

From: Caitlin Ferner
Sent: Friday, September 20, 2024 11:45 AM
To: Channels <channels@nzta.govt.nz>
Cc: Matthew Floratos <Matthew.Floratos@nzta.govt.nz>
Subject: Driver licencing social media (for design)

Good morning!!

I've been working with driver licencing on developing a social media campaign to address licence test wait times.

Concepts for the written portion are in the doc here [Driver licencing wait times design brief](#) – with a very small design brief. I was hoping to get the name of someone I could set up a meeting with to talk about what we're wanting from this campaign, and get the design aspect of it progressing 😊

Wanting to bring design in early to talk through what we're needing for the initial campaign, and flag that this'll likely be an ongoing series.

Thank you 😊

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