

Telling the power of imagery



Kevin Bowler
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Key themes



- Tourism New Zealand's focus is to work offshore to drive high value visitors to our local industry in New Zealand, thereby creating economic wealth
- Much of the work we do is advising and influencing – we do not have direct control over any commercial transactions priming visitors ready for the industry to convert off
- Tourism New Zealand is fundamentally a large marketing team – marcomms, digital, PR and trade marketing
- Unlike a commercial organisation we do not guard our research, and insights; in fact we work hard to share it with our industry and stakeholders thereby actioning the idea of research without boundaries in our day to day work



1. Projecting our national image

Tourism is a big part of the New Zealand economy



- Second largest export industry in terms of foreign exchange earnings
- Annual international tourism expenditure NZ\$10.3billion
- Combined with domestic expenditure, tourism industry is worth NZ\$23.7billion a year to the economy
- Directly employs 4.7% of the New Zealand workforce, with a bigger spin off to many other workers

Source: New Zealand Department of Statistics YE March14



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Economic benefits filter through to many



**100% PURE
NEW ZEALAND**



\$66m per day
spend filters down to all parts of
the community

2.99m
international visitors p.a.
Australia 42%
China 10%
USA 8%
UK 7%
Germany 3%
Japan 3%



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Snapshot of the organisation



**100% PURE
NEW ZEALAND**

- A centrally funded Crown Entity
- 165 staff, operating in 11 international markets
- Annual funding \$NZ113m
- Focus on higher yielding traveller segments
- Stewardship of the 16 year old '100% Pure New Zealand' campaign
- Recently expanded operations to Indonesia and Brazil



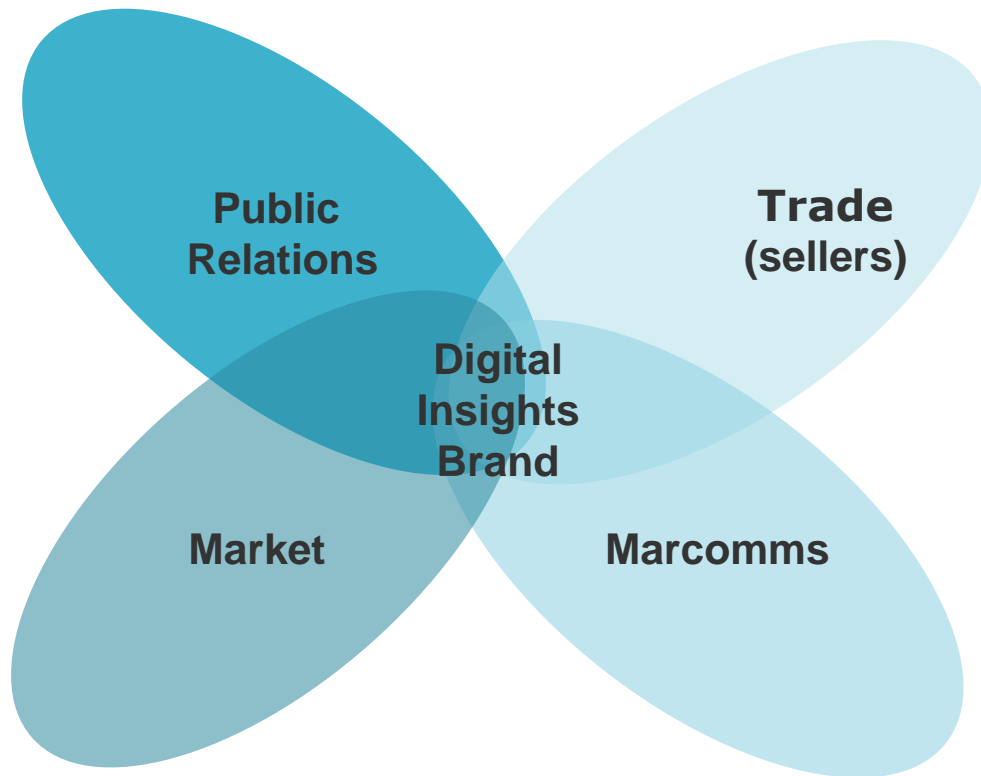
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How we tell the New Zealand story



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A large stakeholder base to influence and work with



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How and why



Our Mission

To increase the value of international visitors to New Zealand

Our Vision

To be the world's most authentic destination story tellers

Our Values

Global Whanau

Actions Speak Louder

Unwavering belief in New Zealand



2. Imagery to transcend borders



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Converged media and the role of images



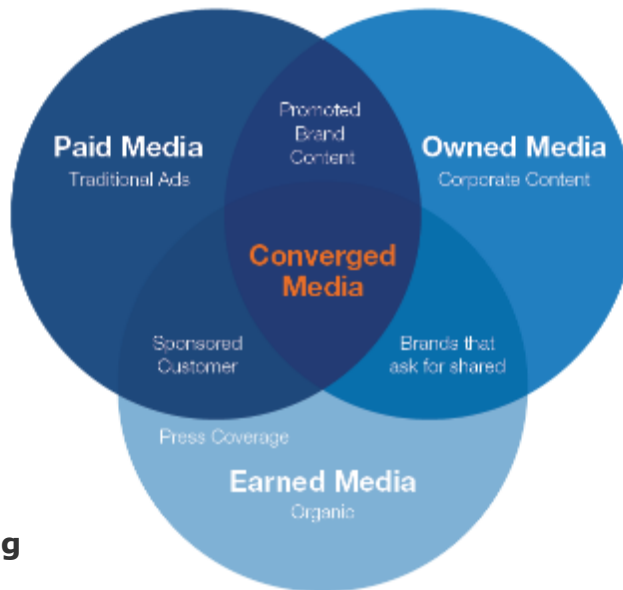
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Paid advertising



**Dad, where are we going
China - Reality TV show
\$182M EAV
106M viewers**



**Huang Lei
newzealand.com China**

Sources: "The Converged Media Imperative: How Brands Must Combine Paid, Owned & Earned Media" Altimeter Group (July 19, 2012)



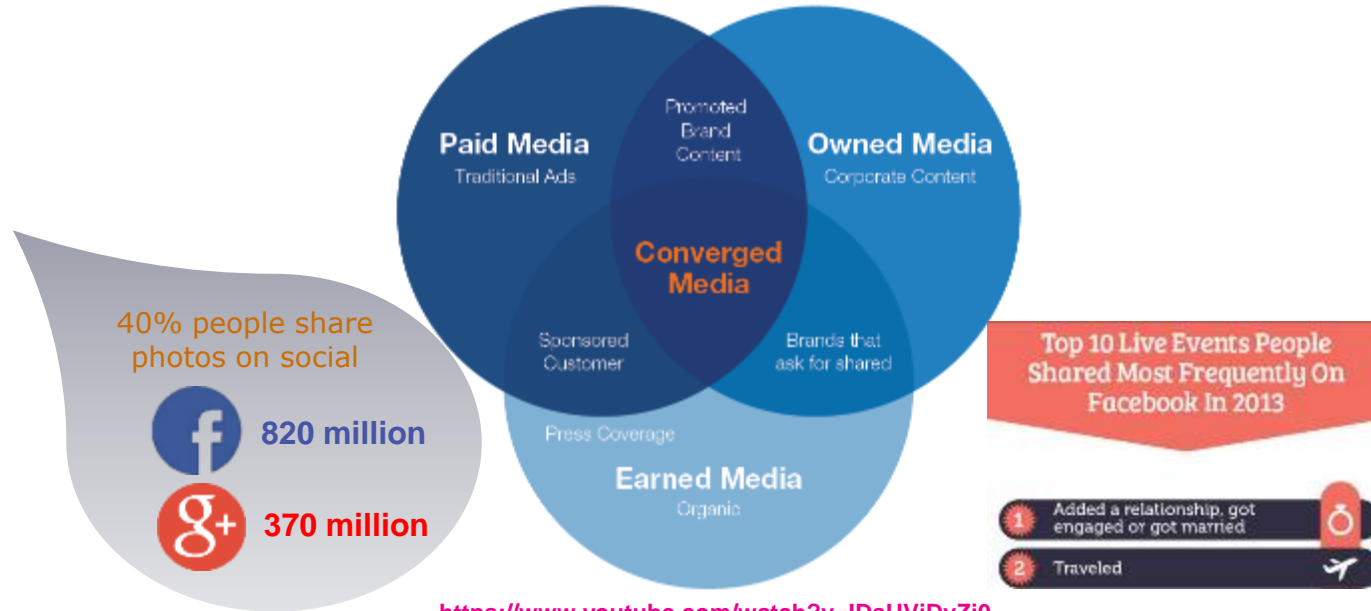
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Converged media and the role of images



100% PURE
NEW ZEALAND



<https://www.youtube.com/watch?v=IDsUViDvZi0>

Source: "The Converged Media Imperative: How Brands Must Combine Paid, Owned & Earned Media" Altimeter Group (July 19, 2012)



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Solution: bring the consumer, and some science into the picture



- Tourism New Zealand briefed research partner TNS to develop a solution to “test” images
- The aim: deliver world class campaigns that are more motivating and more effective in improving the preference for New Zealand
- The solution: critical criteria developed by which to evaluate a set of images against to determine the best to use for a specific marketing objective
- Outcome: image research is now part of our ongoing research program across our key markets as well as some emerging markets

2013



2015



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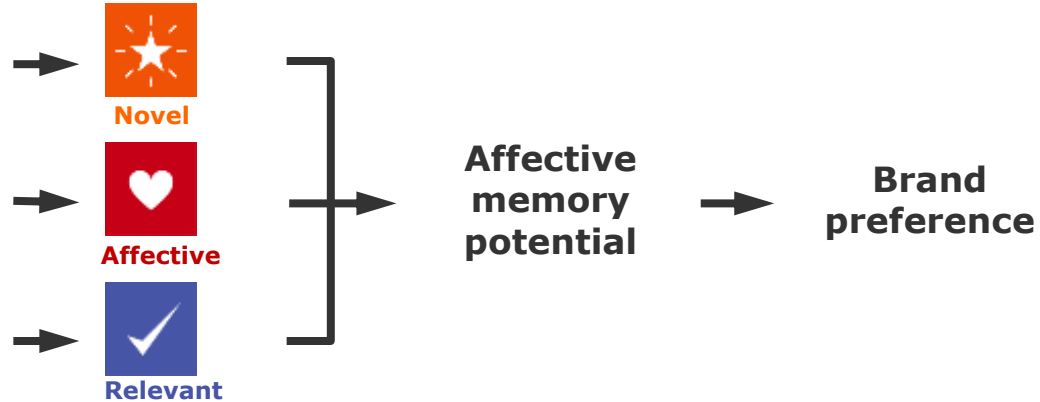
Research to select images

- How the brain works relative to memory and learning
- MRI scans reveal how people respond to communications – novel, affective and relevant
- Validated three key survey questions

Communicates in a way that
is better than expected

Brings to mind for the
audience things that they
care about

Communicates something
that is relevant to the
audience





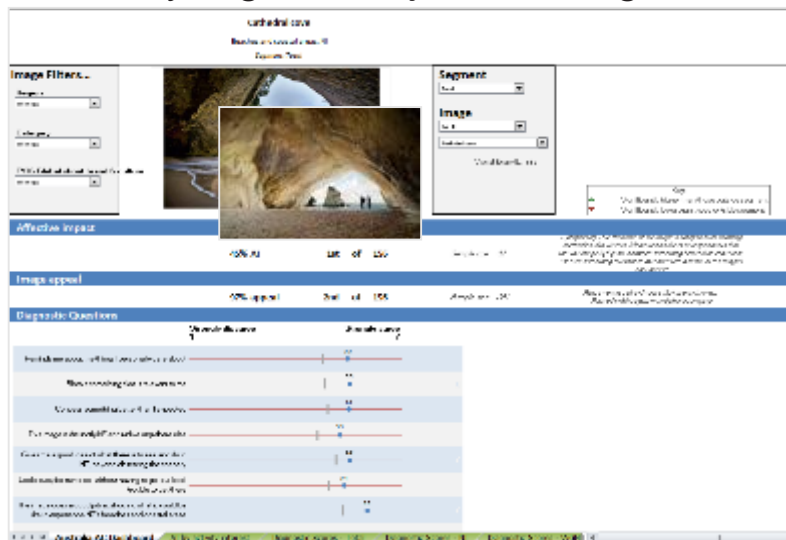
‘Everyday a different journey’ India July-August 2015

3. Insights without boundaries

Outputs – tools that help align actions internally



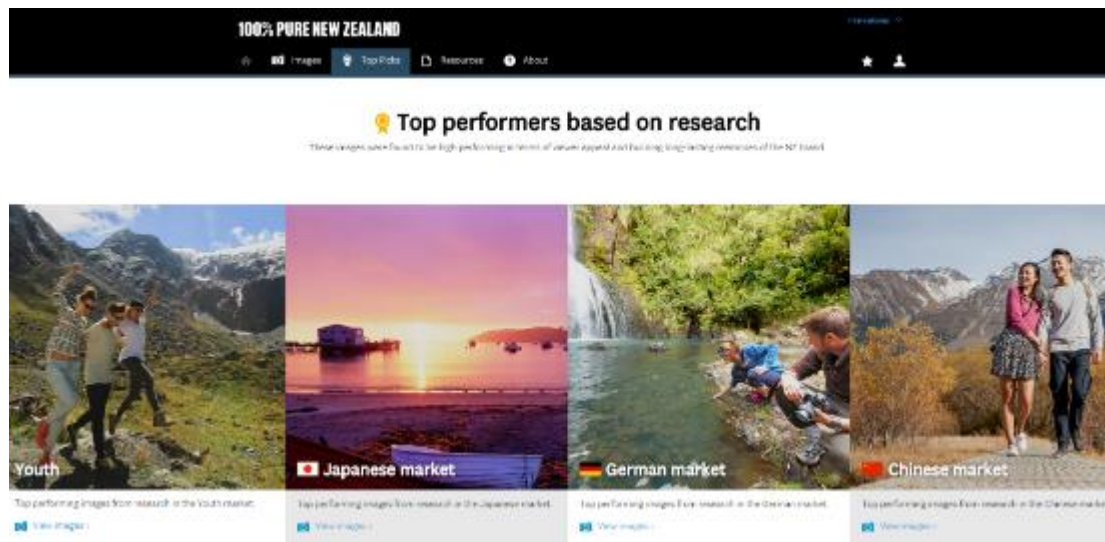
- Market specific insights contributing to the way the “100% pure New Zealand” is delivered in each market
- Delivering to our global brand strategy
- Supporting our hybrid marketing approach of local-global
- Dashboard with filters by region, subject and segment



Outputs – tools that help align actions externally



- Visual image library providing free use of assets
- External stakeholders : Air New Zealand, Regional tourist offices



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Closing points



- Images are a very valuable asset not only in our function as destination marketers but also in the context of the converging media environment
- Research tools and process in place to inform better decisions and to help us build our brand and achieve our vision to be the world's most authentic destination story tellers
- In a complex way of working our research helps break down boundaries both out on market as well as within our domestic industry and stakeholders
- It also helps to inform our future as we learn what works and what doesn't in specific markets so we can better brief our photographers as to what we are looking for



UK, USA and Germany



USA

UK



Germany



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Thank you