



# Case Study

## 2020 GLOBAL EFFIE AWARDS SILVER WINNER

### "GOOD MORNING WORLD"

In a large-scale integrated campaign using multiple digital platforms and social media channels, we created 365 videos of real New Zealanders saying "Good Morning World" from their part of NZ, every day, for an entire year. The 'Good Mornings' used digital platforms and social channels each morning in different time zones across all Tourism New Zealand's key markets globally. All part of the strategy to focus on the people and human experience of New Zealand rather than the place itself - evolving the creative platform to '100% Pure Welcome.'

**Competition:**

Global Effie Awards - Multi-Region

**Ran in:**

Australia, Brazil, China, Germany, India, Indonesia, Philippines, Singapore, South Korea, United Kingdom, United States

**Category:**

Transportation, Travel & Tourism

**Brand/Client:**

Tourism New Zealand

**Lead Agency:**

Special Group New Zealand

**Contributing Companies:**

Special Group Australia  
Blue 449 Australia  
Mindshare New Zealand

**Product/Service:**

Travel, Transport & Tourism

**Classification:**

Multinational

**Dates Effort Ran:**

January 2, 2019 - ongoing

**Category Situation:**

Growing

**Credits:**

Tony Bradbourne  
Jill Chestnut  
Daisy Conroy-Botica  
Amelia Daly  
Storm Day  
René de Monchy  
Nils Eberhardt  
Stephen England-Hall  
Lindsey Evans  
Rory Gallery  
Stu Mallarkey  
Tom Martin  
Jack Nunn  
Callum Orr  
Michael Redwood  
Brodie Reid  
Jaime Reid  
Nick Salter  
Julian Schreiber  
Lauren Vosper

Version: Edited



## Executive Summary

### The Challenge

Evolve and elevate New Zealand in a new and surprising way that offsets competitor emulation and reclaims New Zealand's uniqueness.

### The Insight

Kiwis are a warm, welcoming, inviting bunch. They'll go to ridiculous lengths to welcome you and ensure an enjoyable stay.

### The Idea

100% Pure Welcome: a unique Kiwi welcome from real Kiwis, inviting you to visit their favourite part of New Zealand.

### Bringing the Idea to Life

Good Morning World: a global gesture of welcome from everyday Kiwis greeting the world every morning for an entire year.

### The Results

TNZ's most successful campaign ever, significantly growing brand love and consideration, driving visitation in the short-term and for the future.

## Effie Awards Category Context

This is the story of how Tourism New Zealand used a big welcoming gesture to reclaim New Zealand's uniqueness and took the brand to new heights... in under six months.

Challenges arose with the '100% Pure New Zealand' platform: other destinations were emulating us, so the brand was losing its unique emotional connection with travellers. This campaign overcame that.

Across every market, and especially in our key markets, love for New Zealand, destination consideration and intent to book increased as a result of this campaign, setting our little island nation up for strong long-term success.

# State of the Marketplace & Brand's Business

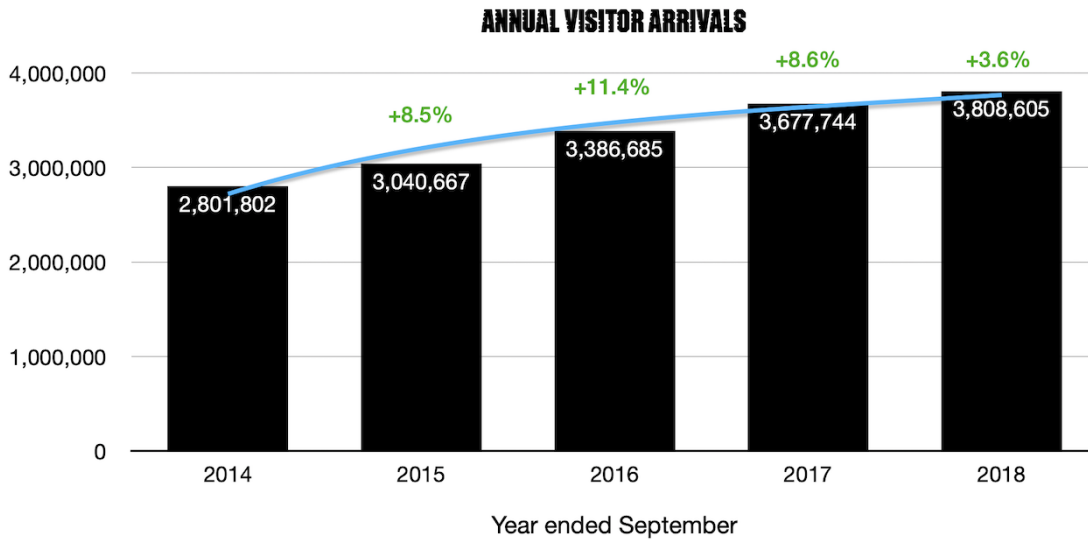
By 2018, Tourism New Zealand had spent 20 years consistently building a strong and unique position for NZ as a holiday destination. The longstanding '100% Pure New Zealand' brand platform had succeeded at globally anchoring NZ as the ultimate destination for unadulterated, natural landscapes.

And for a long period of time, we had been punching above our weight.

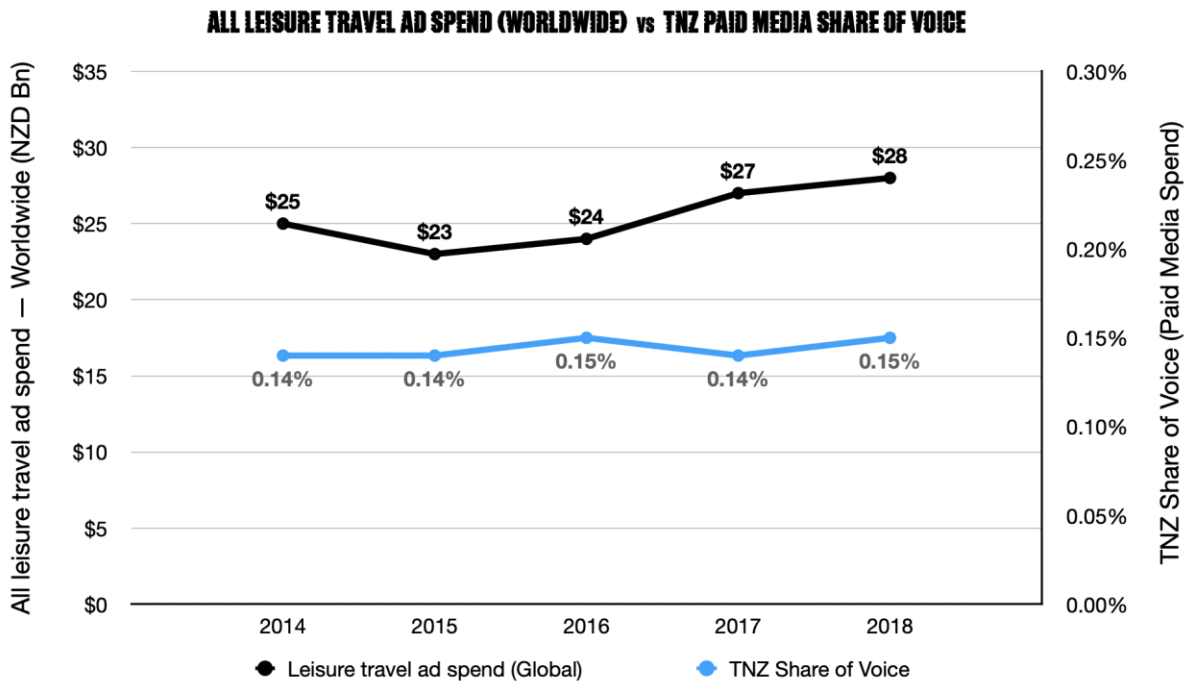
But cracks were beginning to show in our veneer.

Despite 100% Pure New Zealand's long-term effectiveness, each year it was getting more difficult to rise above the noise of our ever-louder competitors.

And it was beginning to show. Growth in annual visitor arrivals had been easing, leading to a plateau<sup>1</sup>:



This was partly driven by the fact we were being significantly outspent<sup>2</sup>:



Outshouted by larger, better resourced and more accessible (whether physically or mentally) destinations around the globe, New Zealand was feeling the lack of attention.

With an already small share of the global market at 0.3%<sup>3</sup>, we needed to reverse the trend to continue delivering the economic benefits of international tourism to New Zealand.

We would never have a media budget greater than say the likes of our neighbour, Australia<sup>4</sup>, which would enable us to outshout competitors, so there was only one thing for it.

We needed the type of creative idea that would gain us a disproportionate share of positive traveller affinity for New Zealand.

## Global Communications Challenge

Two decades of 100% Pure New Zealand brand building meant when people thought of "New Zealand," they recalled world-class, raw beauty<sup>5</sup>. People knew NZ offered a unique chance to personally experience that beauty: whether biking, bungee jumping or hiking, it was always a 100% Pure connection between *you* and the land.

It was this success that led to our global communications challenge:

### We were being emulated

Canada, Iceland and Chile were also branding themselves as pure. Beautiful landscapes and scenery were now commonplace across tourism advertising<sup>6</sup>.

Everyone was presenting a pretty postcard picture of their country, and it was looking a lot like ours.

### Our brand had lost some of its emotional connection

To counter the copycats, Tourism New Zealand was focusing on overcoming logistical 'planning barriers' (transport, accommodation etc.) in order to push people to booking.

But this, in turn, was beginning to erode our emotional connection with travellers<sup>7</sup>.

We needed to move beyond bucket-list landscapes and rational messaging.

To *win*, we needed to reposition ourselves to deposition the competition.

**Our challenge became: how do we evolve and elevate 100% Pure in a new and surprising way to grow New Zealand's love and consideration as a holiday destination?**

## Audience

TNZ calls travellers expressing high interest in a New Zealand holiday "Active Considerers."

ACs' attributes include:

- Intend to travel internationally in the next 12 months
- Actively considering coming to NZ for their next holiday
- Intend to spend at least US \$1,500 per person during their visit

They're important because as an island nation, international visitors contribute significantly to NZ's economy – \$17.2bn annually<sup>8</sup>, to be exact.

And, according to TNZ's Active Considerer Monitor, there's 60 million of them across the globe. But despite a large addressable audience with an affinity for NZ, it's not a given to convert desire into action. And with other destinations emulating our strengths, it was eroding our ability to convince ACs to book.

So, it was critical that we do three things:

- Increase brand/destination love (appeal) to ensure we had an increased chance of growing visitation in the future;
- Grow the size of the pool of Active Considerers considering visiting NZ soon, as many of our existing pool were being tempted elsewhere, and;
- Get them thinking about actively booking a holiday to NZ.

## Objectives & KPI's

For TNZ, movements in key perceptual/attitudinal factors are the most significant indicators of success.

This is primarily because there is a long-tail between consideration and booking (as, due to our distance, we are considered by many a 'once-in-a-lifetime' trip), as well as the fact that there is a proven direct causation between more favourable perceptions increasing destination desire, and so Active Considerers actually booking a New Zealand holiday.

Therefore, there were three key priorities that we needed to move in all key markets to reinvigorate our favour and stop the plateau in global visitor arrivals:

1. Grow people's **love** for New Zealand;
2. Which grows the number of people **considering** taking a New Zealand holiday soon;
3. And ultimately gets them demonstrating **intention to book**.

While each of our key markets had specific targets to be achieved, collectively we needed to demonstrate at least a 3-point uplift across our key measures by the end of the calendar year.

### **Sourcing**

1. Annual visitor arrivals, International Travel - Year Ending September 2018, MBIE/Stats NZ
2. Leisure Transport & Tourism, WARC Global Ad Trends, CY 2014 - 2018; TNZ Net Paid Media Spend, FY14 - FY18
3. Global Market Share Monitor, Kantar TNS/Tourism New Zealand, 2018
4. Destination marketing global competitive media spend, Media Agency partner, 2018
5. Active Considerer Monitor, Kantar TNS/Tourism New Zealand, 2018
6. Competitor destination analysis, TNZ/Agency research, 2018
7. Active Considerer Monitor, Kantar TNS/Tourism New Zealand, 2018
8. Tourism by the numbers (YE March 2018), Tourism Satellite Account, Stats NZ

## Insight

### **NZ is more than a pretty postcard**

It's not just the landscapes that are 100% Pure New Zealand. It's our people and culture too.

Visitors come for the landscapes but leave raving about the people<sup>9</sup>.

### **It's underpinned by our culture**

Kiwis widely practise 'manaakitanga' – the Māori concept of showing respect, generosity and care for others.

### **This humble Kiwi welcome is something of a national treasure**

It's common for Kiwis to lend visitors the keys to their car or their beach house. Kiwis do this because they're touched by the great effort a traveller has made to get here.

It's why Prime Minister Jacinda Ardern invited Ed Sheeran over for tea. And why an All Blacks rugby star offered a rival team's supporter a place to crash for the night.

It's what Kiwis do<sup>10</sup>.

### **The creative insight**

We're a warm, welcoming, inviting bunch. Kiwis go to ridiculous lengths to ensure you'll feel at home.

### **Get people to feel the embrace of this place**

To evolve 100% Pure, we had to shift from just showing epic landscapes, instead showcasing the epic Kiwis who make those landscapes so welcoming.

We wanted the world to feel our **100% Pure New Zealand welcome**.

## Global Evolution of Strategic Idea

Our global campaign wouldn't be effective unless it was astutely aware of our key markets' varied dreams, desires and needs of a New Zealand holiday. Each market was carefully considered through its respective lens, via traveller intelligence supplied by TNZ's locally based key market teams.

These key considerations were reflected in carefully curated and targeted pieces of content – optimised on the fly – which championed the key reasons Active Considerers would consider a New Zealand holiday at a given point during the year, using indicators such as seasonality and interests-based cues (i.e. passion points) to serve up relevant films.

### **Sourcing**

9. International Visitor Survey, MBIE/TNZ

10. Agency research

## The Big Idea

**100% Pure Welcome: a unique Kiwi welcome from real Kiwis, inviting you to visit their favourite part of New Zealand.**

## Bringing the Idea to Life

### **Good Morning World: a global campaign demonstrating New Zealanders' welcoming nature**

We created an ambitious global gesture of welcome. As the first country to see the sunrise every day, we gave New Zealanders the official role of greeting the world each new day with a 'Good Morning' to the entire world. Authenticity was vital so we cast real locals.

A different Good Morning to the World video, [every single morning](#), demonstrating our Kiwi welcome, for an entire year.

365 individual films... 365 castings.

### **Wake up to a new Good Morning World every day**

We embraced a truly social-led, content-first approach, with a new 'Good Morning World' video released every morning on our new 'Good Morning World' Instagram account and YouTube channel, as well as other existing Pure New Zealand channels.

The repetition of a single message every single day was a core part of the creative strategy, as the frequency of the message each new day was central to what made *Good Morning World* an enduring symbolic gesture of welcome.

Even if you didn't see us wish you a "good morning" each day, it was clear from the creative executions that we were *committed* to doing it every single day.

The series was comprised of our unique people showing off our unique culture and place. Like 2-year-old Sadie, blowing the world a kiss and wishing the world a good morning from her rural Northland beach house. Or the eccentric Eddie, showing the world his favourite alpine swimming spot on Lake Wanaka, encouraging people to take the plunge with him. And Shane from Bluff shucking New Zealand's world-renowned Bluff oysters, Terau from Tokomaru Bay about to ride along the beach with his horse, and Ray from Te Anau featuring his prized pet, Penelope the Pig.

Every *Good Morning World* was unique and enabled Kiwis to say good morning, while showing the world what they were up to from their little part of New Zealand, and inviting travellers to come on down and experience NZ's people and places for themselves.

### **We moved towards a more 'brand' versus 'sales activation' approach**

We overhauled success metrics, dropping vanity metrics like website referrals and clicks and instead opting to track movements that indicated we were reaching and influencing quality prospects. This meant brand measures became more prominent, such as brand love and destination preference. Prior to Good Morning World, approximately 70% of media spend had been going into performance media. We flipped this, with many markets investing 60% of our annual budget into emotional brand building activity.

## Link brand and demand

We closed the loop by linking brand and demand. To promote the South Island, for example, we posted 56 Good Morning World films contributed by local businesses; while partners such as Air New Zealand, TripAdvisor and Helloworld used *Good Morning World* imagery and branding in their own campaigns.

## Investment Overview

### Budget

- 👉 Compared to other competitors in this category, this budget is less.
- 👉 Compared to prior year spend on the brand overall, the budget this year is about the same.
- 👉 In terms of budget, it was us against the world. Our SOV was just 0.3% the overall destination marketing category, and we were operating with the same budget as last year.

With just one significant owned media channel (@goodmorningworldnz), and a world to talk to, we upweighted our spend significantly across Instagram and selectively employed a more diversified channel strategy on a market-by-market basis to support our paid social reach.

Regardless, we had to be extremely attentive of employing a creative idea that enabled the media budget work significantly harder for us and outperform the buy – and it did.

### Owned Media

Good Morning World's daily videos were primarily delivered through a new, dedicated Instagram account (@goodmorningworldnz), separate to Tourism New Zealand's main brand account (@purenewzealand). In addition, the same Good Morning World videos were hosted on Tourism New Zealand's 100% Pure New Zealand YouTube channel for ease of access and distribution further afield of the main social-first channel strategy. TNZ's newzealand.com touchpoint also housed a Good Morning World specific campaign landing page, explaining the gesture, hosting the videos and providing a link to the Instagram account.

### Sourcing

*Good Morning World Global Media Budget, Tourism New Zealand*

## Communication Touch Points

### Branded Content

#### Cinema

#### Interactive/Online

- 👉 Brand Website/Microsite
- 👉 Digital Video

### Mobile/Tablet

#### OOH

- 👉 Billboard

#### PR

#### Social Media

### TV

- 👉 Spots

### User Generated

- 👉 Consumer Generated
- 👉 Viral

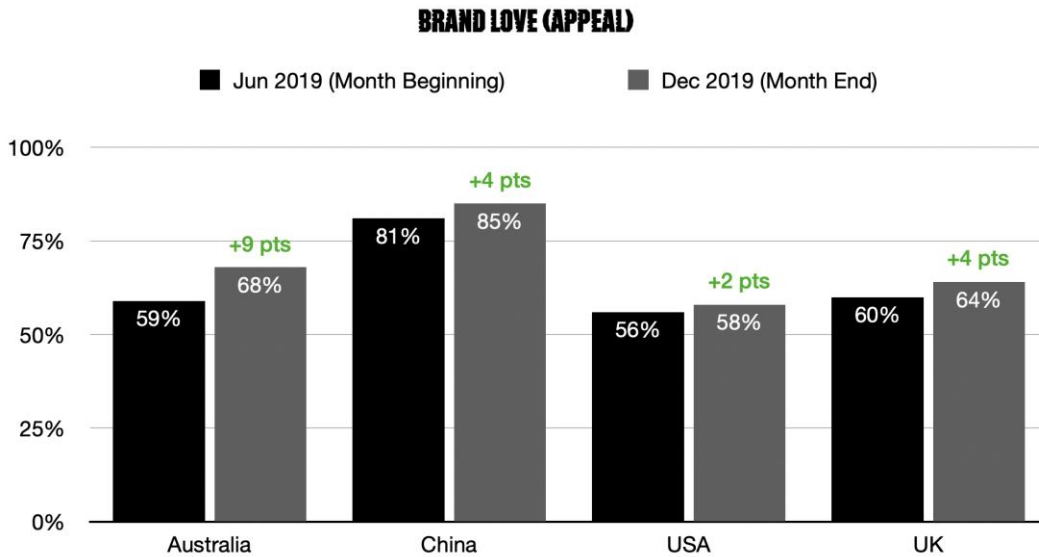
# Results

In every market, on every measure, Good Morning World has surpassed all expectations and reignited people’s desire for a New Zealand holiday.

## Did Good Morning World grow love for New Zealand?

Yes, it did.

Brand love in our key markets increased across the board<sup>11</sup>:



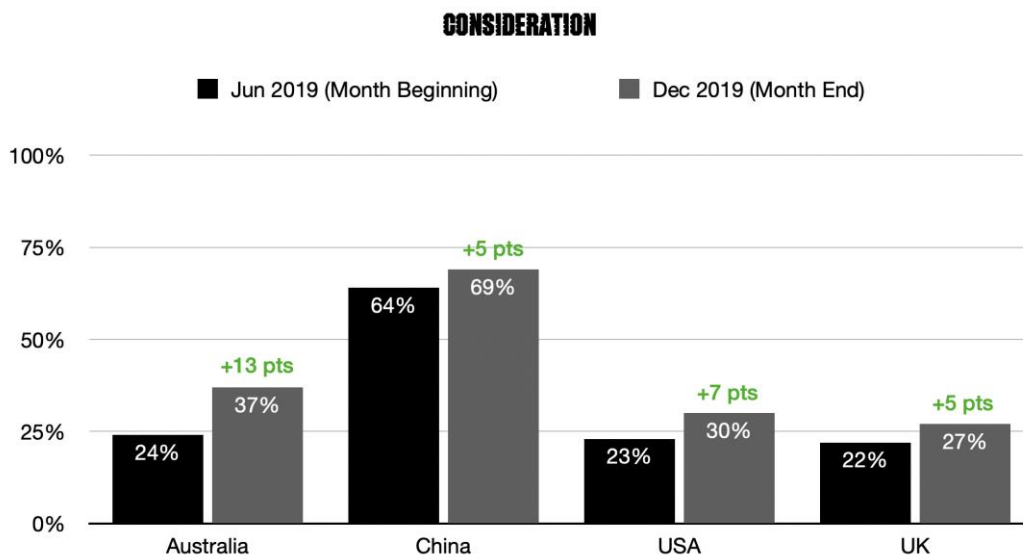
Australia – a priority market due to its proximity – after hovering ~60% for the past three years, saw brand love jump from 59% to 68%, breaking all records.

The USA, while not quite achieving the 3-point threshold by the cutoff date of this paper, was due to the campaign’s go-live being later than the other key markets represented here and a slow-burn media plan. However, the upward trend up to 31 Dec indicated the USA was well on track to exceed this target by the campaign end date.

## Did Good Morning World grow the number of people actively considering a New Zealand holiday soon?

Yes, it did.

Consideration grew between 5 and 13 points across our key markets<sup>12</sup>:





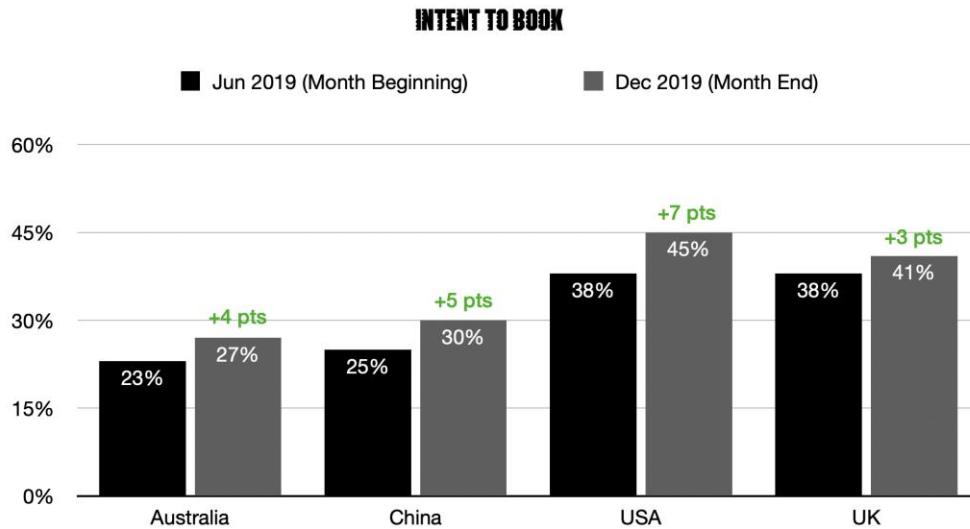
Our pool of Active Considerers increased by an additional 13.5m high-value prospects seriously considering NZ as their next holiday destination.

### Did Good Morning World grow the number of people demonstrating intent to book?

Yes, it did.

For starters, the campaign drove an incredible 1,590% increase in searches for "New Zealand"<sup>13</sup>.

Beyond this, the AC Monitor revealed a significant increase in travellers who had successfully now been moved into a 'booking mindset' for an NZ holiday<sup>14</sup>:



### The final word

*"People regularly wish us 'Good Morning' back and are so enamoured with the gesture. It's become the highest performing campaign we've ever done, from both a long-term brand building perspective and a short-term motivation perspective. And all the early signs show we will see continued success around the world."*

-Brodie Reid, Director, Marketing at TNZ

## Other Contributing Factors

 None

The data in this entry looks at how we created positive perception changes towards holidaying in NZ. The following discounts other factors that could have influenced results.

### Were there any other TNZ campaigns running?

Tactical Rugby World Cup activity in Japan (results excluded from this case).

### Did the product change?

No.

- NZ wasn't more affordable (\$NZD remained strong and inflation saw prices increase, not decrease)
- No significant changes in weather
- No significant 'world famous' new activities or tourism activities

**Was there anything else that may have positively influenced perceptions of NZ?**

No.

- There were no new LOTR/Hobbit movies since 2014.
- NZ fell victim to a terrorist attack in March 2019 and, if anything, international press had created unfavourable perceptions regarding NZ's safety.
- On 9 December 2019, White Island erupted with 47 people (mainly tourists) on the island at the time, calling into question the rigour of the safety in place.

**Sourcing**

11. Active Considerer Monitor, Kantar TNS/Tourism New Zealand, Dec 2019 (Month End)

12. Ibid

13. Google Search keyword trends, Media Agency partner

14. Active Considerer Monitor, Kantar TNS/Tourism New Zealand, Dec 2019 (Month End)



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## Effie Worldwide

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