

## **Australian Government MEDIA BOOKING AUTHORITY**

MBA NO: Cancels & Supersedes MBA NO: DATE:	Tuesday, 3 October 2017	Dentsu Mitchell 22 22 22
FROM:	22	ABN 44 123 609 629
CLIENT CONTACT NAME:	22 BILLING CONTACT for Invoicing:	
Client Address:	Billing Address:	
Client Email Address: Client Phone Number:	Billing Email Address:  Billing Phone Number:	
	s hereby given to Dentsu Mitchell to book the following Media  Australian Bureau of Statistics	
ENTITY / ORGANISATION CAMPAIGN:	October Census data release	
PLAN NO./DATED:	V3	
CREATIVE AGENCY: PERIOD OF ADVERTISING/CAMPAIGN:		
PERIOD OF ADVERTISING/CAMPAIGN.		
MEDIA	DESCRIPTION	TOTAL
MEDIA	DESCRIPTION	TOTAL
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Social - Commissionable		
Social - Non-Commissionable		22
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GROSS MEDIA EXPENDITURE		22
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Plus: Optional Advertising Service Charges		
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22 Social Media Services		
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## FY 1718 Social

Entity / Organisation: \* Campaign: \* Target Audience (Planning): \* Target Audience (Buying): \*

CONCEPT APPROVED BOOKED

Plan No./Date: \*
Replaces Plan No./Date: \*
Schedule Code \*

Network/Publisher   Site   Piscement   Format   Targeting   Start Date   End Date   Total Cost   2   9   16   23   30   6   13   20   27   3   10   17   24   1   8   15   22   29   5   12   22   23   10   17   24   1   8   15   22   29   5   12   23   24   24   24   24   24   24   2										111111111111111111111111111111111111111				333333333333333333333333333333333333333	33333333333333
Non-Commissionable Media    Value   Twitter (Seminar Webstreaming)	Network/Publisher	Site	Placement	Format	Targeting	Start Date	End Date	Total Cost	Jul	ly	August	September	Octob	er	November
Non-Commissionable Media									2 9 16	3 23 30	6 13 20	27 3 10 17	24 1 8 15	22 29 5	12 22
Twitter (Seminar Webstreaming) Link Ad Link Ad Audience: 16+, all Australia 17-Oct-17 23-Oct-17 \$1,000.00  Twitter Twitter (Pre-release) Link Ad Link Ad Audience: 13+, all Australia 16-Oct-17 23-Oct-17 \$2,000.00  22  Twitter Twitter (Release) Link Ad Link Ad Audience: 13+, all Australia 23-Oct-17 06-Nov-17 \$2,000.00  22  22  22  22  22  22  22															
Twitter (Seminar Webstreaming) Link Ad Link Ad Audience: 16+, all Australia 17-Oct-17 23-Oct-17 \$1,000.00  Twitter Twitter (Pre-release) Link Ad Link Ad Audience: 13+, all Australia 16-Oct-17 23-Oct-17 \$2,000.00  22  Twitter Twitter (Release) Link Ad Link Ad Audience: 13+, all Australia 23-Oct-17 06-Nov-17 \$2,000.00  22  22  22  22  22  22  22	Non-Commissionable Media	a						<b></b>							
Twitter Twitter (Pre-release) Link Ad Link Ad Audience: 18+, all Australia 17-Oct-17 23-Oct-17 \$1,000.00  Twitter (Pre-release) Link Ad Link Ad Audience: 13+, all Australia 16-Oct-17 23-Oct-17 \$2,000.00  Twitter Twitter (Release) Link Ad Link Ad Audience: 13+, all Australia 23-Oct-17 06-Nov-17 \$2,000.00  Twitter Twitter (Release) Link Ad Link Ad Audience: 13+, all Australia 23-Oct-17 06-Nov-17 \$2,000.00  Twitter Twitter (Release) Link Ad Link Ad Audience: 13+, all Australia 23-Oct-17 06-Nov-17 \$2,000.00  22  22  22									44						
Twitter   Twitter (Pre-release)   Link Ad   Link Ad   Audience: 13+, all Australia   16-Oct-17   23-Oct-17   \$2,000.00		Twitter (Seminar Webstreaming)	Link Ad	Link Ad	Audience: 16+, all Australia	17-Oct-17	23-Oct-17	\$1,000.0	00					_	
Twitter Twitter (Rolesse) Link Ad Link Ad Audience: 13+, all Australia 23-Oct-17 06-Nov-17 \$2,000.00  Trutter Twitter (Rolesse) Link Ad Link Ad Audience: 13+, all Australia 23-Oct-17 06-Nov-17 \$2,000.00  22		Twitter (Pre-release)	Link Ad	Link Ad	Audience: 13+, all Australia	16-Oct-17	23-Oct-17	\$2,000.0		1 1	1 1 1 1	1 1 1 1	1 1		
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## Document 2 – System Extract of Twitter Spending

□ Name	Status	Campaign start	Campaign end	22	Spend 22	
Summary for 9 items	_	_	_		A\$7,962.54	
0765BF Post release 1 Awareness	Expired	Nov 6, 2017 10:39 AM	Nov 12, 2017 11:59 PM		A\$983.65	
0765BF Release Millennials Awareness	Expired	Oct 23, 2017 5:43 PM	Nov 6, 2017 11:59 PM		A\$1,992.66	
0765BF Release Indigenous Awareness	Expired	Oct 23, 2017 5:31 PM	Nov 6, 2017 11:59 PM		A\$1,992.39	
0765BF Webinar Seminar Awareness	Expired	Oct 17, 2017 11:39 AM	Oct 23, 2017 11:59 PM		A\$999.75	
0765BF Pre-Release Awareness	Expired	Oct 16, 2017 12:30 PM	Oct 22, 2017 11:59 PM		A\$1,994.10	

## **CLIENT EXPENDITURE REPORT**

Selection Criteria

From Sun 13 August 2017 To Sat 30 December 2017 Date Range:

22

Schedule Selection Agency Branch Master Client Client Master Product Product Campaign Schedule

dentsu X Australia Pty Ltd FG - Non Corporate Entities
Treasury
Aust Bureau of Statistics
Marriage Law Postal Survey Cam

**Medium Selection** 

Master Media Type Media Type Media Sub Type Master Network Country State Market Type

Market Packages **Category Selection** 

44

22

Twitter

Oct 2017 Nov 2017 Dec 2017

Paid Spot Type Bonus Spot Type

**CLIENT EXPENDITURE REPORT** 

Aug 2017 Sep 2017

Financial Spots Only, Invoiced and Uninvoiced, Campaign And Non Campaign Bookings Total

Monthly
Aust Bureau of Statistics
Marriage Law Postal Survey Cam
Marriage Law Postal Survey
MLS Social
Total Marriage Law Postal Survey Cam 59792.96 90207.04 150000.00 79171.91 79171.91 79171.91 229171.91 59792.96 90207.04 0.00 0.00

22

Monthly