Jamie Robinson

From: Sent: To: Subject: Samuel Stephens Friday, 21 February 2020 2:17 pm Kieran Burlace RE: Student Ioans - public notice ad

[IN CONFIDENCE]

Hey Kieran,

Yes, can you include them please.

Thanks, Sam

From: Kieran Burlace <Kieran.Burlace@ird.govt.nz>
Sent: Friday, 21 February 2020 1:28 PM
To: Samuel Stephens <Samuel.Stephens@ird.govt.nz>
Subject: FW: Student loans - public notice ad

[IN CONFIDENCE]

Hi Sam,

The estimated cost is \$540. Would you like to include Bay of Plenty Times for an additional \$221.60?

I'll work with our in-house designer so there won't be any additional costs for updating the copy.

Cheers Kieran

From: s 9(2)(a)

Sent: Wednesday, 19 February 2020 2:19 PM To: Kieran Burlace <<u>Kieran.Burlace@ird.govt.nz</u>> Subject: RE: Student loans - public notice ad

Hi Kieran,

Thanks for confirming! Will you need me to send you a new spec sheet for this? To help when your team is updating the copy.

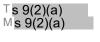
Monday generally has a higher readership - so I will work towards that.

Would you also like to include the Bay of Plenty Times? Just a thought considering the industries booming in the area (incl. Tourism, Agri, Logistics) and an increase in university graduates moving to the area and/or studying. This would be an additional \$221.60 media cost to the overall schedule. Note, I am still working through the schedule O

Please find the media Head Hours Estimate attached. Let me know if you are happy to approve:

- Estimate Number: IRL0008
- Total Estimate: \$540

Thanks,



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From: Kieran Burlace <</th>Kieran.Burlace@ird.govt.nz>Sent: Wednesday, 19 February 2020 9:23 AMTo: \$ 9(2)(a)(AKL-FCB) <\$ 9(2)(a)</td>@fcb.com>Subject: [EXTERNAL] RE: Student loans - public notice ad

[IN CONFIDENCE RELEASE EXTERNAL]

Hi ^{s 9(2)(a)},

Great thanks!

Yes it will be the same creative spec 9x2, vertical. A week day would work best and it has to be before 31 March so either Monday 30^{th} or Friday 27^{th}

And yes media schedule and post campaign proof would be great.

Cheers Kieran

From: \$ 9(2)(a)(AKL-FCB) <\$ 9(2)(a)</th>@fcb.com>Sent: Wednesday, 19 February 2020 8:44 AMTo: Kieran Burlace <Kieran BurlaceSubject: RE: Student loans - public notice ad

Hi Kieran,

Hope you are well ©. No worries at all re: Student Loans. I can definitely organise this for you.

Confirming this is to run the same size creative spec as FY 17/18? This was a 9x2, vertical rectangle.

Also, is there a specific date at the end of March you would like to lock in? Or preference of Weekend / Weekday.

Will work ono getting the estimate to you by tomorrow. Are you able to confirm you would like the below:

- Media schedule
- Post Campaign Proof of Postings in Doc

Chat soon,

s 9(2)(a) Digital Account Manager

⊤ +<mark>s 9(2)(a)</mark> M +s 9(2)(a)



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From: Kieran Burlace <Kieran.Burlace@ird.govt.nz>Sent: Wednesday, 19 February 2020 7:58 AMTo: \$ 9(2)(a)(AKL-FCB) <\$ 9(2)(a)</td>Subject: [EXTERNAL] Student loans - public notice ad

[IN CONFIDENCE RELEASE EXTERNAL]

Hi^{s 9(2)(a)},

Just when you thought you'd finished with student loan stuff....

We've been asked to run the student loan public notice again across the following newspapers at the end of March:

- NZ Herald
- Dominion Post
- The Press
- Otago Daily Times
- Waikato Times

Are you able to set this up for us again?

I'll need to get the copy updated and it would be good to get a cost estimate so I can sort a PO number.

Cheers, Kieran

Kieran Burlace Senior Marketing Specialist | Marketing & Communications Inland Revenue | PO Box 2198 | Wellington 6014 T. +s 9(2)(a) | E. s 9(2)(a)



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