

HOW TO USE THE POWER OF **CREATIVE** **ADVERTISING**

to connect with NZers **and unlock**
the growth in your business.



We know it's been a
challenging year for
businesses, particularly
SMEs.

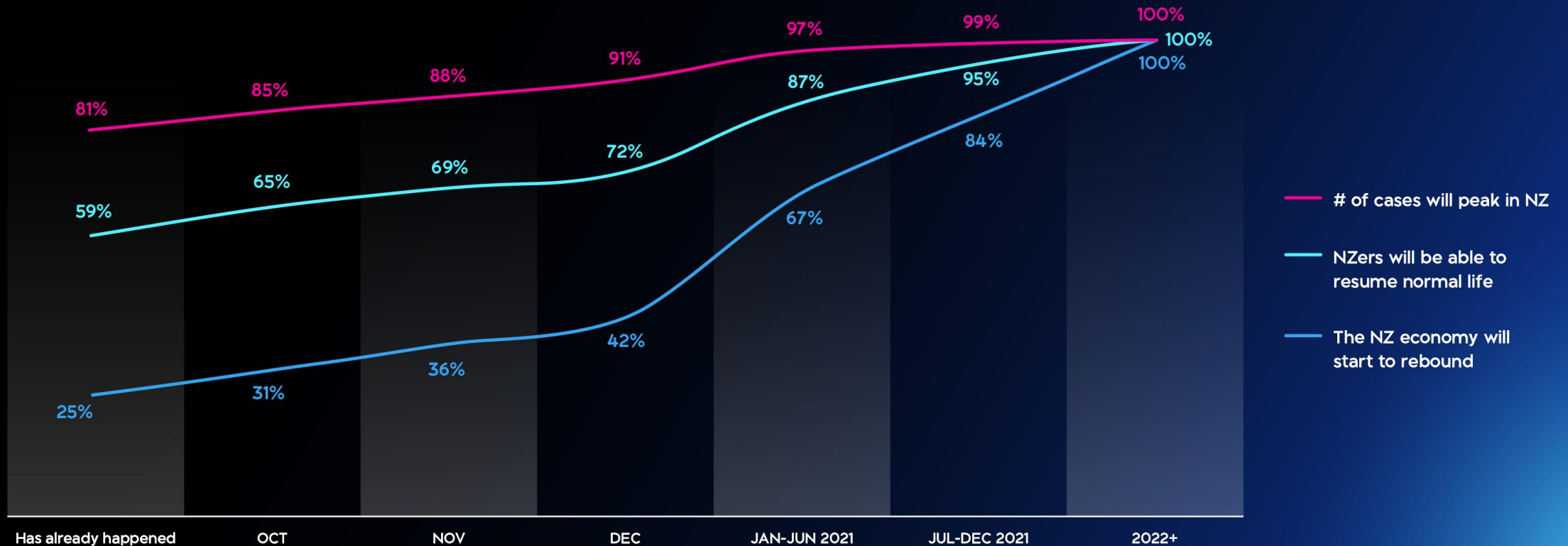
53%

of small businesses
say they have been
impacted by
COVID-19.

69%

of these businesses
say this impact has
been negative.

But confidence is growing as most NZers see the economy in a positive light...



...and the stats show the economy recovering faster than expected from the COVID-19 recession.

Following a significant contraction of GDP in the June quarter 2020, **NZ's GDP** surged by

14%

in the September quarter.

Business confidence rose to a multi-year high in December 2020 at

9.4%

and was back in black for the first time since August 2017.

Consumer Confidence Index jumped 10.9 points to

106 points

in December 2020.

Retail spending increased by

1.4%

in November 2020 relative to pre-COVID November 2019.

Evolving consumer needs have emerged post lock-down.



Convenience, simplicity, immediacy – use of digital solutions to save time and make life easier.



Localness and craft – demand for NZ-made products, process, people, provenance and anything that shores up a sense of national self-sufficiency.



Safe, sustainable, environmentally conscious products.



Value and savings – a strong response to shopping festivals.



Technology enables flexibility, remote sociability, tele-commuting.



Connectedness – events, services, experiences and brands that bring us together.



Narrative meaning – a thirst for story and art in all its forms that help us make sense of the world now.



Mental wellbeing & perspective, fitness, health and vitality.



Food, drink, and dining, as well as cooking and honing culinary skills.

With an increased desire to support

LOCAL



As a result of the pandemic
and disrupted supply chains:

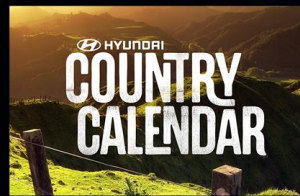
56%

say it's important
that products
are NZ sourced/
made/owned.

62%

say they're likely
to support local/
smaller business
and brands.

This trend is mirrored in people looking to local shows to find comfort and familiarity in an uncertain world.



The **top 10 local shows** in 2020 were on TVNZ.

Source: Nielsen TAM, FTA networks, consolidated, AUD%, AP5+, 1/1/20-31/12/2020, exclude repeat.

The **top 5 rating shows** on TVNZ 1 were local.

Source: Nielsen TAM Consolidated, 2020, AUD %, AP25-54, exclude repeat.

3 of the top 5 shows on TVNZ OnDemand were local shows.

Source: Google Analytics 2020, AP, Ranked on Weekly Reach.

How do you harness these
opportunities for your business
through **CREATIVE** **ADVERTISING**
and connect with NZers right now?

Here's how to build your brand
to achieve long-term success.

It's proven to be a combination of:





**Taking time to build your brand –
and being consistent while you do it –
primes people to remember you.**

This means that when they are in market
to buy, they choose to buy from you.

Remember: Not all customers will be ready to
buy now but they might in the future!

“

Creating experiences that they'll remember so that you have to work a little less hard with performance marketing in the future to get them to buy, or so that you can start to charge a premium and stand out from the market to take share from competition.

That long-term brand-building is something that we're focusing on.”



Ivan Pollard
Chief Marketing Officer
General Mills

Central to connecting with
your audience emotionally is

CREATIVE

STORYTELLING

Why is storytelling such a powerful communication tool?

Human beings are emotional creatures who sometimes think rationally...

The Delphic Study






Stories are the oldest
form of human
communication



Storytelling separates
us from animals



Stories connect us
and make sense
of a complex world



Technology has always
impacted the way
we tell stories

Following these tips will help make your storytelling **creatively powerful** to connect with audiences.

Create meaningful characters and narratives.

Be authentic by grounding your story in truth for both you and your customers.

Rather than seeking to merely reflect culture, 'play' with it: use parody and knowing references.

Substantiate what you say so it's believable and gives you integrity.

Use cultural and historical cues to make it contextually relevant.

Involve the viewer: give them the chance to take part and experience your brand.

Video is the ultimate way to tell a **great story.**

You can create a beginning, a middle and an end using moving pictures and audio to drive emotional connection in a way that can't be achieved in a static image alone.



Peter Field



Les Binet

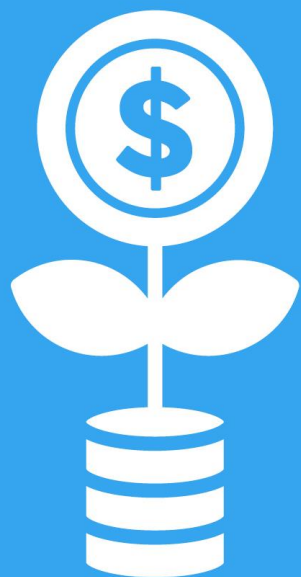
Video is **proven** to grab attention like no other medium.

Source: The Benchmark Series. Professor Karen Nelson-Field.

Very large profit effects from advertising are almost twice as likely to result from **emotional ads** than rational ones.

Source: The Long and the Short of It. Peter Field and Les Binet, UK, 2013.

TV is not just pretty pictures, it's highly effective.



ROI

In research, every \$1 invested in TV advertising generated a return of \$1.74 for an FMCG brand.¹



Measurable results

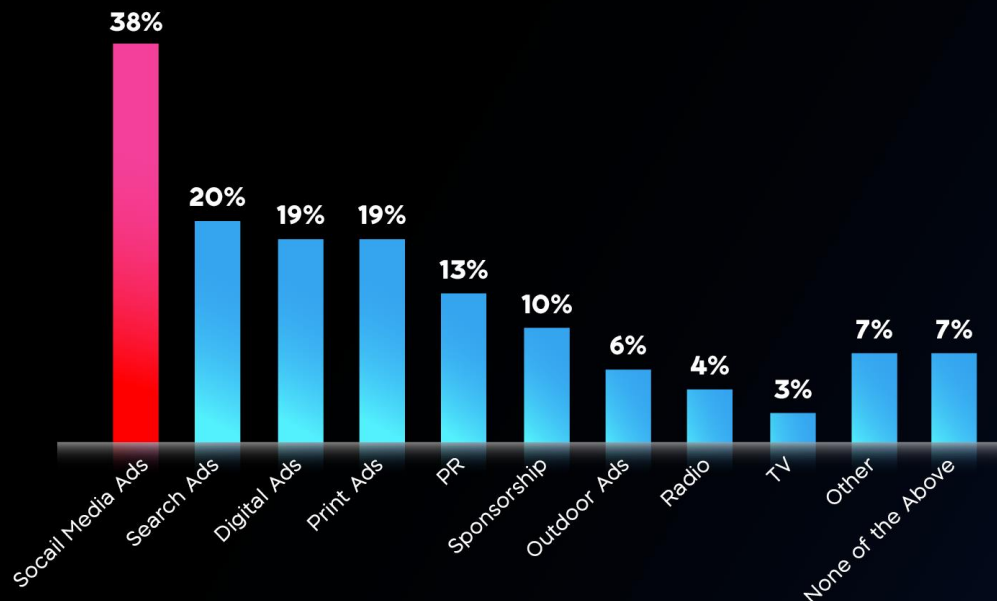
It's independently audited giving you credible data and insights to back up its effectiveness.²

Source 1: Ebiquity.

Source 2: Nielsen: complies with the quality service requirements of: ISO 20252 (Market Opinion and Social Research) and ISO 9001 (Quality Management Systems). They are also constantly reviewed for compliance and suitability (such as FTSE4Good Index Series), ensuring that they continue to provide a world-class TV audience measurement service.

We also know that you guys as SMEs invest heavily in social and search rather than TV because you might believe TV costs \$\$\$ (we'll talk about this later).

Marketing Activity of Small Businesses



However, putting all your eggs in the social/search basket limits your ability to build a brand, plus search only works when people know you and what to search for.

Back to that point from earlier...

Don't think TV is just for the big guys.
We can help you achieve creative impact
to boost your business whatever your size.

You'll be surprised at how much **you don't**
have to spend in other channels when you
advertise on TV.



We've got loads of ways you can be seen on TV by a **huge** audience.

From a 15-second spot to sponsorship opportunities, there's a TV solution to suit your objectives and your budget.



Get out there and be **SEEN!**

With over 2 million viewers a day across our platforms,
your brand can connect emotionally with audiences,
achieve long-term brand frame and drive sales at the till!



Talk to our team today.