Wednesday, September 18, 2024 4:07 PM

**To:** Kendl Hambly <s 9(2)(a)>

**Cc:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>

**Subject:** Re: Animated video final cut

[IN CONFIDENCE RELEASE EXTERNAL]

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Kia ora Kendl

s 9(2)(a) unfortunately had to head home sick 🤒

However, yep I'm happy with the video too so will wait on your final approval tomorrow!

To answer your other points:

- The music license purchased at the start of the campaign supports all asset use. The talent license is 24 months for advertising use (can be rolled over beyond that) and indefinite use on the IR website.
- RE: TikTok and Meta use, this has definitely grown as a bigger video than was initially thought! So, our idea for the best approach would be:
  - TikTok: We run a 15sec promo video based on the HTML ads. This would suit the channel as short, sharp and promotional focussed content. Clicking the ad button would then take you to the landing page where you'll be able find out more information (including hopefully view the explainer video).
  - Meta: We run a 15sec promo video based on the HTML ads. Or, we could run a combination of the 15sec promo video based on the HTML, and run the landscape explainer video as a newsfeed post ad (with copy to say 'here's a video to tell you more about FamilyBoost and how to claim').

Let me know if you have any questions, otherwise we'll wait to hear from you.

Thanks Kendl.

Ngā mihi

s 9(2)(a)

he/him/ia

Upoko Auaha | s 9(2)(a)

HEMISPHERE

s 9(2)(a) | s 9(2)(a)

---

**From:** Kendl Hambly <s 9(2)(a)>

**Date:** Wednesday, 18 September 2024 at 3:01 PM

**To:** s 9(2)(a) <s 9(2)(a)>

**Cc:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>

**Subject:** RE: Animated video final cut

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

Thanks for this. It looks and sounds great I'll check it again with a clear head in the morning and come back to you with final approval.

In the meantime, where did you get to with the music and voiceover licensing for the video?  
Also, I've just refreshed my memory and had a look at the media plan and it looks like we're still planning on using the explainer video on Meta and TikTok video advertising? Just double checking this as the video has probably turned out a bit longer than we expected and I just want to make sure we're still ok on that front!

Thanks  
Kendl

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Wednesday, September 18, 2024 11:12 AM  
**To:** Kendl Hambly <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>  
**Subject:** Animated video final cut

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Ata mārie Kendl,

Hope you're well.

We've gone through and made those changes to the animated video for you to review.

 [FamilyBoost\\_16x9-V2.mp4](#)

Notes from the feedback:

- 0:37 — 'Separated caregivers can each claim FamilyBoost' added below the bullets.
- 0:50 — 'You can claim FamilyBoost if you have ECE costs' added below the bullets.
- 1:37 — We have added an additional slide but it wasn't working very well when we tried bringing the child in at the earlier time. So, instead we interacted with the laptop screen whereby that minimises to the left of screen to allow the new text bullets to appear. This then transitions nicely to the child and then the word 'ECE' appearing on the building as 'ECE' is spoken by the VO.

Let me know if you have any final feedback!

s 9(2)(a)  
she/her  
s 9(2)(a) | KAITOHUTOHU RATONGA  
KIRITAKI  
s 9(2)(a)

---

Hemisphere 



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**From:** s 9(2)(a)  
**To:** [Christie Weir](#)  
**Subject:** Re: Getting it right / shops  
**Date:** Friday, 20 September 2024 10:21:47 am

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hiya,

Thanks for the response. I thought that might be the case.

Potentially we can shorten the extension required - we're working through the application now, fingers crossed it's all ok for Monday, but if not we can review timings based on capturing on Thursday.

Ngā mihi,  
s 9(2)(a)

*Kia kaha, kia maia, kia mākohia Aotearoa.  
(Be strong, be brave, be kind)*

**s 9(2)(a)**

Level 1, Press Hall  
80 Willis St, Wellington 6011, New Zealand  
PO Box 25489, Wellington 6140

**s 9(2)(a)** | **s 9(2)(a)**  
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On 20 Sep 2024, at 10:18 AM, Christie Weir <**s 9(2)(a)**> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Morning,

We advise you go ahead with the permit.

Can we relook at the timings and aim for 2 ish days instead of 3 -4 days?

Thanks  
Christie

---

**From:** s 9(2)(a) <**s 9(2)(a)**>  
**Sent:** Friday, September 20, 2024 9:01 AM  
**To:** Christie Weir <**s 9(2)(a)**>  
**Subject:** Re: Getting it right / shops

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Morena Christie,

Happy Friday!

We are photographing the shops today, which we have sought and gained approval for, which is great. **s 9(2)(b)(ii)**

s 9(2)(b)(ii)

We have liability insurance (which we have provided council as part of the permit application), but I wanted to ensure you were happy that if we don't get it in time, we can proceed based on our own insurance coverage?

Let me know what you think. I wouldn't normally actually bring it up, but thought I'd be transparent here so we're all comfortable.

Our photographer isn't available Tuesday & Wednesday so we don't want to wait for the definite permit and push out as that would push out the campaign by 3-4 days.

Ngā mihi,  
s 9(2)(a)

*Kia kaha, kia maia, kia mākohā Aotearoa.  
(Be strong, be brave, be kind)*

s 9(2)(a)

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s 9(2)(a) s 9(2)(a)

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[<~WRD0000.jpg>](#)

On 18 Sep 2024, at 2:06 PM, Christie Weir <s 9(2)(a)> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Agreed! Also.. Log off now!

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Wednesday, September 18, 2024 2:05 PM  
**To:** Christie Weir <s 9(2)(a)>  
**Subject:** Re: Getting it right / shops

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

I'm actually only part time and not supposed to work any Wednesdays! But we've been a bit crazy busy of late, so fingers crossed I can stick to it next week.

Tell me to go away if I email you that day!

Ngā mihi,  
s 9(2)(a)

*Kia kaha, kia maia, kia mākohā Aotearoa.  
(Be strong, be brave, be kind)*

s 9(2)(a)

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80 Willis St, Wellington 6011, New Zealand  
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s 9(2)(a) s 9(2)(a)  
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[<~WRD0005.jpg>](#)

On 18 Sep 2024, at 2:03 PM, Christie Weir <s 9(2)(a)> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Maybe make it birthday week haha. Hope you've got the day off?

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Wednesday, September 18, 2024 2:01 PM  
**To:** Christie Weir <s 9(2)(a)>  
**Subject:** Re: Getting it right / shops

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Cool thanks. I think we'll shoot the 3 preferred first (shops and landscapes) and then on the second day, grab our backups, if time allows.

25th is my birthday. Sounds like a good day to be reminded about paying tax. Haha.

Ngā mihi,  
s 9(2)(a)

*Kia kaha, kia maia, kia mākohā Aotearoa.  
(Be strong, be brave, be kind)*

s 9(2)(a)

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s 9(2)(a) s 9(2)(a)  
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[<~WRD0004.jpg>](#)

On 18 Sep 2024, at 1:57 PM, Christie Weir <s 9(2)(a)> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Will they shoot those 3 recommended or will they do a couple more for back up options?

Sounds good re timings.

The letters to the s 18(c)(i) will be sent on 25 Sep so we can be in market targeting them from 2 Oct onwards.

---



**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Wednesday, September 18, 2024 1:51 PM  
**To:** Christie Weir <s 9(2)(a)>  
**Subject:** Re: Getting it right / shops

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Oh lovely, thanks for confirming.

We will be shooting Friday & Monday, so we're running a few days behind. Attached is an updated timeline, let me know how this sounds? This is worst case scenario, I imagine we will be able to be quicker next week, but I hesitate to over promise and under deliver!

Ngā mihi,  
s 9(2)(a)

*Kia kaha, kia maia, kia mākoā Aotearoa.  
(Be strong, be brave, be kind)*

s 9(2)(a)

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s 9(2)(a) s 9(2)(a)

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[<~WRD0003.jpg>](#)

On 18 Sep 2024, at 1:47 PM, Christie Weir <s 9(2)(a)>  
wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

These look good to me – thanks.

How are we going time wise? Should we have the visuals for approval by COB Friday?

Christie

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Wednesday, September 18, 2024 10:05 AM  
**To:** Christie Weir <s 9(2)(a)>  
**Subject:** Re: Getting it right / shops

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hey Christie,

Just on top of the below, here is our preferred 3 (in situ in quick mock ups).

They are all takeaway shops at the moment, but our retoucher will be making them more generic, and nicer than they currently are. We can easily modernise them with cleaner, more modern windows as required.

What these do really well is instantly convey the idea of a Kiwi shop, we can easily build on them to make them what we want.

Ngā mihi,  
s 9(2)(a)

*Kia kaha, kia maia, kia mākohā Aotearoa.*  
(Be strong, be brave, be kind)

s 9(2)(a)

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s 9(2)(a) | s 9(2)(a)

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<-WRD0002.jpg>

On 18 Sep 2024, at 8:56 AM, s 9(2)(a)

<s 9(2)(a) wrote:

Morena Christie,

Here are our favourite 10 shops. Our aim is to narrow it down to 6, and capture all of them, as we work on finalising the permission/releases. Let me know your thoughts on these.

Just noting, they will be stripped of any branding, tidied up in terms of edges and corners/poles/power lines.

Thanks!

Ngā mihi,  
s 9(2)(a)

<Tax locations 2.pdf>

*Kia kaha, kia maia, kia mākohā Aotearoa.*  
(Be strong, be brave, be kind)

s 9(2)(a)

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s 9(2)(a) | s 9(2)(a)

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<-WRD0002.jpg>

On 17 Sep 2024, at 9:53 AM, Christie Weir

<s 9(2)(a) wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Morning,

Thanks for these.

Thoughts

- Looking a bit tired.. didn't we agree for a more classic look that was delivered in the second concept round? Less shabby:  
<image001.png>
- Assuming the images will be cleaned up and the existing shop branding will be replaced with generic signage?
- I'm guessing the businesses owners have agreed for these images to be used in advertising too?

These two are more what we were thinking to work across all sectors

<image002.png>

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Monday, September 16, 2024 3:52 PM  
**To:** Christie Weir <s 9(2)(a)>  
**Subject:** Getting it right / shops

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hey Christie,

Three attachments - a range of landscapes, shops and then a follow up of our preferred 3.

Noting these obviously will need a bit of retouching, but we think our prefer are a good range of shapes/sizes.

Let me know what you think. Looking to photography this week once the weather lightens up!

Ngā mihi,  
s 9(2)(a)

*Kia kaha, kia maia, kia mākohā Aotearoa.  
(Be strong, be brave, be kind)*

s 9(2)(a)

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s 9(2)(a) | s 9(2)(a)  
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<-WRD0003.jpg>

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**From:** s 9(2)(a)  
**To:** [Christie Weir](#)  
**Cc:** s 9(2)(a)  
**Subject:** Re: Sep billing  
**Date:** Monday, 23 September 2024 10:39:38 am

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Ah sorry you are correct, I meant s 9(2)(i) Apologies.

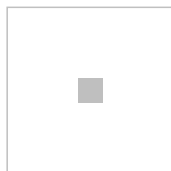
Ngā mihi,  
s 9(2)(a)

*Kia kaha, kia maia, kia mākohā Aotearoa.  
(Be strong, be brave, be kind)*

s 9(2)(a)

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s 9(2)(a) | s 9(2)(a)  
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On 23 Sep 2024, at 10:33 AM, Christie Weir <s 9(2)(a)> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Sounds like a good night!

PO for Eightyone is s 9(2)(i) and you're billing s 9(2)(b)(ii) in Sep?

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Monday, September 23, 2024 10:30 AM  
**To:** Christie Weir <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)>  
**Subject:** Re: Sep billing

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Morena Christie,

Aww that sounds lovely! I had my husband's 40th dinner party Saturday night so Sunday was a very very low key on the couch day!

Of the <sup>s 9(2)(i)</sup> for EightyOne, we will invoice the rest <sup>s 9(2)(b)(ii)</sup> this month, as due date (20 October) will be following delivery of the campaign, but also we have suppliers we need to pay (photographer, producer, location manager).

Let me know if any issues with that.

Ngā mihi,

<sup>s 9(2)(a)</sup>

*Kia kaha, kia maia, kia mākohe Aotearoa.  
(Be strong, be brave, be kind)*

**s 9(2)(a)**

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PO Box 25489, Wellington 6140

**s 9(2)(a)** | **s 9(2)(a)**

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[<~WRD0000.jpg>](#)

On 23 Sep 2024, at 10:11 AM, Christie Weir <<sup>s 9(2)(a)</sup>> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Morning

Hope it was a good weekend Blossom festival here on Saturday with carnival rides and a parade which was pretty fun.

Can you give me a heads up on expected billing for Sep? Once the media schedule is through i can plug month by month into the forecasting budget but just in the meantime I need this month's.

Eightyone and Eightyone Media.

[@<sup>s 9\(2\)\(a\)</sup>](#) should have the <sup>s 18(c)(i)</sup> locations through by mid week.

Thanks

Christie Weir  
Principal Advisor | Marketing & Communications  
Inland Revenue | 204 Hastings Street, Napier | 4110

*Just to let you know, I work part-time from 9.30am to 2.30pm.*

<image001.png>

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**From:** [Christie Weir](#)  
**To:** s 9(2)(a)  
**Cc:** [Kieran Burlace](#); s 9(2)(a) s 9(2)(a)  
**Subject:** RE: Bright-line 2024 post campaign report  
**Date:** Tuesday, 24 September 2024 8:04:00 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)

---

Thanks s 9(2)(a) What a fantastic CTR! Awesome work

We'll take a look and be in touch with any questions.

Christie

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Tuesday, September 24, 2024 1:36 PM  
**To:** Christie Weir <s 9(2)(a)>  
**Cc:** Kieran Burlace <s 9(2)(a)> s 9(2)(a)  
<s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>  
**Subject:** Bright-line 2024 post campaign report

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Good afternoon Christie,

I hope you're having a great week so far! Please find the 2024 Bright-line post campaign report attached.

Some of the highlights of this years campaign include:

- 3,054,089 impressions were delivered, leading to 71,640 clicks
- An outstanding click through rate of 2.35% (compared to 0.87% last year)
- A low cost per click of s 9(2)(b)(ii)
- Over 48,000 website sessions to the bright-line and buying and selling landing pages.

Once you have reviewed the report, please let us know if you have any questions

Cheers,

s 9(2)(a)

s 9(2)(a) 2)(a)

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**From:** s 9(2)(a)  
**To:** [Kendl Hambly](#)  
**Cc:** s 9(2)(a) s 9(2)(a)  
**Subject:** Re: Animated Video for Meta for you to review.  
**Date:** Wednesday, 25 September 2024 4:20:51 pm  
**Attachments:** [image006.png](#)  
[image007.png](#)  
[image008.jpg](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image001.png](#)  
[image002.jpg](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)

---

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Kia ora Kendl,

Awesome! Those changes have been made for you now. All in the same link

s 9(2)(a)

she/her

s 9(2)(a) | KAITOHUTOHU RATONGA KIRITAKI

s 9(2)(a) |



Ake ake ake – A Forever Language



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---

**From:** Kendl Hambly <s 9(2)(a)>

**Date:** Wednesday, 25 September 2024 at 4:14 PM

**To:** s 9(2)(a) <s 9(2)(a)>



Cc: s 9(2)(a) <s 9(2)(a)> s 9(2)(a)  
<s 9(2)(a)>

**Subject:** RE: Animated Video for Meta for you to review.

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

This is looking good. Just a few minor adjustments from me.

- For the headline for the newsfeed video ad (short) and static ad, could we please change it from 'FamilyBoost is here' to 'Register and claim now'.
- Assume the short newsfeed video visual will have text display as it plays?
- Re the explainer video ad, could we please tweak the post text ever so slightly: 'Find out how to register and claim FamilyBoost. A partial refund to eligible households for early childhood education costs to eligible households.'

No changes for the TikTok ad

Could you please send me a final copy?

Thanks

Kendl

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Tuesday, September 24, 2024 1:46 PM  
**To:** Kendl Hambly <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>  
**Subject:** Animated Video for Meta for you to review.

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Kia ora Kendl,

[Here is the link](#) to the social sheet (including links to the final animated explainer video).

If you could have a look and approve this we can get this dispatched

s 9(2)(a)

she/her

s 9(2)(a) | KAITOHUTOHU RATONGA KIRITAKI

s 9(2)(a) |



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**From:** [Alana Tapp](#)  
**To:** s 9(2)(a)  
**Subject:** RE: CSO report - July  
**Date:** Wednesday, 25 September 2024 8:07:00 am  
**Attachments:** [~WRD0000.jpg](#)  
[image001.png](#)

---

Thank you! Sorry, I didn't receive it last week. How odd! But much appreciate you sending this through.

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Tuesday, September 24, 2024 2:29 PM  
**To:** Alana Tapp <s 9(2)(a)>  
**Subject:** FW: CSO report - July

[IN CONFIDENCE RELEASE EXTERNAL]

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hi Alana

I just send this over last week – let me know if you don't get it this time.

Thanks

---

**From:** s 9(2)(a)  
**Sent:** Wednesday, 18 September 2024 2:01 PM  
**To:** Alana Tapp <s 9(2)(a)>  
**Subject:** RE: CSO report - July

Hi Alana

Oh yes, of course! Attached. This might have just gone across to Ali.

Thanks

s 9(2)(a)

---

**From:** Alana Tapp <s 9(2)(a)>  
**Sent:** Wednesday, 18 September 2024 9:50 AM

To: s 9(2)(a) <s 9(2)(a)>

Subject: CSO report - July

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

Thanks for supplying the financial information yesterday.

I'm just now realizing that I don't seem to have a record of the CSO campaign report that we did at that same time as the CCS campaign.

Is there a report you can send me for the CSO campaign outlining the clicks, impressions, and general successfulness of the results?

Thanks.

Alana Tapp (she/her)  
Domain Specialist | Marketing & Communications  
Inland Revenue | 204 Hastings Street, Napier | 4110



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|

# INLAND REVENUE

CSO Campaign Report  
July 2024

**Customer Service Officer (CSO)**

# FACEBOOK

**Impressions:** 200,317

**Clicks:** 3,633

**Reach:** 55,341

**Interactions:** 178

**Click Through Rate (CTR):** 1.81%

**Men:** 900

**Women:** 2686

Women make up 74% of the audience whereas Men make up 25%.



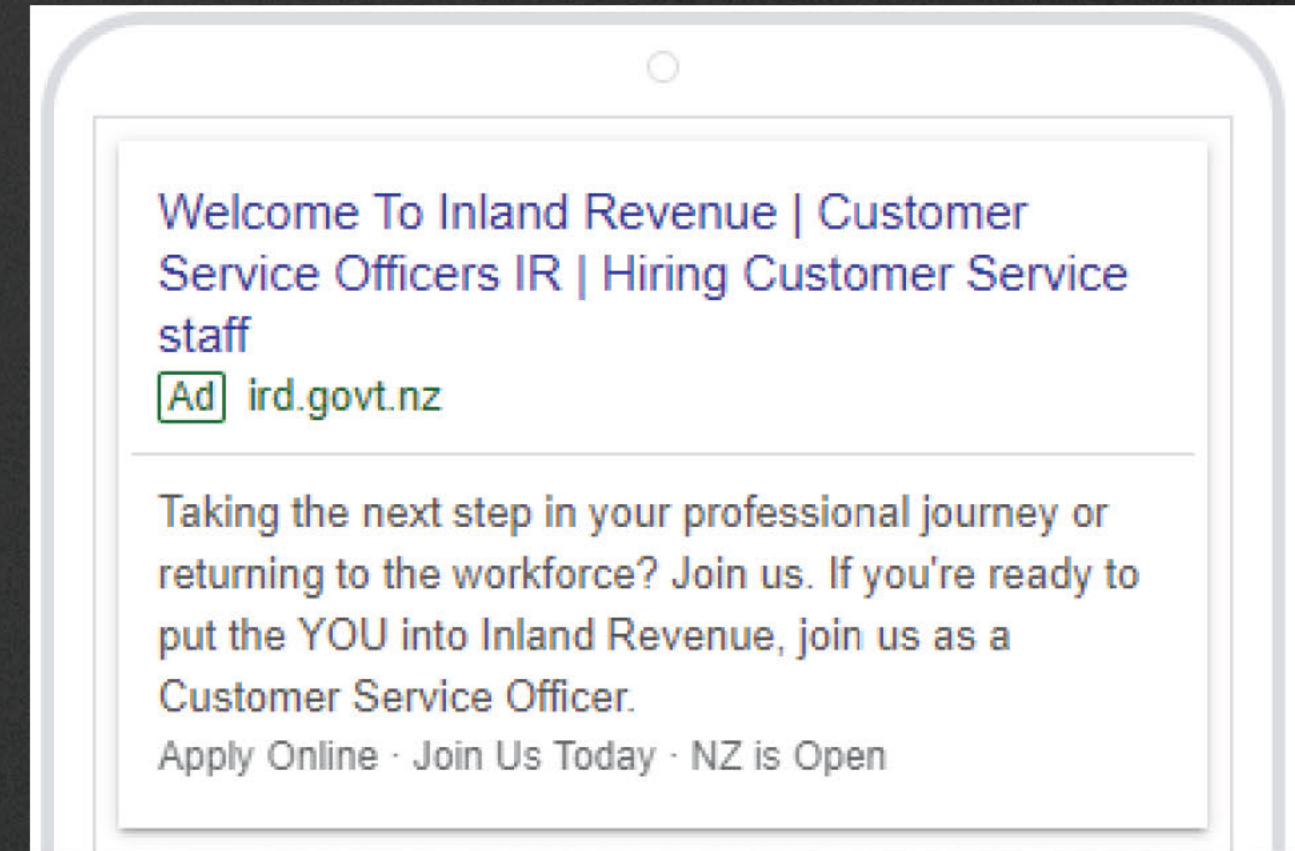
# GOOGLE ADS

**Impressions:** 33.4k

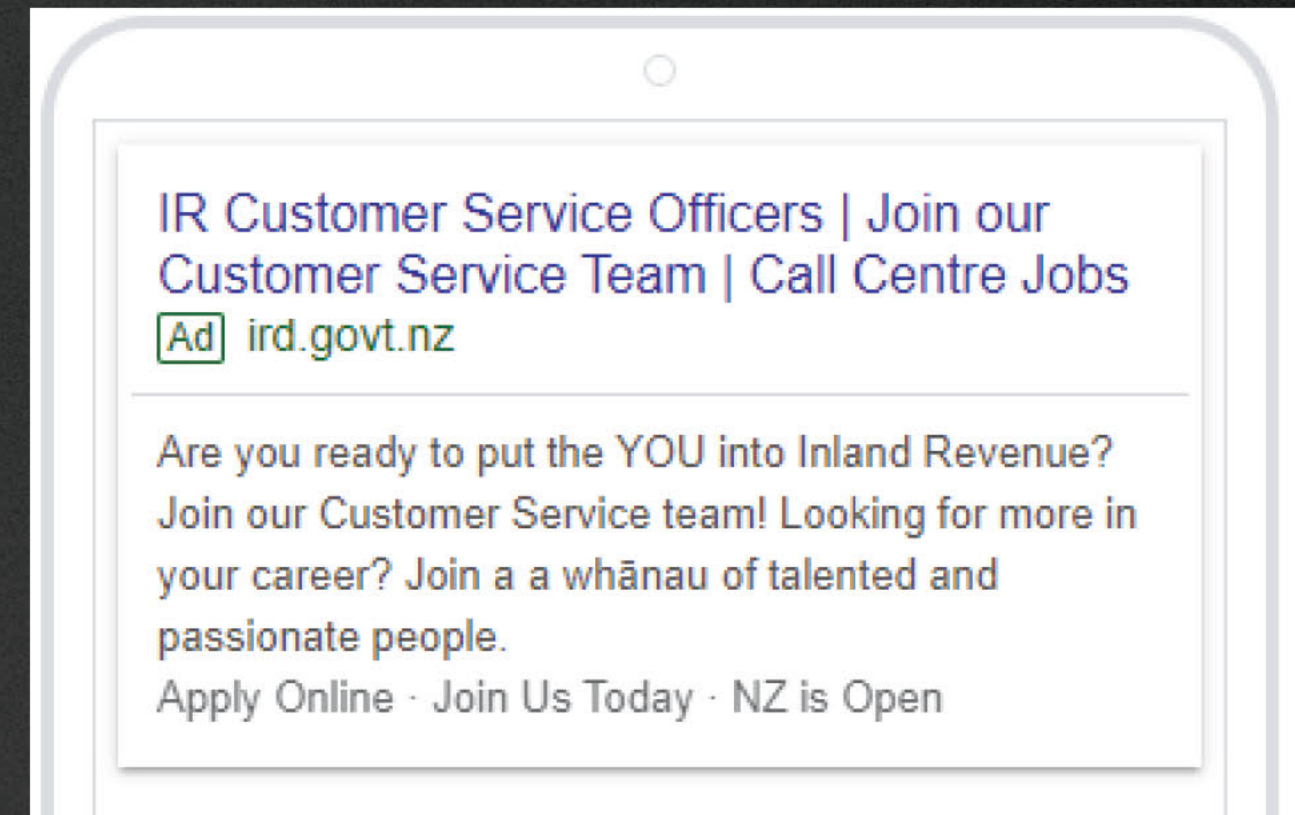
**Clicks:** 9.07k

**Click Through Rate (CTR):** 27.11%

Ad group 2 performed the best and had the highest engagement out of the two ad sets.



Ad group 1



Ad group 2

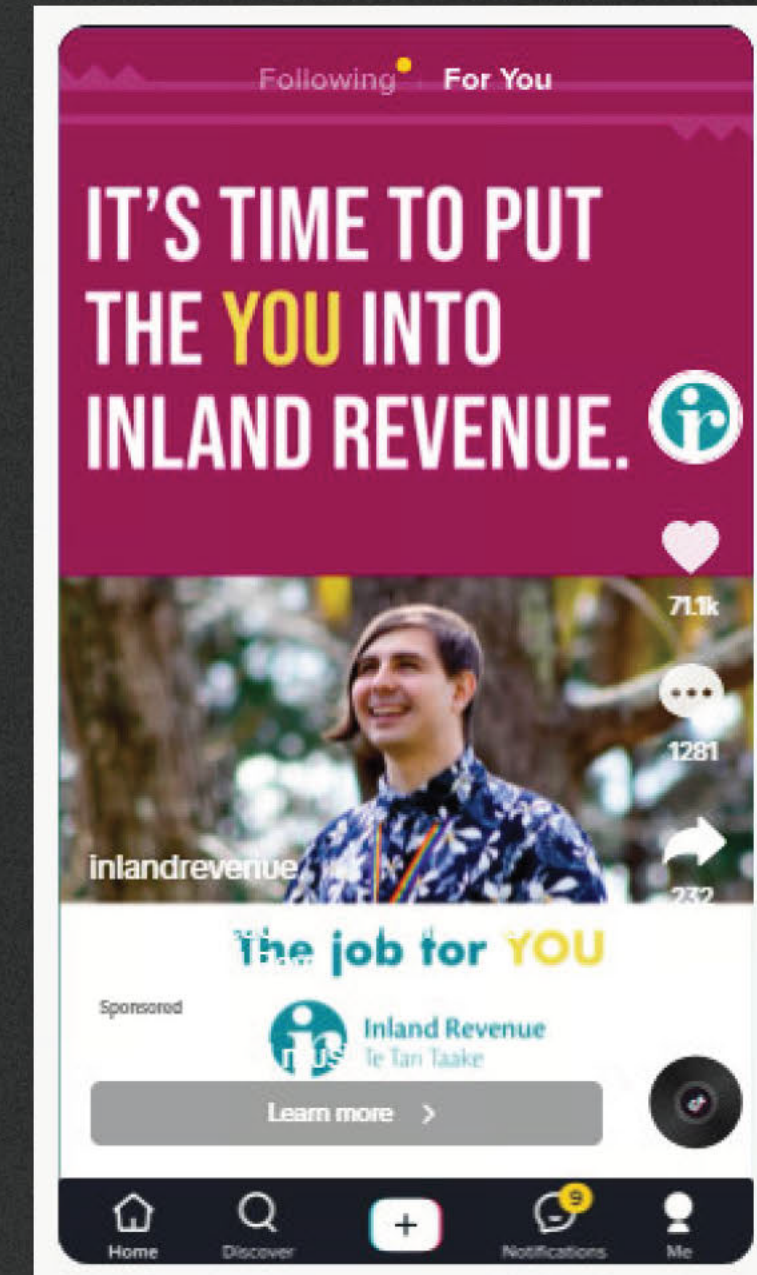
# TIKTOK

**Impressions:** 118,260

**Clicks:** 1,690

**Click Through Rate (CTR):** 1.43%

We saw good performance for TikTok, even on a shorter advertising period. Good engagement with above industry standard CTR.





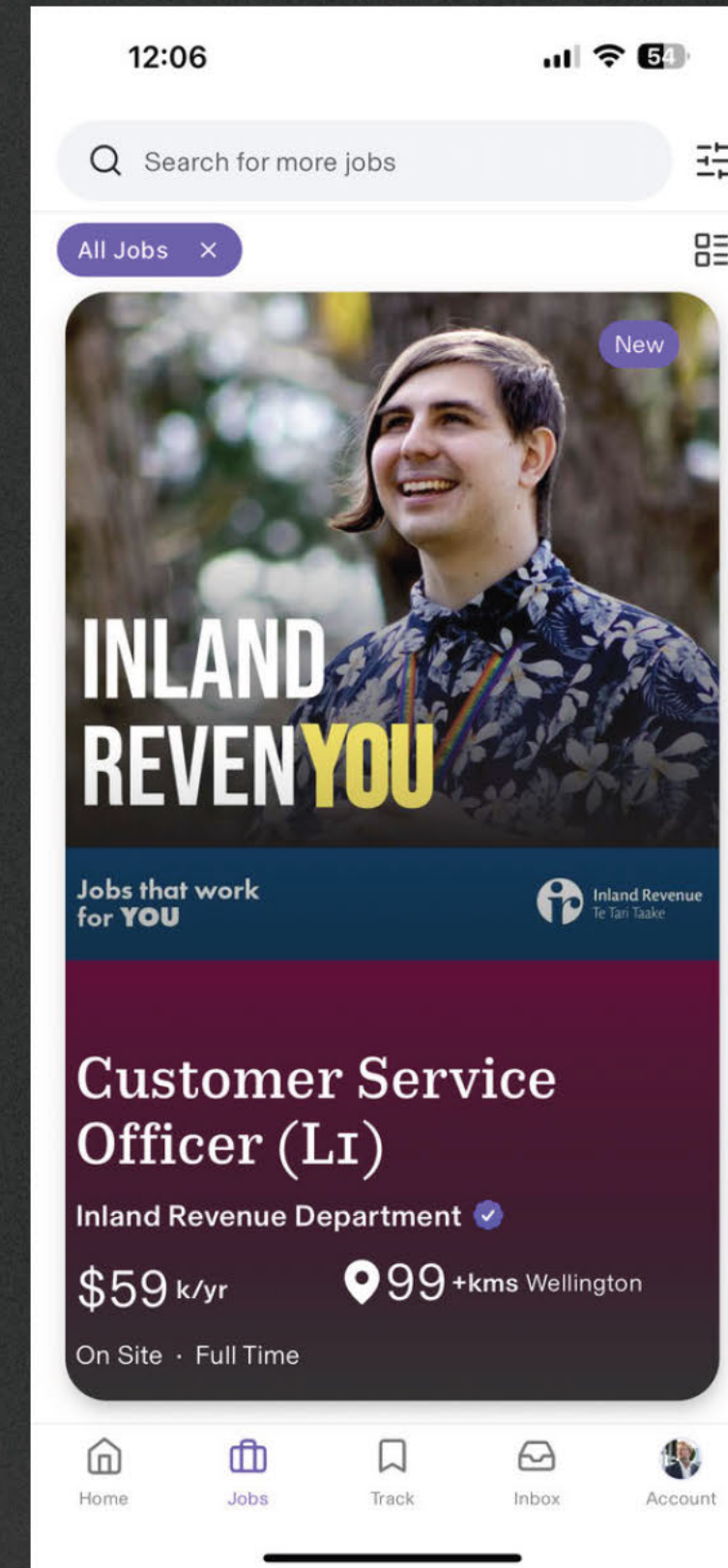
# ZEIL

Applications: 2

Saves: 1

In-Progress Applications: 2

Due to the short campaign time, ZEIL did not have sufficient enough time to yield good performance.



# CAMPAIGN OVERVIEW

The main goal for this campaign was to drive awareness to the Inland Revenue career site, focusing on the Customer Service Officer role.

We've seen an excellent result across this campaign. This CSO campaign has pulled in over 352,000 impressions in total, across all platforms. Along with this, we have seen very good engagement with great Click Through Rates (CTR) in all platforms, meaning that the people seeing your ads have interacted with the content in a positive way.

Due to the good performance of this campaign and quality results in candidates, this campaign has been turned off, at request of IR, thus cutting the campaign live time short.

Whilst good results were seen for this campaign, due to the short timeframe of this being live, ZEIL did not have enough time to be live to produce effective results. This is why we see low performance with this platform.

Seeing as this campaign performed very well, we recommend for future CSO campaigns, to use the same advertising platforms so that good results can be seen again.

**From:** [Kendl Hambly](#)  
**To:** [s 9\(2\)\(a\)](#)  
**Cc:** [Alana Tapp](#)  
**Subject:** RE: Animated Explainer Video for Youtube  
**Date:** Thursday, 26 September 2024 12:55:31 pm  
**Attachments:** [image007.png](#)  
[image008.jpg](#)  
[image009.png](#)  
[image010.png](#)  
[image011.png](#)  
[image012.png](#)  
[image013.jpg](#)  
[image014.png](#)  
[image015.png](#)  
[image016.png](#)  
[image017.png](#)

---

[IN CONFIDENCE RELEASE EXTERNAL]

Thanks very much [s 9\(2\)\(a\)](#)

---

**From:** [s 9\(2\)\(a\)](#) <[s 9\(2\)\(a\)](#)>  
**Sent:** Thursday, September 26, 2024 11:41 AM  
**To:** Kendl Hambly <[s 9\(2\)\(a\)](#)>  
**Cc:** Alana Tapp <[s 9\(2\)\(a\)](#)>  
**Subject:** Re: Animated Explainer Video for Youtube

[IN CONFIDENCE RELEASE EXTERNAL]

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hey Kendl,

SRT files attached for you

[s 9\(2\)\(a\)](#)  
she/her  
[s 9\(2\)\(a\)](#) | KAITOHUTOHU RATONGA KIRITAKI  
[s 9\(2\)\(a\)](#) |



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---

**From:** Kendl Hambly <s 9(2)(a)>  
**Date:** Thursday, 26 September 2024 at 11:15 AM  
**To:** s 9(2)(a) <s 9(2)(a)>  
**Cc:** Alana Tapp <s 9(2)(a)>  
**Subject:** RE: Animated Explainer Video for Youtube

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Thanks s 9(2)(a)

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Thursday, September 26, 2024 10:11 AM  
**To:** Kendl Hambly <s 9(2)(a)>  
**Cc:** Alana Tapp <s 9(2)(a)>  
**Subject:** Re: Animated Explainer Video for Youtube

[IN CONFIDENCE RELEASE EXTERNAL]

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Apologies Kendl!

Sorry still getting a hang of things. Will work on these today and get them over to you

s 9(2)(a)

she/her

s 9(2)(a) | KAITOHUTOHU RATONGA KIRITAKI

s 9(2)(a) |

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---

**From:** Kendl Hambly <s 9(2)(a)>  
**Date:** Wednesday, 25 September 2024 at 2:55 PM  
**To:** s 9(2)(a) <s 9(2)(a)>  
**Cc:** Alana Tapp <s 9(2)(a)>  
**Subject:** RE: Animated Explainer Video for Youtube

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Hi s 9(2)(a)

Apologies I'm not sure if I've misunderstood things, but I thought we'd be getting the SRT files, rather than just the PDF for the te reo version?

Having the English SRT file provided has always been usual practice when working with you (Hemisphere) and other agencies on video jobs.

Is the same possible for the te reo version, or is this difficult because of the nature of it being translated?


Thanks  
Kendl

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Tuesday, September 24, 2024 2:02 PM  
**To:** Kendl Hambly <s 9(2)(a)>  
**Subject:** Animated Explainer Video for Youtube

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Kia ora Kendl!

 [Here is a link](#) to the folder that has the final explainer video for you to upload to Youtube along with the completed te reo translations with their associated timestamps for you to upload as subtitles!

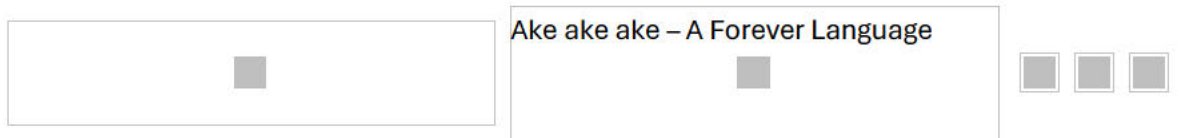
Let me know how you go

s 9(2)(a)

she/her

s 9(2)(a) | KAITOHUTOHU RATONGA KIRITAKI

s 9(2)(a) |



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**From:** s 9(2)(a)  
**To:** [Christie Weir](#)  
**Cc:** s 9(2)(a) s 9(2)(a)  
**Subject:** Re: Getting It Right media plan  
**Date:** Thursday, 26 September 2024 11:38:23 am  
**Attachments:** ~WRD0001.jpg

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Thanks Christie. We'll proceed with the bookings, and also come back to you next week with further detail on the SJS opportunity.

Have a great day.

On Thu, 26 Sept 2024 at 11:18, Christie Weir <s 9(2)(a)> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Thanks s 9(2)(a)

Yes let's go ahead and book.

@s 9(2)(a) how are the timings for the creative going?

---

**From:** s 9(2)(a) <s 9(2)(a)>  
**Sent:** Thursday, September 26, 2024 11:14 AM  
**To:** Christie Weir <s 9(2)(a)>  
**Cc:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>  
**Subject:** Re: Getting It Right media plan

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Thanks Christie for the quick response. Some answers for you:

To start with let's focus on S 18(c)(i) and the secondary audience always on layer. TBC the other sectors marked as S 18(c)(i) as we're currently waiting on some data/intel to tell us more in the space – what sectors to target. Hope to have something in a couple of weeks. Timing wise we can leave sectors 3 and 4 as is.

Perfect. Will do

I see 'custom audiences' in the secondary audience. Reconfirming we won't be using them for this campaign.

Just to clarify - custom audiences in this context refers to building different audience groups based on their contextual and behavioural characteristics within each platform. It does not refer to uploading first party IR audience lists to any platform. I know that through the recent OIAs, there has been some confusion around the term "custom audiences" - it means building bespoke audiences - of which uploading first party lists is just one of the options. But there are many others besides. I hope that makes sense? There is no PII or privacy issues with using facebook user data to target facebook users - but do let me know if you need me to further clarify this.

A heads up we may add budget to the secondary audience layer. I will confirm in Oct. Let's continue as is and we can update the schedule if/when this happens.

Sounds good

Student job search for business owners? Can you tell me how this works for this campaign?

Yes of course. The idea is that a significant proportion of the SJS job listings involves small businesses requesting people to assist in small one off jobs for small businesses. S 18(c)(i)

It feels like an excellent and nicely targeted opportunity to make our point at the right time. We'll let you know when we have their proposed approach and then can come back to you to elaborate further.

Location/address data for S 18(c)(i) will be with you on Monday.

Super!

So based on the above - are you comfortable for us to book in the proposed activity? (except



for SJS of course as we need to give you the details for that.)

On Thu, 26 Sept 2024 at 10:45, Christie Weir <s 9(2)(a)> wrote:

[IN CONFIDENCE RELEASE EXTERNAL]

[IN CONFIDENCE RELEASE EXTERNAL]

Thanks s 9(2)(a)

Feedback from me:

To start with let's focus on s 18(c)(i) and the secondary audience always on layer. TBC the other sectors marked as s 18(c)(i) as we're currently waiting on some data/intel to tell us more in the space – what sectors to target. Hope to have something in a couple of weeks. Timing wise we can leave sectors 3 and 4 as is.

I see 'custom audiences' in the secondary audience. Reconfirming we won't be using them for this campaign.

A heads up we may add budget to the secondary audience layer. I will confirm in Oct. Let's continue as is and we can update the schedule if/when this happens.

Student job search for business owners? Can you tell me how this works for this campaign?

Location/address data for s 18(c)(i) will be with you on Monday.

Thanks

Christie

---

From: s 9(2)(a) <s 9(2)(a)>

**Sent:** Wednesday, September 25, 2024 8:44 PM

**To:** Christie Weir <s 9(2)(a)>

**Cc:** s 9(2)(a) <s 9(2)(a)> s 9(2)(a) <s 9(2)(a)>

**Subject:** Getting It Right media plan

**External Email CAUTION:** Please take **CARE** when opening any links or attachments.

Hi Christie,

Just coming back to you as promised with the detailed media plan for the Getting It Right campaign for your review and approval.

**Couple of points:**

- We've scheduled the first two phases against the known sectors and timings
- The last two are just placeholders until we get those confirmed by you
- We've now got the always-on layer that incorporates the secondary sectors. this will mostly utilise display and search, and will be an excellent opportunity for us to test all sorts of different approaches to see what works and optimise over time. This is what we've done with the Student Loans campaigns with great effect.

s 9(2)(a) from our media team has built this, and in the process has come up with a couple of new ideas that weren't in the pitch. One involves Neighbourly and one is with Student Job Search (The details for this are still being finalised so we'll update you as soon as we've locked them down). If you're free as some point we can talk you through these as I think they're novel ways to find our small business owners to deliver the message in a relevant context.

Finally - we've held a small amount as a contingency to be able to apply once we have identified the platforms, formats, and targeting techniques that work best.

Attached are the media schedule as well as a short slide deck that explain the different tactics. We'll update this with the SJS info as soon as we get it.

Let us know if you have any questions.

--

Ngā mihi,

s 9(2)(a)

*Kia kaha, kia maia, kia mākohā Aotearoa.  
(Be strong, be brave, be kind)*

s 9(2)(a)

Level 1, Press Hall  
80 Willis St, Wellington 6011, New Zealand  
PO Box 25489, Wellington 6140

s 9(2)(a) | s 9(2)(a)

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