

STOP DREAMING ABOUT NEW ZEALAND AND GO

PARTNER TOOLKIT

**100% PURE
NEW ZEALAND**



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HAERE MAI & WELCOME

‘Stop dreaming about New Zealand and Go’ is Tourism New Zealand’s campaign for the Australian market. The purpose of this campaign is to inspire Australians to stop dreaming and book a holiday to New Zealand.

This toolkit gives you everything you need to be a part of the campaign and promote New Zealand as a travel destination.

Ngā mihi,
The team at Tourism New Zealand



SECTION 1:
INTRODUCTION

OUR JOINT MISSION

Let's work together to encourage Australians to travel to New Zealand, igniting their passion in order to help them cross the dreaming barrier:

Moving them from **dreaming** ➤ To **booking** and **travelling**

But to make this successful, we need to spread the word. And that's where you come in – our industry partners. Together, we need to get the entire nation seeing, talking and engaging with the campaign, helping to reinvigorate our vibrant tourism industry.

THE AUDIENCE

Through research, Tourism New Zealand has identified two key audiences with the highest likelihood to travel to New Zealand. Appealing to these audiences has been the focus of this campaign. Here's a little bit about them:

VIBRANT ADVENTURERS

These adventurous risk takers like to make the most out of life. They like experimentation and prefer fun, open minded, colourful settings and value freedom. Travel has a high importance and they are motivated by uniqueness, adventure and a different world view. They like researching and will spend more to get off the beaten track. They're resilient and will sacrifice other things to travel, seeking less common destinations. Travel makes them feel bold and daring.

EXPERIENCED CONNECTORS

These open-minded traditionalists like to make their own decisions, support their community and prefer to share credit. They value curiosity, authenticity learning and honesty. They travel for a different world view, to learn new cultures and experience new things while spending time with others. They're confident travellers who like researching and value experience over money. They feel grateful and appreciated for travel.

CAMPAIGN STRATEGY

AMBITION

Drive urgency for a New Zealand holiday by inspiring Australians to book NOW.

PROBLEM

While there is considerable pent up demand to travel to New Zealand, we need to help Australians overcome perceived barriers to travel to New Zealand.

INSIGHT

Australians have always yearned for exploration and for travel deep into other parts of the world. However, New Zealand is not always top of mind.



BRAND EDGE

New Zealand is a place where Australians can feel the invigorating power of an impactful holiday - a place to genuinely *feel the embrace of this place* they've been longing for.

THE IDEA

Stop Dreaming about New Zealand and Go.

If there's one thing we've all been doing, it's dreaming of going somewhere great. Somewhere with wide open spaces and pristine views. Somewhere with spectacular scenery and an enviable culinary scene. Well, we know somewhere where your travel dreams can come true. Yep, if you're dreaming of somewhere like that, you must be dreaming of going to New Zealand.

Highlighting both the beautiful people and places of New Zealand, the campaign is centred around a dreaming Australian and a New Zealand guide on a holiday in New Zealand. Throughout the dream, the new friends take part in a range of activities and experiences.

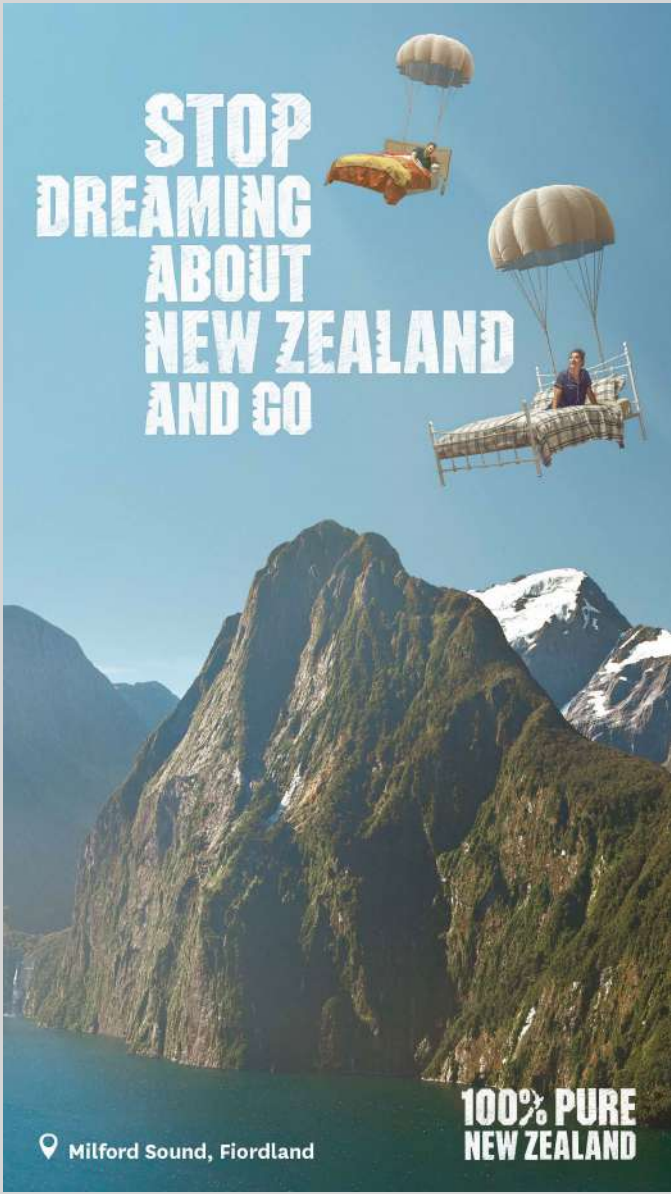


SECTION 2:
TOOLKIT ASSETS
& GUIDES

OVERVIEW OF THE CAMPAIGN CREATIVE

Stop Dreaming about New Zealand and Go is an integrated marketing campaign. It seeks to build broad brand awareness and drive conversion.

To prompt consideration and bookings from the two priority audiences, the campaign features a range of experiences known to be key motivators; from fine dining to jet boating and cycling through vineyards to star gazing from a hot tub. The experiences are all set to the backdrop of New Zealand’s stunning landscapes from Matapouri in Northland, to Milford Sound in Fiordland and the many locations in-between, whilst celebrating the welcoming nature of our people.



CAMPAIGN MESSAGING GUIDE

Our campaign line is **Stop Dreaming about New Zealand and Go**.

Here’s why we chose it:

- It let’s us land one, single-minded message.
- It encapsulates the idea with no need for further explanation.
- It speaks to the product (New Zealand), firmly embedding it in the idea.
- It is a call to action for the consumer.
- It allows our visuals (people and place) to be the hero, by not over cluttering creative with copy.

In our film assets we use the contracted line **Stop Dreaming and Go**. The films give us time to fully explain the idea and is the only place we alter the line.

For consistency, please always use the full line.

We do encourage you to build on the line to make it relevant to your destination, product or experience in the lead in or end of the line. Examples are in section 3.

We ask you not to change the crux of the line, i.e. do not make it ‘Stop dreaming about Auckland and Go’ or ‘Stop dreaming and go bungy’ etc.



CAMPAIGN LOCK UP DEVICE

While domestic campaigns have included logo lock up devices, Tourism New Zealand has decided not to for this campaign.

This is for a number of reasons:

1. As we are speaking to an international market, it was imperative we built equity in the 100% Pure New Zealand lock up, rather than introducing additional competing branding devices (whereas local domestic markets will not have had this challenge).
2. Our campaign line is often used as a headline, as well as a sign off, so representations of it as a lock up would have been inconsistent across the campaign.

OUR KEY BRAND DEVICE



CAMPAIGN TONE OF VOICE GUIDE

When we speak to our audiences, we are the voice of New Zealand: optimistic, genuine and humble.

OPTIMISTIC

Leaning into the uplifting and energetic Kiwi sense of humour that is attractive to Australians.

GENUINE

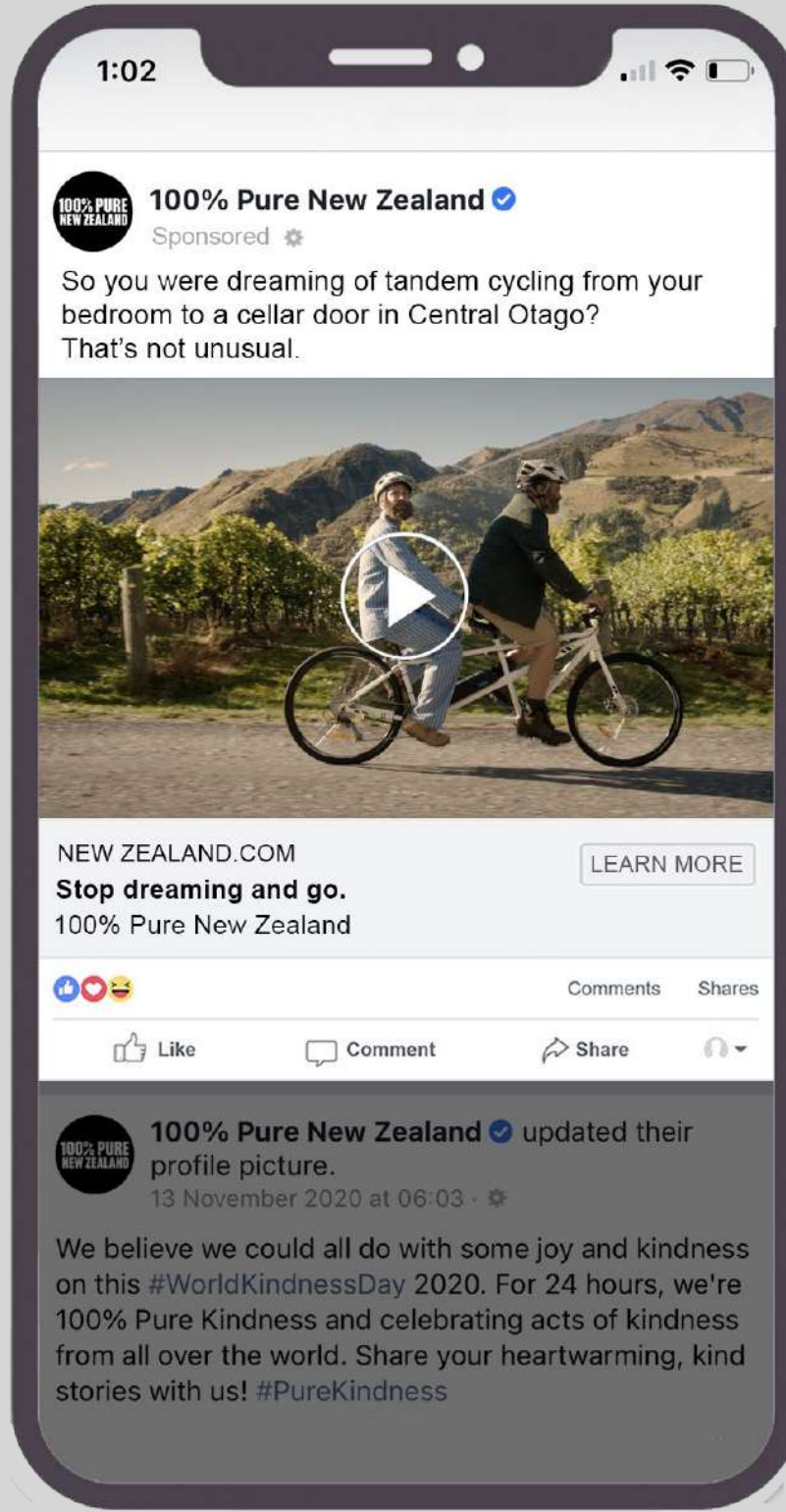
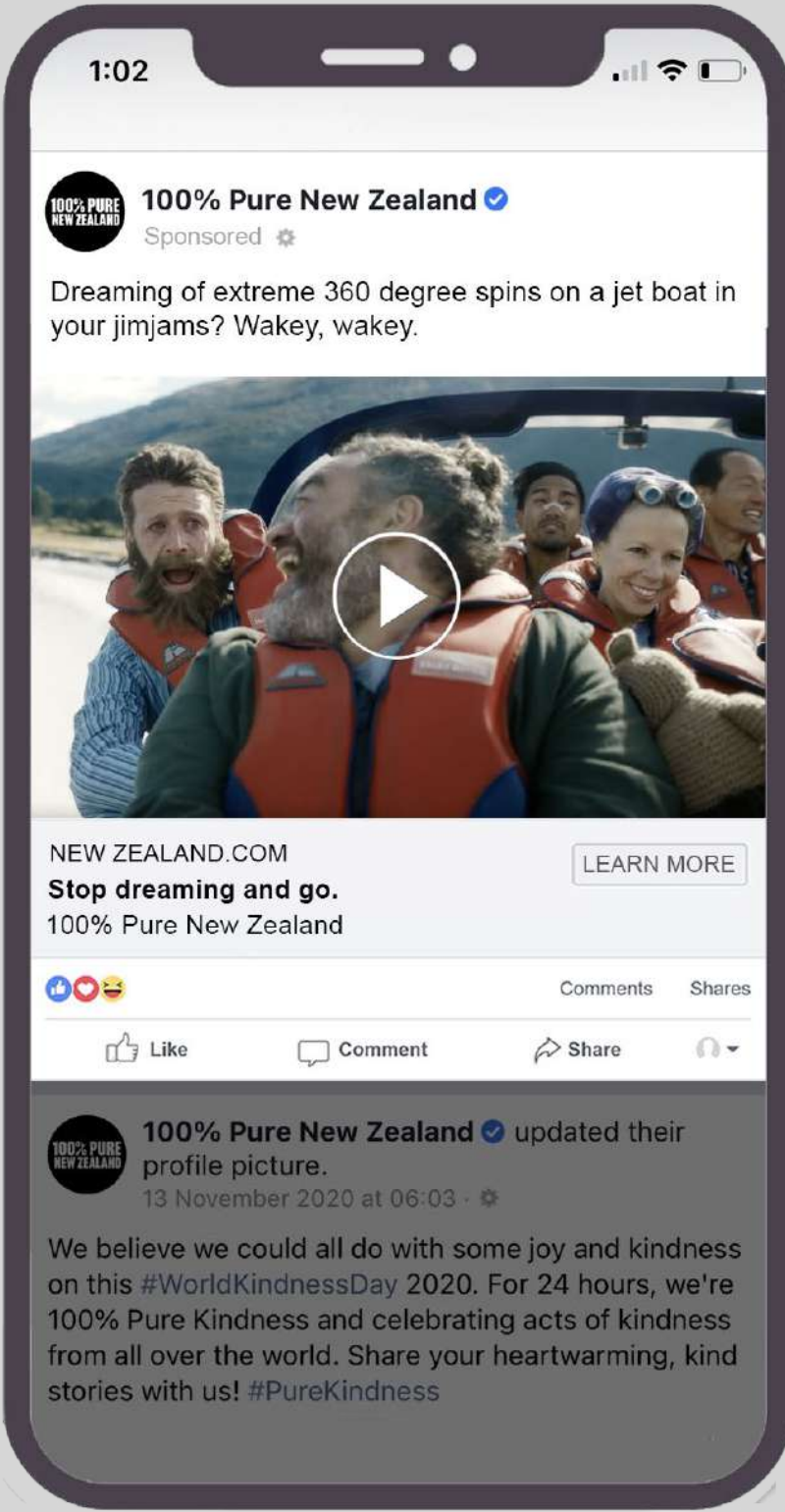
Harness the playfulness of the Trans-Tasman sibling-like relationship through friendly banter.

HUMBLE

Let the beauty of our people and place do the bragging for us.

Refer to the social media examples on this page.

TOPE OF VOICE COPY EXAMPLES



CAMPAIGN IMAGERY GUIDE

Striking imagery of New Zealand’s people and places is available at visuals.newzealand.com

DO

Choose imagery that appeals to our audience and highlights the unique characteristics of New Zealand:

Epic landscapes

Select images that capture uniquely New Zealand landscapes to draw people in.

Candid lifestyle

Make the viewer feel a part of the scene. Show candid moments as they happen with pure emotion and people enjoying real experiences.

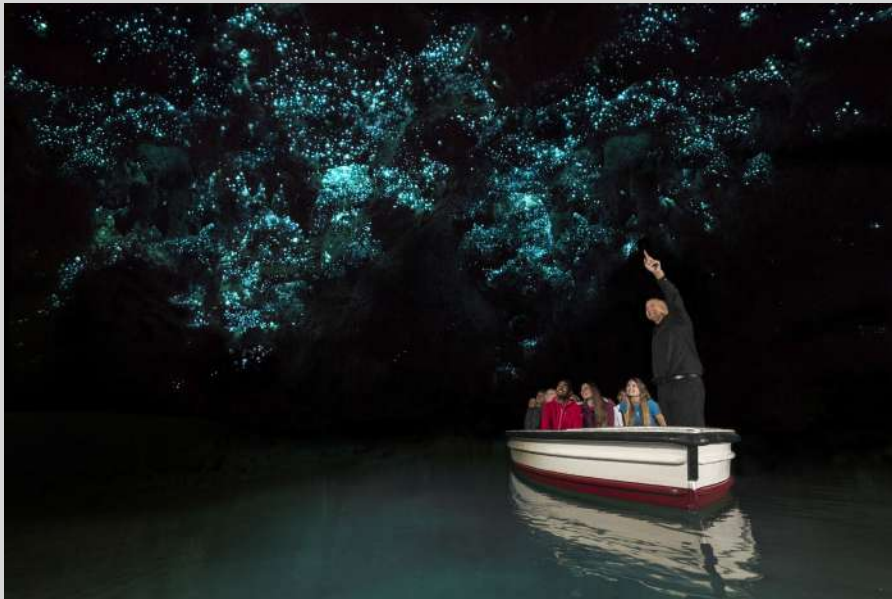
Welcoming

Where possible, feature locals who exude natural character and warmth to make Australians feel genuinely welcome.

DO NOT

Please don’t create surreal images that replicate the campaign surreal look and feel with dream like scenarios.

CAMPAIGN IMAGERY



CAMPAIGN FILM GUIDE & INSTRUCTION

We have uploaded the campaign films to YouTube so that all partners can use these across their websites.

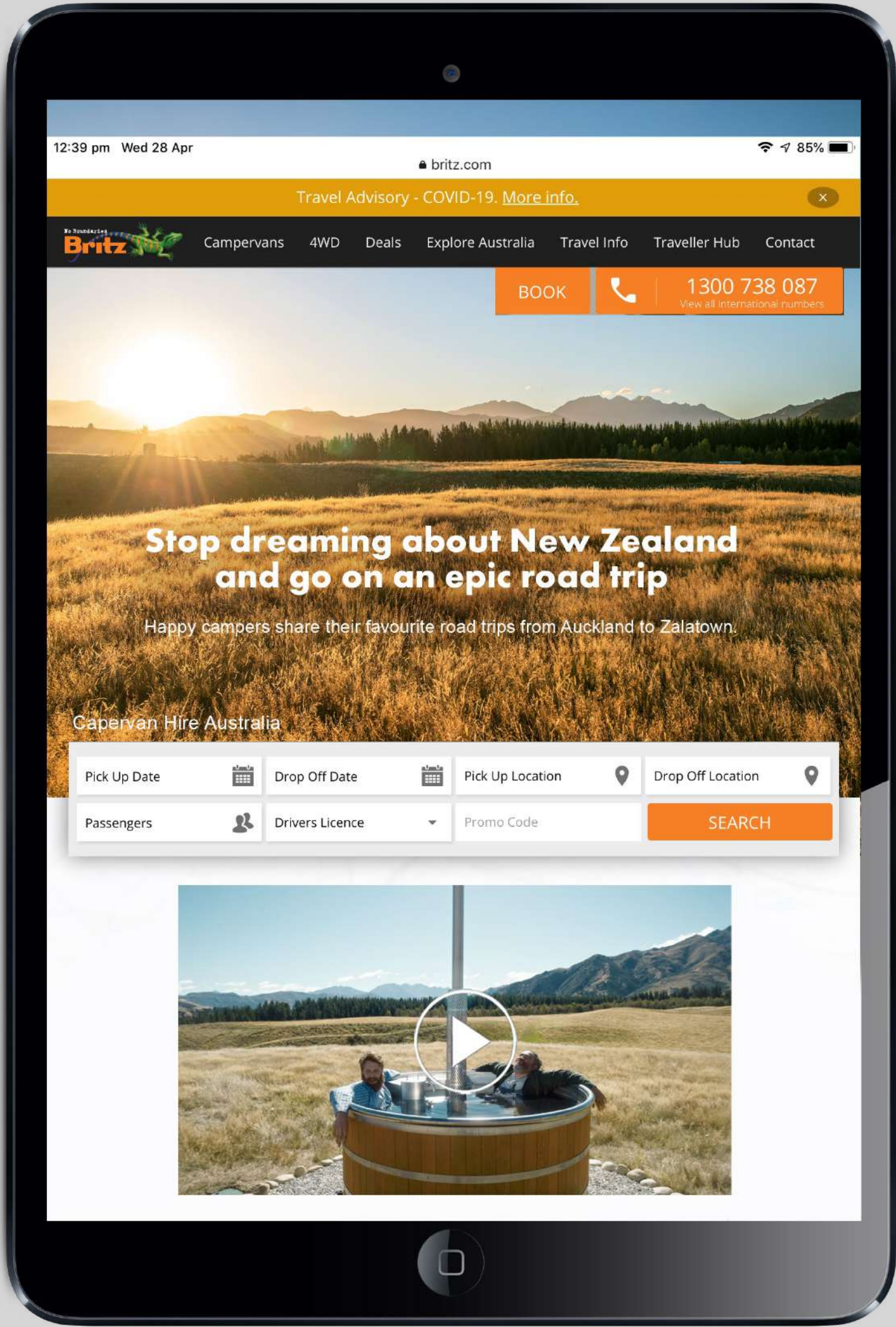
Here’s how to embed them on your website:

- Open the YouTube video link you want to embed.
- Under the video, click SHARE .
- Click EMBED.
- From the box that appears, copy the HTML code.
- Paste the code into your blog or website HTML.

Any partner with a suitable place on their website can do this and it is an excellent way to add content to further encourage bookings. See Britz example.

You can also share the films on your social channels by sharing the YouTube links to Facebook and Instagram.

[Links Here](#)



SECTION 3:
GET INVOLVED

WAYS TO GET INVOLVED IN THIS CAMPAIGN AND BRING IT TO LIFE ON YOUR CHANNELS



APPLY THE CAMPAIGN LANGUAGE

We have provided the following examples utilising our partners ‘Britz’ and ‘WellingtonNZ’ to give you guidance on how you could take the campaign and build it out through your channels. These are just examples and by no means the limit of what is possible, so please feel free to get creative and build the campaign out in a way that is suitable for your audience utilising your own assets and promotions with the help of our guidelines in section 2.



ACCESS FREE TOOLS FROM THE TRADE MARKETING HUB

The Trade Marketing Hub is a free resource available to all our trade partners. It boasts a wealth of marketing tools for this campaign, created to empower all our partners. Partners can customise assets with their own sales message, logo and contact information.



UPLOAD YOUR DEALS TO NEWZEALAND.COM

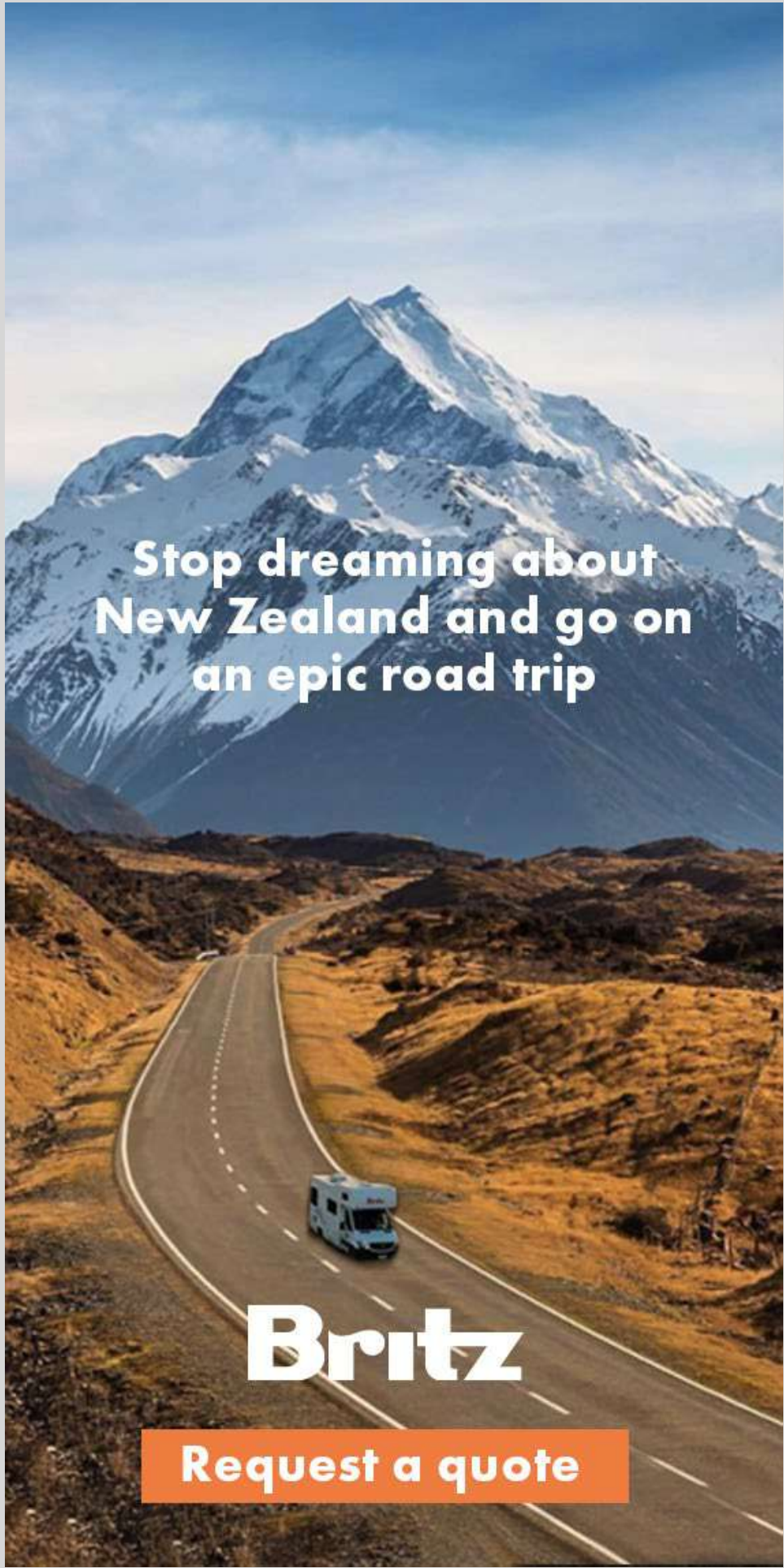
To help amplify your own offers, we also encourage you to upload them to feature on the Tourism New Zealand website.

A APPLYING THE CAMPAIGN
LANGUAGE TO YOUR
COMMUNICATIONS

INTEGRATING THE CAMPAIGN IN YOUR ADVERTISING

You can **integrate the campaign and it’s messaging for your own channels and paid advertising** by adding something about your product before or after the line.

The Britz example here extends the line to: ‘Stop dreaming about New Zealand and **go on an epic road trip**’. Or you could add to the front of the line: ‘**Another reason to** stop dreaming about New Zealand and go.’ (Please just don’t shorten the campaign line).

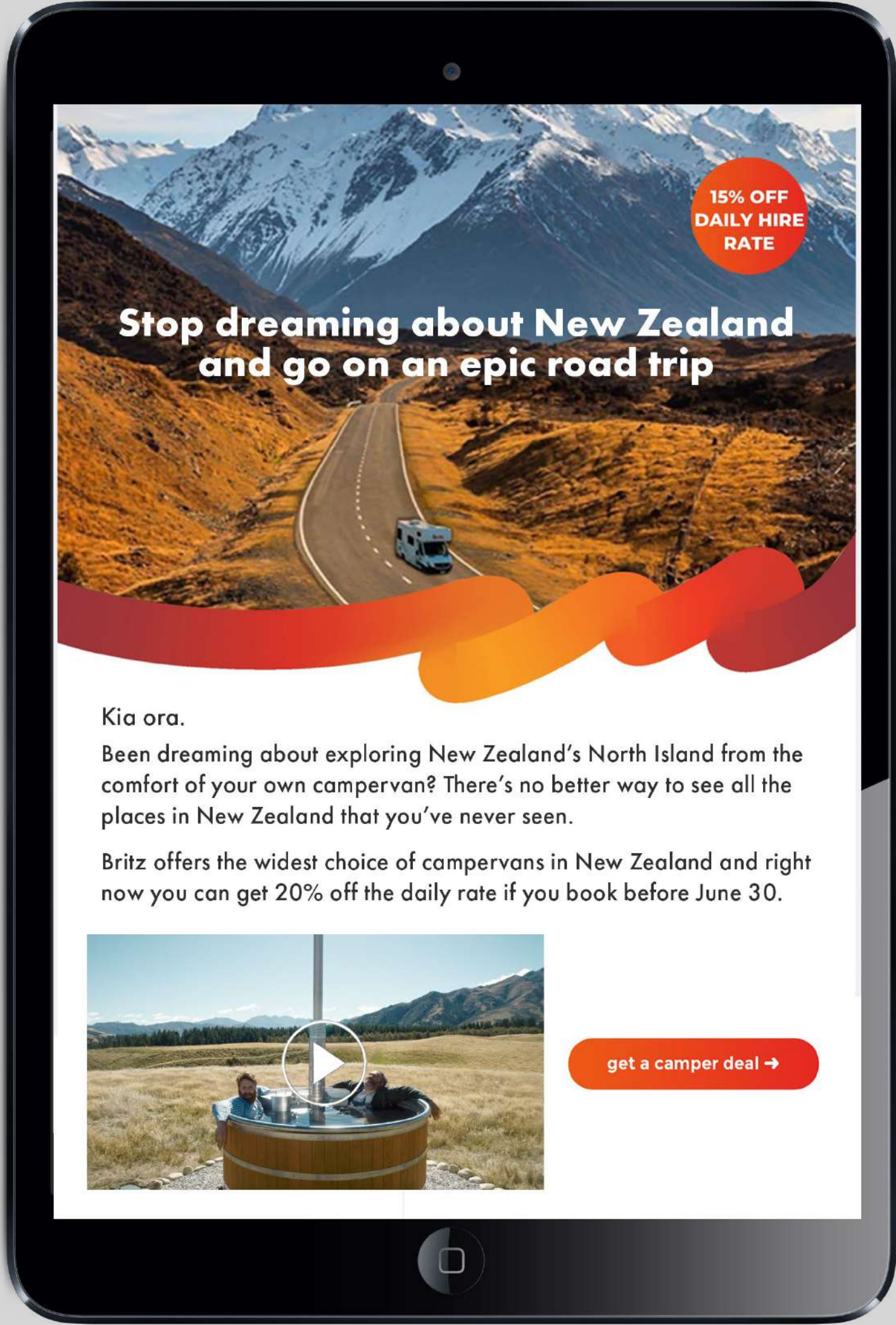


A APPLYING THE CAMPAIGN
LANGUAGE TO YOUR
COMMUNICATIONS

USING THE CAMPAIGN MESSAGING IN YOUR CRM

You can create **newsletters** with more information on your specific product, destination or service featuring the campaign messaging.

Feel free to get creative and connect with your customers in a way that is right for your brand using your assets and promotions, like the Britz example here.

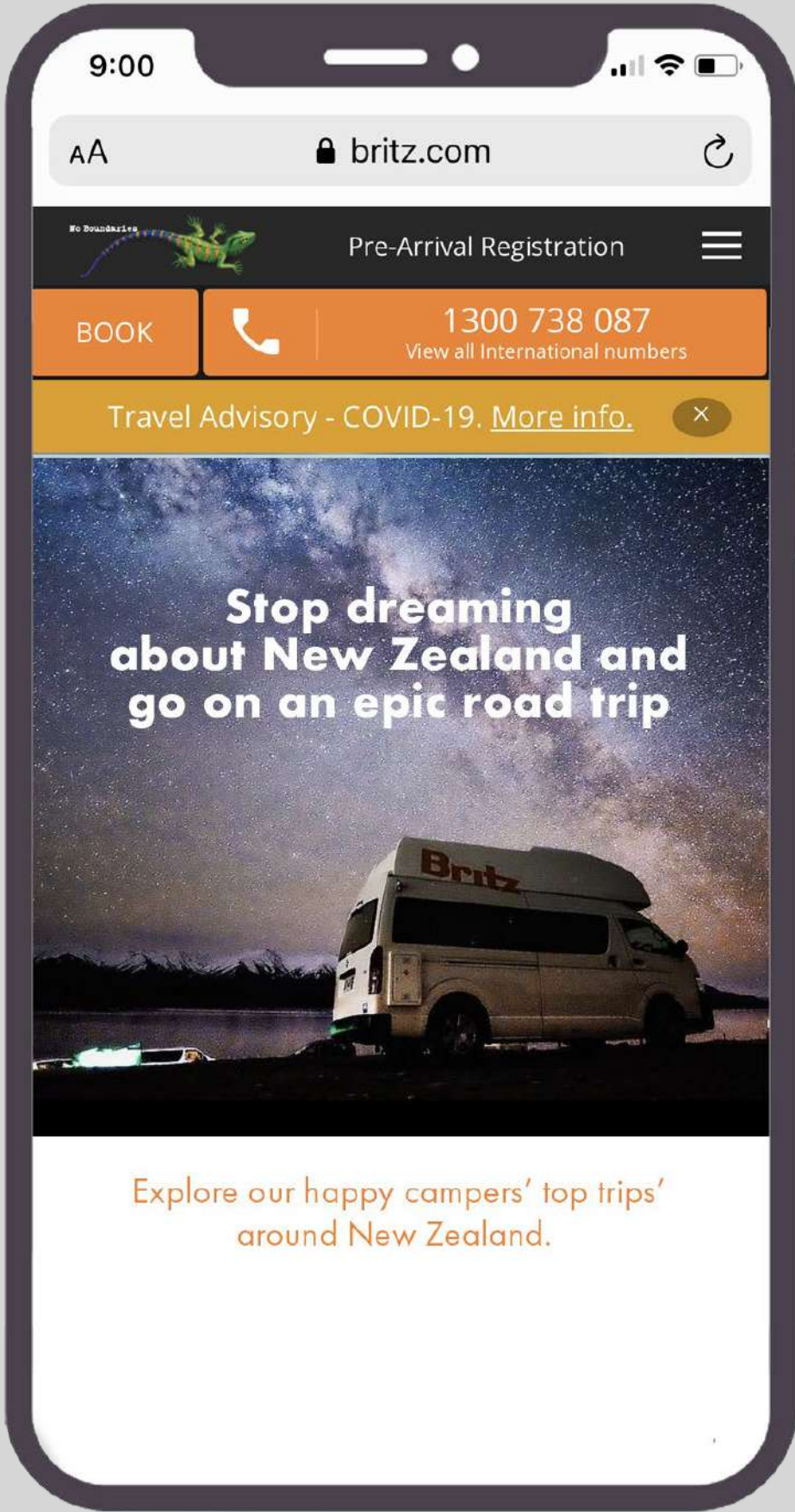


A APPLYING THE CAMPAIGN LANGUAGE TO YOUR COMMUNICATIONS

USING THE CAMPAIGN IN YOUR SOCIAL MEDIA AND WEBSITE LANDING PAGES

You can create **social posts and ads** that link to a **landing page**, blog or your website with more content to nudge your audience through the planning process.

In Britz’ case, one way they could engage their audience would be to create an Instagram post that links to more content or a bespoke New Zealand landing page from a link in the bio. The potential travellers go to a bespoke mobile site that says ‘Explore our happy campers’ top trips around New Zealand’ which hooks them in.



A APPLYING THE CAMPAIGN
LANGUAGE TO YOUR
COMMUNICATIONS

USING THE CAMPAIGN IN YOUR BLOG

You can create richer content featuring the messaging, such as **blog posts**. Colourful content could encourage your customers to learn more about your destination, product or experience.

In WellingtonNZ’s case, one way they could connect in a deeper way with their audience would be to create a blog post housed on their website. The blog could list the ‘10 reasons to stop dreaming about New Zealand and go’ (with all with reasons from the Wellington region) this would inspire potential travelers to book a trip to Wellington.



A APPLYING THE CAMPAIGN
LANGUAGE TO YOUR
COMMUNICATIONS

USING THE CAMPAIGN IN SOCIAL CONTENT

Another easy and fun way to get involved is by creating your own **social media stories** that integrates with the campaign messaging.

You can add new material and extend the campaign messaging on regular social stories to consistently engage your audience. In the example here, swiping up would take people to Wellington’s Top 10 must-have dishes.

This is a great way to further seed the messaging through your social channels to encourage planning and bookings.



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B ACCESSING FREE TOOLS FROM THE TRADE MARKETING HUB

USING SALES FLYERS

ACCESS SALES FLYERS THOUGH THE MARKETING HUB

Similar to email assets, you can find Sales Flyers on the Marketing Hub with the campaign messaging and imagery that can then be personalised.

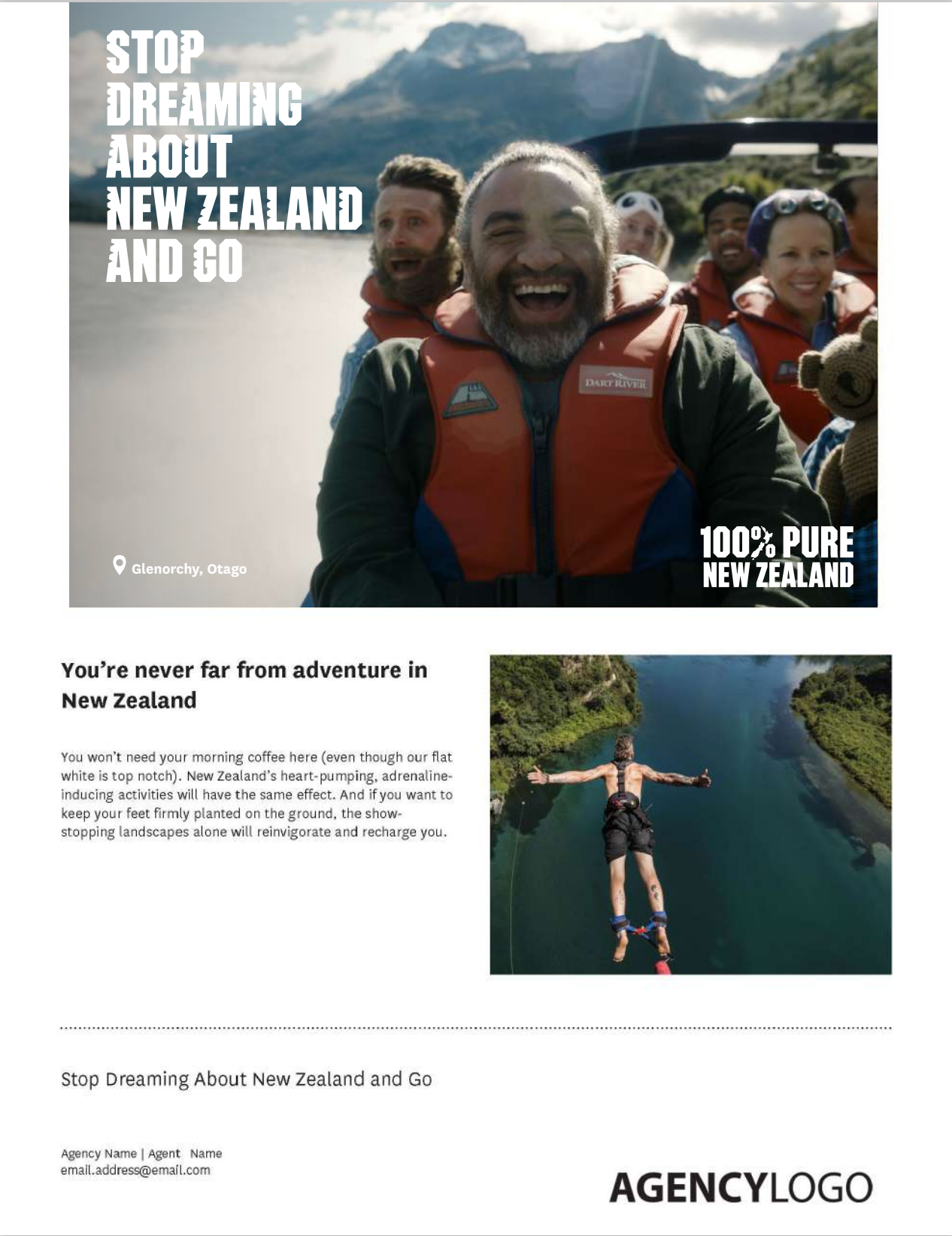
All you need to do is:

- 1. Sign up to the Marketing Hub
- 2. Locate the Stop Dreaming about New Zealand and Go campaign page via the ‘campaigns’ drop down menu for all of the assets
- 3. Browse the assets and find the Sales Flyers
- 4. Personalise with your details
- 5. Download and send out to your database

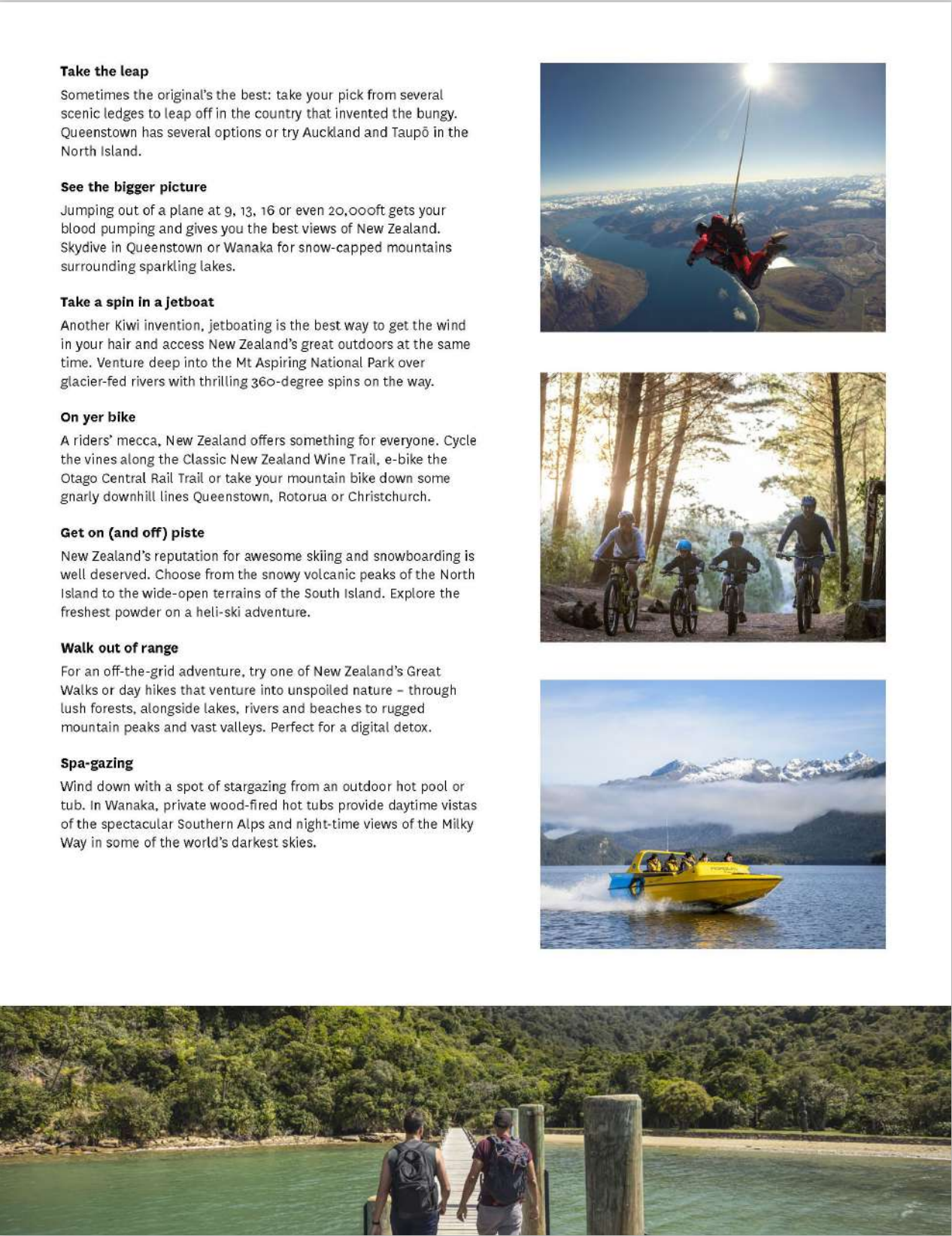
These Sales Flyers are designed for travel agents and front-line travel sellers to use as part of the campaign.

These assets are free and ready to use. All you need to do is register, adapt and send out.

Visit Marketing Hub



Flyer Front



Flyer Back

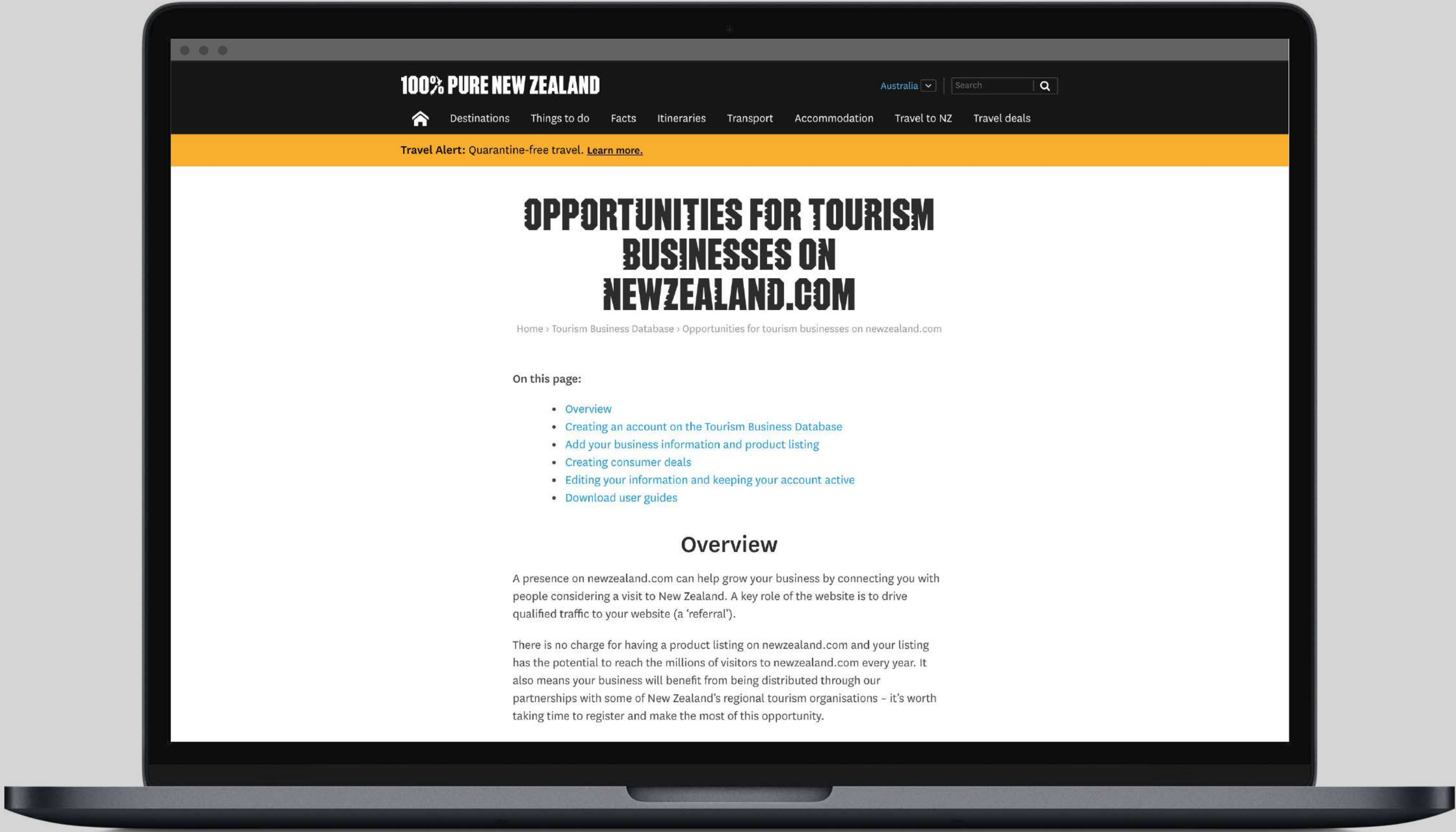
 **UPLOAD YOUR DEALS TO
NEWZEALAND.COM**

FEATURING YOUR OFFERS ON OUR SITE

If you have deals that you would like to feature on Newzealand.com there is a simple process to follow.

Click here for a step-by-step guide:
<https://www.newzealand.com/au/utilities/operator-help/>

Tourism New Zealand will be directing large audience numbers to the landing pages featuring deals submitted by our partners. So it’s a great way to ensure your deal is in front of an audience is actively considering travel.



CONTACTS

Please contact the Tourism New Zealand Australia Market Team if you have any questions.

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T: +64 2 8299 4800

THANK YOU
NGĀ MIHI

More information: www.tourismnewzealand.com

Sign up to our newsletter: www.tourismnewzealand.com/newsletter-signup