

# Tourism New Zealand Global Brand Campaign Research Summary

“100% Pure Welcome – 100% Pure New Zealand”



**100% PURE  
NEW ZEALAND**

# GOOD MORNING WORLD

DAY 91/365

📍 Kea Point, Aoraki Mount Cook  
Elicia

[newzealand.com](http://newzealand.com)

**100% PURE  
NEW ZEALAND**

## How did we get here?

### THREE ROUNDS OF QUALITATIVE RESEARCH WERE UNDERTAKEN ACROSS AN 18-MONTH PERIOD

- The research tested the early 'Welcome' concept helping to refine it. It also helped create the 'Good Morning World' component
- The research focused on our three biggest markets, Australia, China, USA to get the best cross-section of insights / feedback and to get the best value for money
- The research captured people's travel behaviour and expectations
- The research explored travel as an activity and what drives holiday travel.

### THE RESEARCH SOUGHT TO UNDERSTAND NEW ZEALAND VERSUS OTHER DESTINATIONS – EXPECTATIONS AND WHAT DRIVES DESTINATION DECISION MAKING

- Insights and learnings were taken from each round of research to further develop and refine the 'Welcome' and 'Good Morning World' concepts
- The research was conducted by independent research agencies Kantar AdEval™ and Kantar TNS Needscope.

## Executive Research Summaries

### APRIL 2018 – BRAND TRUTH STRATEGIC TESTING

- The concepts fit with knowledge and associations of New Zealand – authentic, warm, inclusive
- Communication style: inviting and welcoming, about connecting with the people and the land
- Landscape shown is warm and reassuring, you can traverse the wide range of landscapes safely and easily
- Tone is friendly, relaxed, and warm, gives the impression that New Zealand welcomes everyone no matter where they come from.

### OCTOBER 2018 – CREATIVE CONCEPT TESTING

- The concept portrayed our warm, friendly welcoming people – an openness of welcome and our stunning and diverse landscapes – showcasing our place
- The concepts conveyed a positive, hopeful and upbeat tone – the symbology and imagery communicate optimism and freshness that is true to New Zealand/ers
- The concepts communicate a warmth and feeling to them, displaying our easy-going nature but in a joyful and spontaneous way.

#### Some of the quotes from our Active Considerer audience during this phase.

(An active considerer is someone actively considering a holiday to New Zealand.)

“It is uplifting and inspiring and I like the music. It is a welcoming, beautiful idea. Aimed at anyone that wants to experience a beautiful unique country/destination where there is obviously a lot of diversity. People that want a different type of holiday than the typical ones. Somewhere you want to experience and worth the long trip. Fits very well, enhances my perception and makes me want to visit”. **CHINA Active Considerer**

“This ad seems to focus on the welcoming attitude of the citizens of New Zealand in that they want to have people come to their country and experience a culture far different than what they may experience daily”. **USA Active Considerer**

“It looks like it is aimed at active individuals or families that enjoy outdoor activities. The ad conveys that New Zealanders are happy, friendly people who enjoy having visitors and that there are many things to do there. It shows that everyone is welcome there and that all kinds of people live there.” **USA Active Considerer**

“It communicates that the people of New Zealand are very welcoming to have visitors come to their country and experience a unique place that is very different from other places they have travelled to.” **AUSTRALIA Active Considerer**

## MAY 2019 – CREATIVE TESTING

The Welcome video and Good Morning World videos were tested with Australians actively considering a holiday to New Zealand, and a broader Australian audience (Australian market only. China and USA to follow)

- The new brand creative delivers strongly in communicating the people and culture aspect of the New Zealand experience, specifically New Zealand values and the unique relationship that New Zealanders have with the land
- Branding is clear with the vast-majority recognising the video as a holiday advertisement for New Zealand

- The creative demonstrated both strong potential for short-term audience engagement as well as long-term brand-building potential
- Overwhelmingly, the main outtake the audience is left with is around New Zealand’s unique culture, welcoming locals, and their connection to the land.

## GOOD MORNING WORLD – CREATIVE EXECUTIONS

- The GMW creative delivers strongly on the objective of communicating people and culture
- The research findings demonstrated strong potential for short-term audience engagement with a high motivation score of 81%.

### Some of the quotes from our Active Considerer audience during this phase.

“New Zealand is a land of many different places of natural beauty, has an interesting culture and the people are very welcoming.”

“I was captivated by the dawn message, the connection to ancient culture, and the pristine unspoiled environment portrayed. The ad makes me feel welcomed.”

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“I like the strong sense of culture. I love how NZ embraces the Māori culture and ensures it remains at the core heart of the country.”

“It has so many different experiences to see and do, it caters for so many different types of people and their interests.”

Source: Kantar AdEval™ Creative Pre-test Research – June 2019