

Mandy-Lister (Canberra)

From: Elizabeth-Rozas (Sydney)
Sent: Tuesday, 8 January 2013 10:35 AM
To: Toni-Leemen (Sydney)
Subject: FW: Austrade Australia Unlimited - Industry Engagement [SEC=UNCLASSIFIED]

From: Elizabeth-Rozas (Sydney)
Sent: Monday, 26 November 2012 6:26 PM
To: [REDACTED]
Cc: [REDACTED]; Catherine-Hill (Sydney)
Subject: RE: Austrade Australia Unlimited - Industry Engagement [SEC=UNCLASSIFIED]

Hi [REDACTED]

In addition to this we'd like to see the list which includes such a website and/or understand how this site was included in our media plan.

Thanks
Elizabeth

From: [REDACTED]
Sent: Monday, 26 November 2012 3:29 PM
To: Elizabeth-Rozas (Sydney)
Cc: [REDACTED]; Catherine-Hill (Sydney)
Subject: Austrade Australia Unlimited - Industry Engagement

Hi Elizabeth,

Hope you're well.

I've spoken with the publisher and we've now blocked The Rip off Report from the site list.

Let me know if you have any questions.

Thanks,



[REDACTED]
Trader

[REDACTED]
A: 100 Chalmers St, Surry Hills, NSW 2010

If in the event of a State or Federal election, bookings may be cancelled or deferred without penalty

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Mandy-Lister (Canberra)

From: Catherine-Hill (Sydney)
Sent: Tuesday, 27 November 2012 1:18 PM
To: Toni-Leemen (Sydney)
Subject: FW: Austrade Australia Unlimited - Industry Engagement [SEC=UNCLASSIFIED]

See response from UM below. Given Theresa's response how do you want me to proceed?

Catherine Hill | Project Manager, Brand Australia
 T +61 2 9392 2757 | IP 22757

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From: [REDACTED]
Sent: Tuesday, 27 November 2012 11:52 AM
To: Elizabeth-Rozas (Sydney); [REDACTED]
Cc: Catherine-Hill (Sydney)
Subject: RE: Austrade Australia Unlimited - Industry Engagement [SEC=UNCLASSIFIED]

Hi Elizabeth,

I hope you are well.

[REDACTED] is an advertising network, the way advertising networks work is that they represent thousands of sites both big and small across the internet. They then serve our ad to those sites across their network based on which ones are performing the best with our target audience. Although such networks are very cost-efficient and effective, you will always run the risk of appearing on unfavourable sites. They will obviously guarantee a site list that excludes any extreme environments including pornographic websites or extremist websites, however sites such as "Rip Off Report" that are deemed socially acceptable for all ages will not be excluded by the network automatically. As there are thousands of websites on the network, it is near impossible to exclude sites such as these unless we know what they are called prior to booking.

I know that in this case that [REDACTED] was one of the partners already on the plan developed by the Austrade media advisor, however to help reduce the risk in the future UM would recommend using the [REDACTED] Performance Network who have worked with Government departments to develop a more government friendly site list. This does not eliminate the risk but we have worked with them for years to reduce it.

Please do not hesitate to give me call if you have any questions or concerns.

Thanks

[REDACTED]



[Redacted]

Account Manager

[Redacted]

100 Chalmers Street
Surry Hills NSW 2010

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Be green, read from the screen

From: Elizabeth-Rozas (Sydney) [mailto:Elizabeth.Rozas@austrade.gov.au]
Sent: Monday, 26 November 2012 6:26 PM
To: [Redacted]
Cc: [Redacted]; Catherine-Hill (Sydney)
Subject: RE: Austrade Australia Unlimited - Industry Engagement [SEC=UNCLASSIFIED]

Hi [Redacted]

In addition to this we'd like to see the list which includes such a website and/or understand how this site was included in our media plan.

Thanks
Elizabeth

From: [Redacted]
Sent: Monday, 26 November 2012 3:29 PM
To: Elizabeth-Rozas (Sydney)
Cc: [Redacted]; Catherine-Hill (Sydney)
Subject: Austrade Australia Unlimited - Industry Engagement

Hi Elizabeth,

Hope you're well.

I've spoken with the publisher and we've now blocked The Rip off Report from the site list.

Let me know if you have any questions.

Thanks,



[Redacted]
Trader

[Redacted]

A: 100 Chalmers St, Surry Hills, NSW 2010

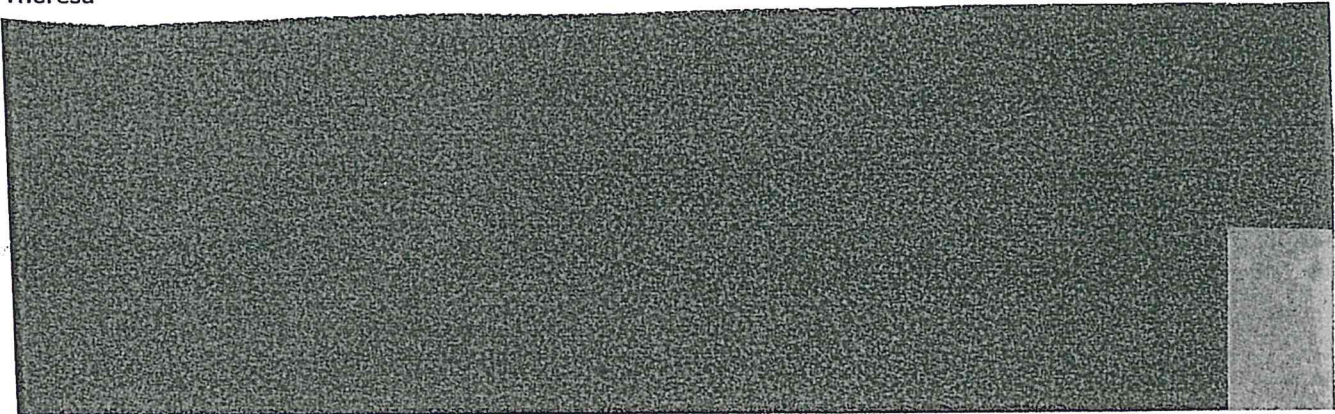
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Mandy-Lister (Canberra)

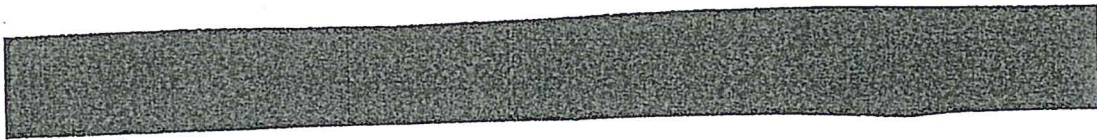
From: Toni-Leemen (Sydney)
Sent: Tuesday, 27 November 2012 10:59 AM
To: Theresa-Fairman (Sydney)
Cc: Catherine-Hill (Sydney)
Subject: FW: Response to your feedback regarding digital ad placement [SEC=UNCLASSIFIED]
Attachments: Australian Government.doc

Hi Theresa

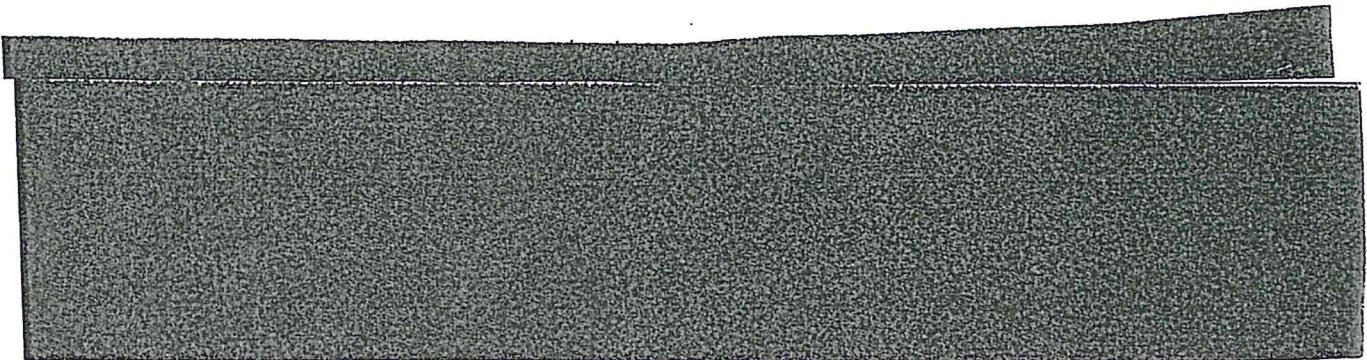


We have taken steps with Universal McCann to:

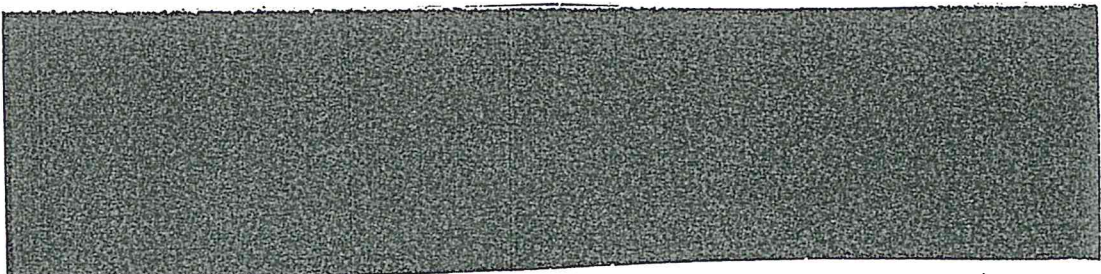
- Clarify the exact trail which led to our ad appearing on the site
- Ensure our ad is blocked from this site for the remainder of the campaign.
- See a full list of all sites where the ad has appeared to date.



Given the reputation of this site (http://en.wikipedia.org/wiki/Ripoff_Report), Universal McCann should be made aware of this issue.



Toni



Mandy-Lister (Canberra)

From: Toni-Leemen (Sydney)
Sent: Monday, 26 November 2012 12:25 PM
To: Theresa-Fairman (Sydney); Catherine-Hill (Sydney)
Cc: Emma-Bailey (Sydney); Amy-Grodzicki (Sydney)
Subject: FW: Response to your feedback regarding digital ad placement
[SEC=UNCLASSIFIED]

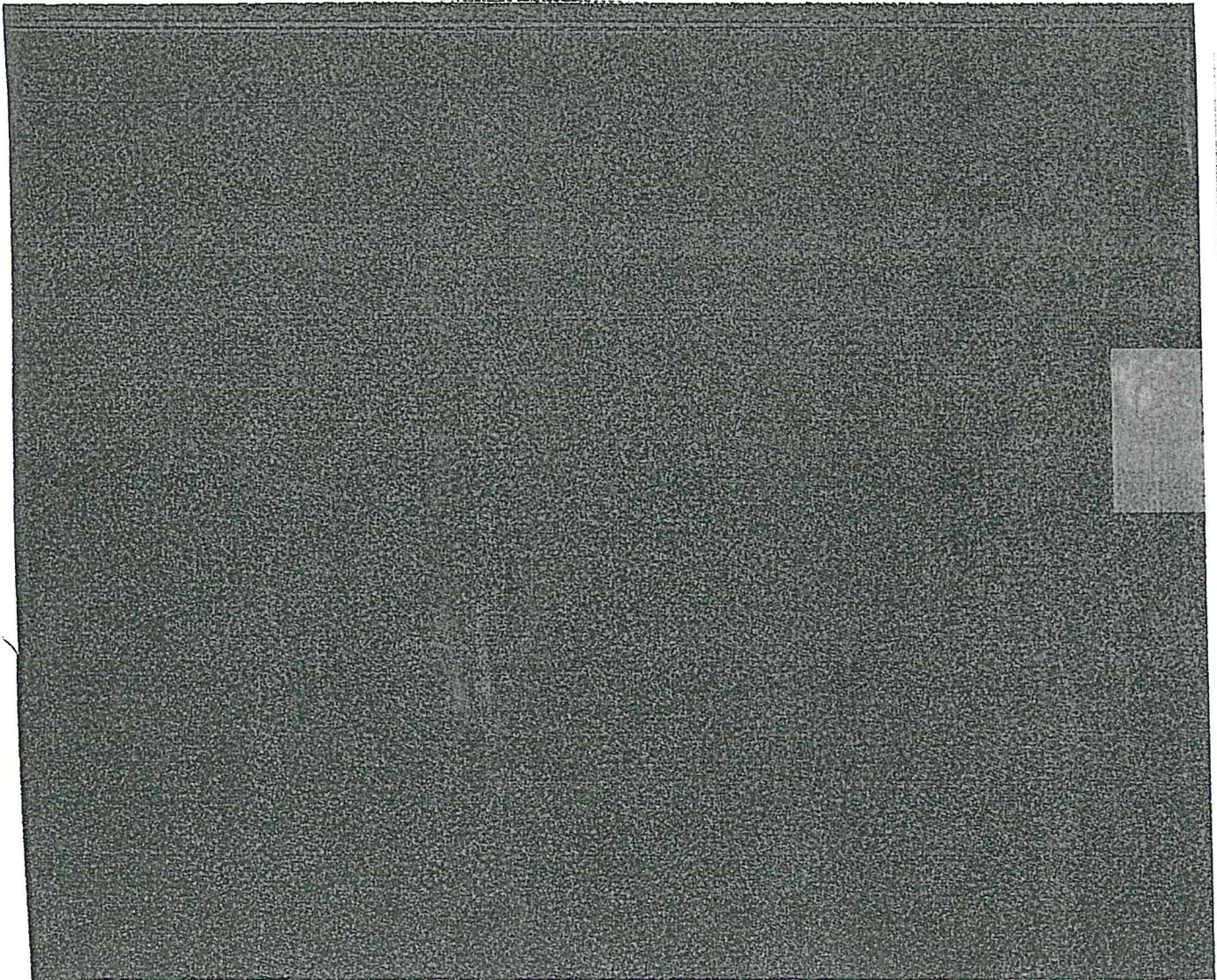
Hi – both. For discussion tomorrow.

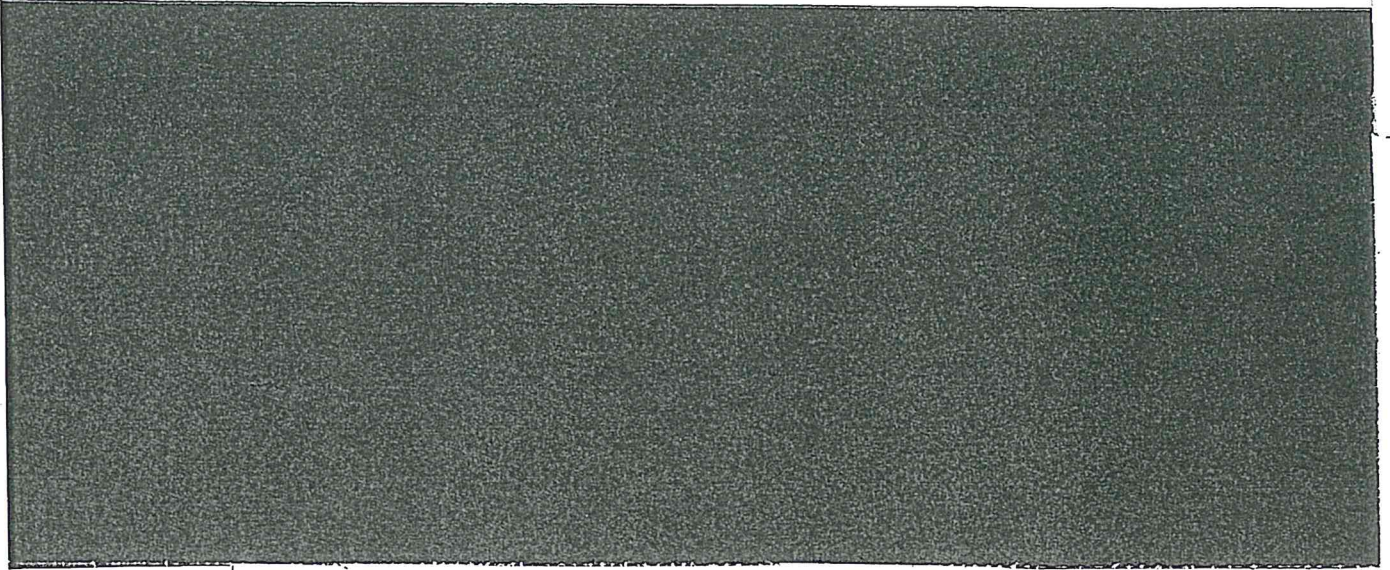
Without the screen shot – we can't really be certain that she is even talking about our campaign.

Discussed this response with Amy – and thought it better to not let her contact go unremarked.

Would also like to get a campaign status update from Universal McCann. Not much evidence in submissions that its happening – but web stats might be continuing to spike for landing page?

T





Mandy-Lister (Canberra)

From: Theresa-Fairman (Sydney)
Sent: Tuesday, 27 November 2012 12:53 PM
To: Toni-Leemen (Sydney)
Cc: Catherine-Hill (Sydney)
Subject: RE: Response to your feedback regarding digital ad placement
[SEC=UNCLASSIFIED]

I don't want to chase and rabbits down holes. If anyone is providing information to the legal team it should be Universal McCann or the Dept of Finance who manages the contract.

We didn't book the space. We didn't know about the site. We acted straight away when we were informed. That's enough.

We should let Universal McCann know and leave it at that.

Thanks

Theresa

