

# PURE AS

CELEBRATING 10 YEARS OF 100% PURE NEW ZEALAND



**10** **100%  
PURE  
NEW ZEALAND**  
**YEARS  
YOUNG**

# 100% PURE NEW ZEALAND 1999–2009

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## KIA ORA

In 1999, when we launched our new global marketing campaign, I said that the phrase '100% Pure New Zealand' was the synthesis of everything we are — as a people, as a country and as an experience. That it embodied our warmth, our diversity and celebrated our unique identity.

Ten years later, the campaign has changed. Today we reinforce that position with a focus on New Zealand as the youngest country on earth. We also run complementary campaigns in Australia, the UK and US. The Internet, so innovative when we launched [www.purenz.com](http://www.purenz.com) in 1999, has been joined by social networking websites and a whole raft of new technology that just didn't exist back in 1999. In 2009 we are dealing with a global economic crisis that has been dampening tourism numbers around the world.

Through all this, the core essence of the campaign has remained exactly the same, and is just as applicable. The campaign still provides a strong, consistent impression that provides potential visitors with an enduring message of New Zealand

— it still embodies those values I talked about all those years ago.

A decade is a cause for celebration. Not just for Tourism New Zealand, but for the government, for the tourism industry and for the whole of New Zealand. We can be proud that we have a marketing campaign that is the envy of many other countries.

I believe the reason that 100% Pure New Zealand has been so successful is not just because it's a great catch phrase, but because it is true. And it is the people of New Zealand that give it that truth.

Ours is an authentic country, its landscape — its culture and its people live the 100% Pure New Zealand values every day, in their everyday lives.

This publication looks back at the last ten years of 100% Pure New Zealand. If you take away anything, I hope it is that the campaign has worked for New Zealand. We think it has, as do the people quoted on this page, and many others. I believe it will continue working for us well into the future.

George Hickton  
Chief Executive  
Tourism New Zealand

# YOUR WORDS

## World view on 100% Pure New Zealand

*"New Zealand is widely seen as one of the world's strongest and most admired destination brands."*

**United Nations World Tourism Organisation**

*"The 100% Pure New Zealand campaign is one of the best marketing campaigns I have seen for a destination. It builds awareness and excitement about New Zealand using a fresh, innovative and extremely engaging approach to every element of the campaign, but especially the TV spots."*

**Victoria Treyger, Chief Marketing Officer, Travelocity**

*"100% Pure NZ sits well with other international tourism campaigns. It is one I notice more than most and admire its consistency. I think New Zealand's simple message and its consistency is its strong point."*

**Danny Rogers, leading UK marketing, media and travel journalist. Editor of PRWeek and columnist for Travel Weekly (UK).**

*"There is no doubt that the 100% Pure New Zealand campaign has been very effective. The campaign is based on a strong proposition, backed by relevant and credible images. Body copy is simple, straightforward and effective. After ten years, it is still a relevant campaign. If it ain't broke — don't fix it!"*

**Greg Duffell, CEO, Pacific Asia Tourism Association**

*"The campaign has had an impact because you haven't kept reinventing it too much. By your consistency, you have reinforced the message that the experience can't really be improved."*  
*"I believe the campaign to have been extremely successful for New Zealand. The timing was excellent — it anticipated, not followed the green consciousness shift. The double meaning of "Pure" also worked well as in identifying the uniqueness, integrity, authenticity and essence of the brand."*

**Anna Pollock, CEO of DestiCorp (Canada)**

*"100% Pure New Zealand is easy to understand for people of education. It has been used as is, in English, not translated into the Japanese language. This means that the campaign directly reaches the sophisticated international travellers that New Zealand is targeting."*

**Fumihiko Sakakibara, Managing Director, Mile Post Consultant Inc. Japan**

*"It's obvious that New Zealand's 100% Pure campaign has been a great success simply because it's been imitated by others! Equally when people want to point at a country which has managed to make the natural environment a very large part of their tourism picture, well New Zealand is usually top of the list."*

*"If I was going to commend New Zealand, however, it's the fact that you've managed to combine that outdoor picture with a sophisticated indoor/city picture as well. Well done!"*

**Tony Wheeler, Co-Founder, Lonely Planet guidebooks**

*"Most operators don't have the individual resources to market New Zealand themselves. Over the past ten years, the consistency and impact of the 100% Pure New Zealand campaign means that operators can go offshore to sell their own product, knowing that the job of laying the groundwork of what New Zealand has to offer has already been done."*

*"100% Pure New Zealand has undoubtedly lifted New Zealand's profile internationally and given us a strong, clear point of difference in our key visitor markets."*

**Tim Cossar, Chief Executive of the New Zealand Tourism Industry Association**

# THE CAMPAIGN AROUND THE PURE NZ BRAND HAS HELPED MAKE NEW ZEALAND A DESTINATION THAT IS HIGH ON PEOPLE’S ‘MUST-VISIT’ LISTS

“With 100% Pure what has been developed is a reflection of what people have in their mind when they hear or see the words New Zealand. That is a very strong and powerful asset to be protected. The clever thing that the agency that developed the original concept did was to get the words right! After that everything else that follows is easy. Please do not do anything to change the brand. For New Zealand it is perfect and when you have it right; don’t tinker with it, nurture it, and protect it, today and tomorrow.”

**John Morley, Chief Executive Officer, Kirra Tours (Australia)**

“Tourism New Zealand’s promotion of New Zealand as 100% Pure New Zealand has been visionary in an increasingly environmentally-conscious world, and has helped position New Zealand as one of the most sought after and aspirational holiday destinations in the world. Our challenge now is to ensure we can continue to substantiate this positioning in tangible and meaningful ways to ensure its survival for another decade, and to convert what has become an enviable global reputation into a financial asset for New Zealand.”

**Rob Fyfe, CEO, Air New Zealand**

“The 100% Pure New Zealand campaign has had such longevity because it is simple and to the point, in any language.”

**Lisa Lai, China Travel Service (NZ) Ltd. (China)**

“New Zealand is one of the most respected and desirable countries in the world and the Pure NZ brand successfully represents many of the positive images, assumptions and expectations people have of the country. The tourism campaign around the Pure NZ brand has undoubtedly been a success and has helped to make New Zealand one of the most highly sought after tourist destinations and one that is high on people’s ‘must-visit’ lists.”

**Stephen Cheliotis, CEO The Centre for Brand Analysis and Chairman of the UK Superbrands & CoolBrands Council (UK)**

“NZ has managed to capture the essence of the country’s best attributes in its advertising, cross marketing with the entertainment community and key products, such as lamb and wine. They didn’t turn into Australia or the UK and they have remained true to their assets. In that sense they understand branding better than most.”

**Anholt GMI Branding Index, 2006**

“100% Pure conveys that NZ is clean, green, uncrowded (in a congested world) and as such adventurous. 100% Pure is a simple statement that appeals to most people. More importantly it is believable and what many people want to escape to. The message was true and on the mark in 1999 and is probably even more so today.”

**Len Murray, Managing Director, Value Tours (Australia)**

“As an inbound tour operator the 100% Pure New Zealand campaign has simplified things for us — it’s something the New Zealand trade can all use in some way. It is great to have one simple message to promote to our wholesale clients in all markets. The 100% Pure New Zealand campaign works! It describes New Zealand and gave us an early opportunity to position ourselves as environmentally and culturally aware.”

**Stuart Neels, Managing Director, ATS Pacific New Zealand (NZ)**

“When it’s done well, nation branding can create strong and positive associations for consumers. New Zealand is a prime example: in 1999 it began cultivating an image of quality and freshness with the slogan “100% Pure New Zealand.” The result has been a boost to its exports as well as to its tourism, making New Zealand a frequently cited case study for international marketers.”

**Time Magazine (US, Europe) 2005**

“Powerful marketing is only as good as the experience the individual has on the ground and this is something New Zealand has done brilliantly”.

**Future Brand Senior Strategy Consultant Dominic Mason. (2006)**



100% Pure New Zealand advertising, 1999



# Recalling the birth of a Kiwi icon



It was widely believed that the government had no place subsidising private companies in their short-

As TVNZ's reporter put it in the report that night

While tourism played a vital role in the domestic economy, New Zealand's profile was easily eclipsed internationally. It was difficult for a country with a



New Zealand  
TOURISM BOARD

*Out with the old:  
Pre-1999, marketing  
New Zealand as  
a destination was  
fragmented and  
confusing (left);  
in 1999 Tourism  
New Zealand  
consolidated the  
marketing effort  
into one brand*



# RUNNING SEPARATE CAMPAIGNS IN EACH COUNTRY WAS EXPENSIVE AND FAILED TO GIVE NEW ZEALAND A DISTINCTIVE VOICE

population of three million to compete with 103 national tourist offices around the world. At that time, 70 per cent of tourists worldwide focused their travel on the 10 most popular countries, like Spain and France.

It was no wonder that the-then chief executive of the New Zealand Tourism Board (NZTB), Tourism New Zealand’s predecessor, posed the question of who in the world cared about this dot in the Pacific.

By 1998 leading tourist operators were fed up with fragmented marketing efforts. It was decided a global campaign was needed, but a period of uncertainty followed, with changes to the Board and management of NZTB.

## A new beginning

The new chairman, Peter Allport, was given the task of overseeing a last-minute campaign.

“For the first time,” said Hickton, “New Zealand is going to go out and brand New Zealand consistently.” Just as the brands of McDonalds, Nike and others are recognised for what they are worldwide, the same would be done for New Zealand “in a way which shows the true essence of this country.”

The campaign didn’t take long to work. In the year to the end of June 2000, visitor numbers rose 10 per cent and visitor spending was up 20 per cent.

A decade on, ATS Pacific’s Neels says the campaign has clearly continued to work. “It describes New Zealand and has given the destination an early opportunity to position itself as environmentally and culturally aware.”

And it should be allowed to live on, Neels says. “The message is still relevant and can be continued to promote the essence of New Zealand to new and developing markets.”

## Good figures

By any measure you care to look at, tourism industry growth since the 100% Pure New Zealand campaign was launched has been astonishing. And immediate.

✱ In 2000, one year into the campaign, visitor numbers were up 10%, visitor spending had risen 20% and the signs were that more people intended coming here.

✱ The upwards trend has continued. Between 1999 to 2004, visitor numbers grew at an average 7% a year. From 1999 to 2008, arrivals went from 1.6 million to 2.4 million, a 50% increase. The

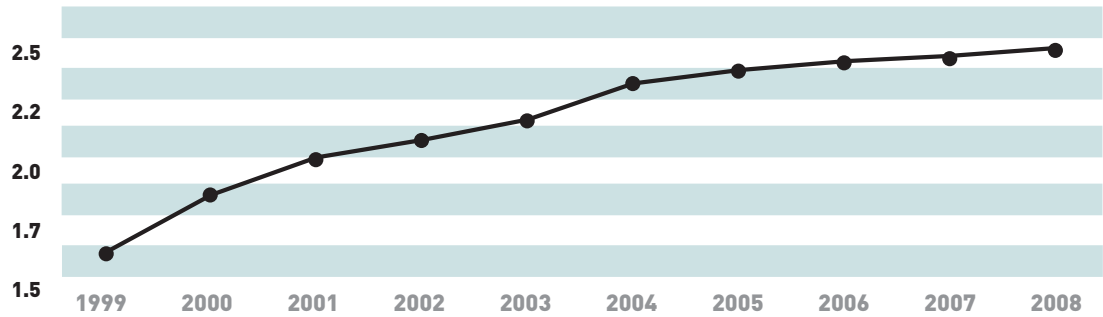
2 million milestone was passed in 2002.

✱ And the tills of tourism operators have been ringing louder: foreign exchange earnings from tourism increased from \$3.5 billion in 1999 to \$5.9 billion in 2008.

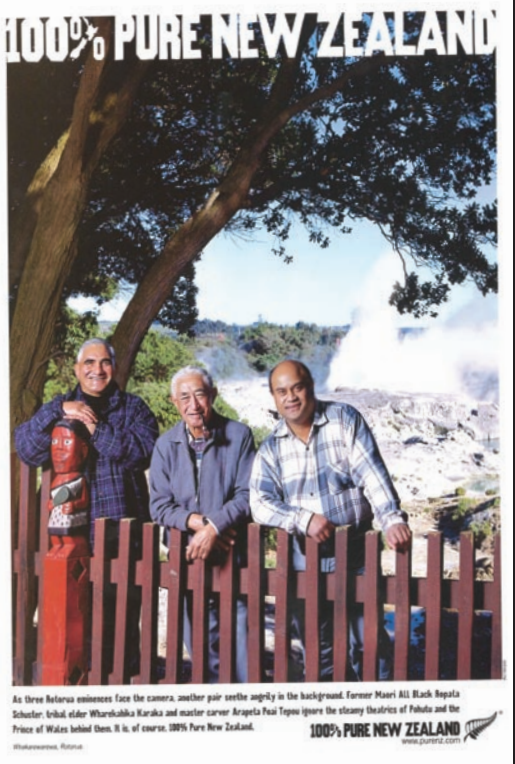
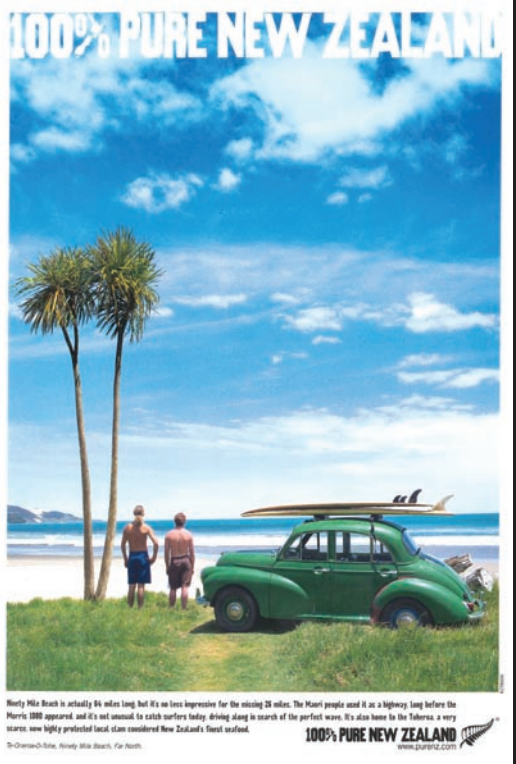
✱ It would be reasonable to ask whether that’s not a global phenomenon reflecting growing affluence. But the numbers suggest otherwise. From 1999 to 2005, the number of visitors to Australia rose 23%, UK numbers were up 18% and Canada saw a 4% rise. New Zealand visitors increased by 50%.

## Pure Growth

International Visitor Arrivals to New Zealand 1999–2008 Year Ended December (millions)



100% Pure New Zealand advertising, 1999





# THE BIG IDEA

## Adman's flight of fancy won the business

No one can remember exactly who coined the 100% Pure New Zealand tagline. It's down to three advertising executives from M&C Saatchi, beaver away on the campaign pitch during a flight back from Australia. Sometimes it takes being 1,000 metres above the ground to discover gold. M&C Saatchi art director Alan Morden recalls the moment: "I think I wrote it on a piece of paper — I just got that feeling, this is the line."

Initially his line was "Pure New Zealand", but Morden wasn't entirely satisfied.

"What gave it the magic was the addition of '100%', even though '100% pure' was almost a contradiction. '100%' just reinforces it, really brings it to life."

### Up for pitch

Research showed that overseas travellers were looking first for landscape, and then for adventure, people and culture.

Pastoral scenes — sheep grazing green hills — bored them; but when they visited New Zealand

they found the place exhilarating.

From the research, an identikit image was built up of the ideal visitor who would gain most from what New Zealand had to offer. That person was type who liked to interact with people and their environment. They were knowledgeable, financially well-off and curious, and prepared to go off the beaten track.

The research was handed to M&C Saatchi and to other agencies, along with a clear brief and a five-week deadline. M&C Saatchi pulled out all the stops and brainstormed ideas in a room where the walls were pasted with the publicity slogans of dozens of countries.

Once the 100% Pure New Zealand tagline had been dreamed up, the final touch was to use New Zealand's distinctive shape in place of the percentage sign.

The beauty of it was that it didn't need translation, Morden said. "We checked it out in Japan, America — they speak a different English there — but they all understood the meaning of 100% Pure New Zealand."

The same words could be printed in a German newspaper and the message was obvious, he said. "It's a line that could be understood around the world and it reflected what New Zealand is about."

It was also a line that offered enormous and lasting creative opportunity. "The thing that actually makes this campaign such a powerful one is that it has a longevity about it," said Tourism New Zealand (TNZ) chief executive George Hickton. "It provides leadership and direction for New Zealand tourism as a brand in the world."

### Just add music

With the addition of a distinctive New Zealand soundtrack, the campaign was all the more compelling. That was provided by Neil Finn, the lyrics of whose song 'Don't Dream It's Over' could have been purpose-written to describe the campaign challenges ahead.

Finn, perhaps the country's most respected songwriter, and frontman for Crowded House, took

THE BEAUTY OF IT WAS THAT IT DIDN'T NEED TRANSLATION — IT'S A LINE THAT COULD BE UNDERSTOOD AROUND THE WORLD AND IT REFLECTED WHAT NEW ZEALAND IS ABOUT

100% PURE NEW ZEALAND





Tourism New Zealand research showed that overseas travellers were looking first for landscape, then adventure, people and culture. This informed the development of the 100% Pure New Zealand campaign and helped build an identikit of the ideal visitor who would gain most from what New Zealand has to offer

## PASTORAL SCENES — SHEEP GRAZING GREEN HILLS — BORED POTENTIAL TOURISTS; BUT WHEN THEY VISITED NEW ZEALAND THEY FOUND THE PLACE EXHILARATING

some convincing. It was the first time he'd allowed a song to be part of a marketing effort.

"It was not a brand I was unhappy with," he said at the time. "It was part of me because I was born here and it does inform the music and inspires the music, for sure. They're saying 100% pure adventure, 100% pure escapism, pure spirit — all of those things I agree with. I think at the end of the day my ambition and hope for New Zealand is that it will be 100% pure in all respects."

The results of the first flurry of advertising — which kicked off on television and in cinemas in Australia from August 1999 and other key markets in September and October — were instantaneous. Travel editor of Britain's *Guardian* newspaper, Charlie Burgess, reports that in 2000, a year into the campaign, New Zealand was the favourite long-haul destination in travel awards voted on by 17,000 *Guardian* and *Observer* readers. "New Zealand came top, beating Vietnam, Nepal, Zimbabwe and, you'll be very glad to hear, Australia, which was down in seventh place."

Burgess thought the campaign struck exactly the right tone. "Certainly from the feedback we've had from our readers, what they say about New Zealand marries with that campaign. I think it's a very clever slogan."

A young Londoner described how it had made New Zealand a "hip" destination. "We used to think New Zealand was at the end of the world — somewhere to emigrate to, not to take a holiday.

"With 100% Pure, and help from the film and wine



100% Pure New Zealand in San Francisco, 2004



## AS THE 100% PURE MESSAGE HAS WITHSTOOD THE PASSAGE OF A DECADE, THE INSISTENCE ON THE PURITY OF ITS USE LOOKS JUSTIFIED



### LIONS IN NEW ZEALAND

Tourism New Zealand ran a 'Make Yourself 100% At Home' campaign during the Lions rugby tour of 2005. Using the look and feel of the 100% Pure New Zealand campaign, the idea was to make visiting fans positive advocates of New Zealand by making them as welcome as possible. The results were nothing but praise:

"The people's friendliness ... I mean nothing is too difficult for them. They'll come out and help you. They're just really, really friendly and that is what has really impressed us."

industries, New Zealand exploded onto the world scene. You couldn't buy a bottle of Cloudy Bay in London — it had all sold out."

### Home turf

Back home, though, the campaign faced flak. Some tourist operators saw nothing new in the "chocolate box" advertising images.

Airline partners hoped to revamp the design and make it look more like retail advertising than a branding message.

Many New Zealanders struggled to get their heads around the notion of branding a country. Down on the farm a brand was something that you stuck on a cow. The very term "pure" sparked debate, especially as it implied environmental purity for New Zealand.

Pressure came from tourism companies and regional tourism organisations on the style of images to be included in the campaign. They expected the length and breadth of the country to be promoted — from dolphins in the Bay of Islands to art-deco streetscapes in Napier.

The challenge, according to Ian McFarlane, General Manager Marketing at TNZ at the time, was to get across the diversity of what New Zealand had to offer international travellers, while keeping the campaign tightly focused.

"For us it's about building the inherent strengths

of the regions into the campaign," said McFarlane in 1999, "and I think that's where we're going to get the diversity and the focus underneath the 100% Pure umbrella."

Market research highlighted the importance of landscape and adventure to visitors, but that had to leave room for promoting the country's people and culture too. The campaign was a solid foundation on which to layer those attributes, said Hickton at the launch.

"Each time we add one of those layers to the campaign, it broadens the message to the tourist."

Just don't mess with the slogan: M&C Saatchi's guard book for partners who were licensed to latch onto the campaign kept tight control over both visuals and themes. Rules governed the spacious size of advertisements, the density of colour, and the tagline at the campaign's heart.

The 100% Pure New Zealand tagline was allowed to be used as "an opening salvo or a parting shot", but its presentation had to be consistent:

- Don't squash, it stretch it or otherwise distort it.
- Don't bend it, fold it or cut it up.
- Don't add borders, bevels, shadows or star bursts.
- Don't tint it, colour it, emboss it, 24-carat gold leaf it or carve it out of margarine."

As the 100% Pure message has withstood the passage of a decade, the insistence on the purity of its use looks justified.

# 100% PURE NEW ZEALAND

## Numbers game

A successful brand is measured by the numbers. The 100% Pure New Zealand brand has delivered credible results for the tourism industry. Here's a snapshot:

### WEBSITE USERS:

Total user sessions on [www.newzealand.com](http://www.newzealand.com) have risen from 1.4 million in 2002 to 10 million in 2008. Unique visitors on the website have increased almost fivefold since 2001.

### INTERNATIONAL MEDIA COVERAGE:

Audience for media coverage of New Zealand in 2007–2008 attributable to the TNZ international media programme:

Print — 103,245,326

Broadcast — 686,637,606

Internet — 208,598,337

That's a billion people that saw coverage of New Zealand, and its 100% Pure New Zealand values.



100% Pure New Zealand in Japan



100% Pure New Zealand in Sydney





100% Pure New Zealand advertising, 2002



100% Pure New Zealand advertising, 2002



# BRAND SAVVY

Why develop a brand?  
And what is a  
brand anyway?



PHOTO: BRUCE FORSTER/GETTY IMAGES

What is a brand? Is it a logo? A clever tagline? A catchy jingle? Actually, none of these. Brands are as much about building financial value as customer recognition. Think of Coca-Cola, or even our own L&P, and it's easy to see that value is not so much in the liquid — just sugar water and bubbles — but in the brand. Indeed, Interbrand, the global brand valuer, attributes as much as 50 per cent of Coca-Cola's market value to the brand, and less than 10 per cent on the 'hard' stuff like bottling plants and that famous black fizzy water.

"Great brands—like Nike, Mercedes-Benz, Apple—have built financial value by combining all the elements of customer service, product performance, attitudes, logos and advertising, into one great perception of value," says Dr Harnish Patel of Harvard University. "Brands are a short-hand for business health."

In contemporary brand development, marketers break brands down into quantifiable qualities:

- Essence or key proposition
- Values, attributes or qualities
- Expression, tagline or imagery representations
- Customer experience and perception

## Pure imagery

Ian Macfarlane became head of marketing at TNZ after working for the organisation as an Ernst & Young consultant.

"The key issue was to develop the brand associations. So the advertising took on a very strong feel of developing that — 100% Pure New Zealand. The headline was very strong; the imagery was subservient to the headline," he says.

The imagery at the campaign's launch in 1999 was of pristine alpine scenery, dramatic landscapes and sweeping vistas — nature in all its purity.

"The minute we got the brand associations

## Don't Ditch Pure

Whatever we do, let's not ditch "100% Pure", urges business commentator Rod Oram.

Oram was initially sceptical when the 100% Pure brand was first devised a decade ago.

"I thought '100% Pure' was a very dangerous claim to make," Oram says.

Now, it would be positively reckless to abandon the slogan.

"It would be an astonishingly cataclysmic mistake to move away from this line of advertising because so much has been invested in it. We know it works and it has great power to compound that effectiveness — through new permutations."

His breakthrough in understanding came when he realised the brand referred to the purity of the New Zealand experience rather than the narrow notion of natural purity.

And therein lies its power — it has "evergreen" appeal because there are no end of new aspects of New Zealandness that it can be applied to, Oram believes.

Aside from all the 100% Pure New Zealand attributes that the slogan has already zeroed-in on, Oram can think of others waiting to be tapped.

"I can imagine a campaign run on '100% Pure urban New Zealand' because, while we sell ourselves to the world for our natural environment, we are actually one of the most urbanised countries in the world in terms of the percentage of the population who live in urban areas.

"And therefore for me the holy grail of tourism advertising would be to market to a sophisticated Northern Hemisphere audience the idea of spending two or three weeks in urban New Zealand in the middle of our winter."

Oram would be happy to spell out the detailed message for a tourism operator willing to take up the challenge.

"Urban lifestyles in New Zealand are quite different from the Northern Hemisphere, and they're very attractive."

If that proves a hard sell, however, Oram's key message is that abandoning "100% Pure New Zealand" out of a vague sense of boredom with the brand would be as disastrous as Coca-Cola tinkering with its drink recipe.

"Advertising and brand history are littered with that sort of bad thinking."

THE KEY ISSUE WAS TO DEVELOP THE BRAND ASSOCIATIONS — THE HEADLINE WAS VERY STRONG; THE IMAGERY WAS SUBSERVIENT TO THE HEADLINE



recognised by consumers we were able to soften it and really bring out the more sophisticated elements. It became a much more subtle campaign which we could use far more appropriately in media that the people wanting to visit New Zealand were watching.”

## Quick returns

The results were astonishingly quick. Within three-and-a-half years brand recognition in New Zealand’s target markets was at levels that had taken other countries a decade to achieve.

UK branding expert Stephen Cheliotis puts its effectiveness down to the close match between the message and the reality.

“100% Pure New Zealand perfectly sums up the unique natural and cultural environment of New Zealand and its isolation from the mayhem people experience in their home countries,” says Cheliotis, head of the Superbrands Council.

Marketing journalist Danny Rogers, editor of UK magazine *PRWeek*, wouldn’t compare 100% Pure New Zealand with brands such as McDonald’s, Mercedes-Benz or Coca-Cola because it’s a different kind of product whose marketing budget is of a different scale. However, he says it sits well with other international tourism campaigns.

“It is one I notice more than most and admire its consistency.”

Successful brands are trusted and consistently deliver “a strong customer experience” over many years, Rogers says.

“Ten years is a great time for a thorough creative review and brainstorm, but don’t throw the baby out with the bathwater,” Rogers warns.

100% Pure New Zealand in China



## Brand recognition

**A great brand works because it’s credible in the eyes of the customer. In 2001, respondents in TNZ’s target markets were asked if their impression of New Zealand matched the values articulated by 100% Pure New Zealand. Already, the response was unequivocal:**

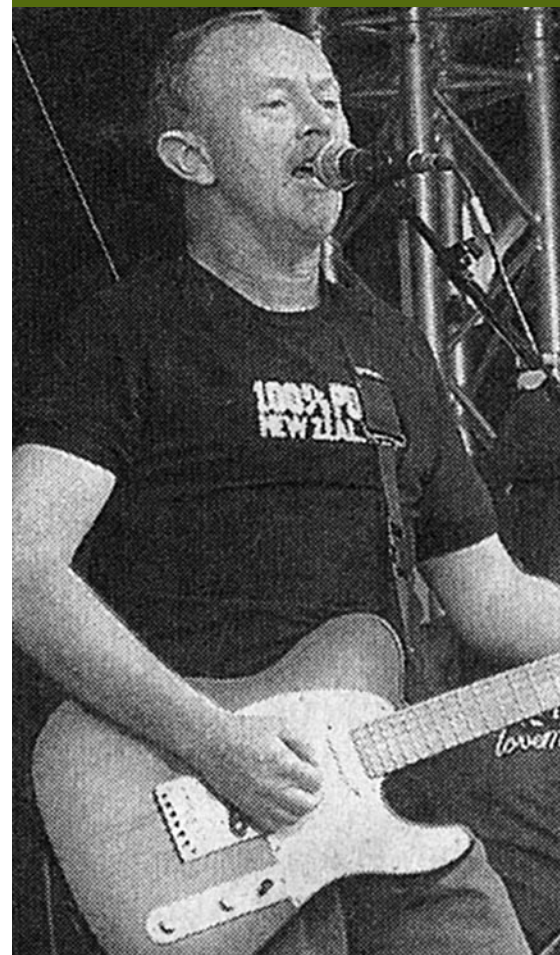
**Australians — 84%**

**North Americans — 83%**

**British — 82%**

## Waiting

Dave Dobbyn got into the 100% Pure New Zealand spirit while playing at the ‘Toast Australia and New Zealand’ festival in London in 2005. His song ‘Waiting’ was the soundtrack for the 100% Pure New Zealand television commercials launched in 2004.



# 100% PURE PULLS ITS WEIGHT

The United Nations World Tourism Organisation says that New Zealand has one of the strongest destination brands in the world, and that 100% Pure New Zealand has helped transform the world’s perception of the country.

“New Zealand is widely seen as one of the world’s strongest and most admired destination brands,” says a new handbook on branding being put out by the United Nations World Tourism Organisation (UNWTO) and the European Travel Commission.

“It took partnership across different sectors, commitment to well-resourced marketing campaigns, and the courage to stick with the core idea (natural) for several years, to enable New Zealand to gain its present position in peoples’ consciousness as the world capital of adventure tourism and unspoilt natural scenery.”

The UNWTO and ETC are publishing the *Handbook on Branding for Tourism Destinations*, and New Zealand features heavily as a case study in the document. The booklet focuses on New Zealand’s consistency with its 100% Pure New Zealand branding, and how this has helped New Zealand punch above its weight. The UNWTO says it featured New Zealand as a great example of nation branding.

This is backed up by respondents to a UNWTO survey on branding practices, who voted New Zealand as the best exemplar of destination branding in the world.

“In short it is ‘cool’ both as a place to visit and as a global role model of destination branding and marketing,” the *Handbook* says.

“It also took a determination to drive an understanding of the brand amongst tourism businesses throughout the country, a commitment to develop

tourism products that reflected these brand values, and a passion to ensure that they were felt by visitors in the way that they experienced the destination. This is what transformed New Zealand from a nice, natural destination to one of the most aspirational destinations and most admired national brands in the world.”

“The combination of a worldwide growth in demand for adventure and active outdoor tourism products, a relatively unspoilt natural environment, innovative product development, and being the movie location for *The Lord of the Rings* might have been fortuitous in terms of timing. But New Zealand grasped this opportunity and committed to a clear marketing proposition, based on a strong set of brand values, based on nature and adventure, which were vigorously and consistently marketed under 100% Pure.”

“New Zealand is not unique in having a commitment to an unspoilt natural environment and quality produce, but it has managed to capture the world’s imagination with its consistent branding that has, for many years, put natural values firmly at its core.”

“Few destinations manage to come up with a slogan that is impactful, memorable, and summarises the essence of the destination, or is capable of equally effective rendition in different languages. Those that do tend to be notable exceptions, such as Costa Rica, New Zealand and Croatia, whose slogans manage powerfully to reflect their brand essence”.





100% Pure New Zealand advertising, 2002



100% Pure New Zealand advertising, 2003





1999

- The first global campaign for New Zealand — 100% Pure New Zealand — is launched on July 31. 'Don't Dream It's Over' by Neil Finn is the soundtrack.
- www.purenz.com launched

2000

- 100% Pure New Zealand TVC and print ads seen by approx. 69.5 million people to date.
- TNZ international media team established in Auckland.



2001

- Media coverage of *The Lord of the Rings: Fellowship of the Ring* and New Zealand reaches an estimated 100 million people.
- Launch of TNZ media website.
- TNZ accompanies Team New Zealand to Cowes to display America's Cup at its 150th birthday celebrations.



2002

- New suite of 100% Pure New Zealand images.
- New Zealand welcomes 2 million visitors a year for the first time.
- 'Best Long-haul Destination' in *Observer & Guardian*
- TNZ accompanies Team New Zealand to Cowes to display America's Cup at its 150th birthday celebrations.



2003

- New 100% Pure New Zealand images launched.
- www.purenz.com becomes www.newzealand.com.
- Trade website launched.
- *Wanderlust* magazine (UK) votes New Zealand 'Top Destination' (3rd time).
- 'Interactive Traveller' is 'born'.

2004

- Launch of 'You've Been Waiting Too Long' 100% Pure New Zealand television commercial.
- 100% Pure garden at Chelsea Flower Show wins Gold.
- 100% Pure New Zealand Sydney event shows off NZ to Australia's 'movers and shakers'.



2005

- Assignment Group picks up 100% Pure account.
- Anholt GMI Nations Brand Index: 100% Pure New Zealand is 10th best tourism brand in the world.
- 'Make Yourself 100% At Home' campaign around Lions rugby tour.



2006

- 'What's On' campaign launched (Australia).
- 100% Pure garden at Chelsea Flower Show wins Silver Gilt.
- newzealand.com wins international Webby for best tourism website (2nd year in a row).

2007

- 100% Pure New Zealand giant rugby ball venue in Paris
- Launch of 'The Youngest Country' campaign.
- 100% Pure New Zealand layer added to Google Earth.
- 100% Pure New Zealand YouTube channel launched.



2008

- 'What do you say UK?' campaign launched.
- 100% Pure advertising launched in China.
- Nearly a billion people see coverage of NZ generated by TNZ's International Media Programme.

2009

- 100% Pure New Zealand is 10 years old.
- 'New Zealand LifeBack Promise' campaign launched in US.
- *The Bachelor* Season Finale (US) filmed in NZ. Viewed by 15 million people.
- 125,000 people view 'Have Your Say' videos uploaded to YouTube.
- Qualmark 100% Pure Assurance campaign launched





# LEVERAGING THE BRAND: 1+1=3

How 100% Pure gets more bang for its buck

So, New Zealand tourism had a brand. A cool one, too.

But with only a tiny marketing budget to get its brand onto the world's billboards, the team at Tourism New Zealand had to be clever.

They looked at ways to leverage off the attention generated by other people's marketing of major world events: the America's Cup, the Rally of New Zealand, the Montana World of WearableArt™, *The Lord of the Rings*, endurance races and the Ellerslie Flower Show.

The formula is simple. For each event TNZ works to attract international media coverage, as well as getting them to promote New Zealand as a destination.

"If we can get international media to come down here and send great messages out to their readers and viewers, then it attracts more people here," says Jane Dent, TNZ General Manager International PR.

Take the America's Cup: a perfect excuse to highlight images and stories of sky and sea and intense experiences of the outdoors. In 2001, TNZ accompanied the victorious Team New Zealand when it was invited to display "the Auld Mug" at the 150th year celebrations of the America's Cup at Cowes. The New Zealanders decided to return the cup with a flourish.





## WITH ONLY A TINY MARKETING BUDGET TO GET ITS BRAND ONTO THE BILLBOARDS OF THE WORLD, THE TEAM AT TOURISM NEW ZEALAND HAD TO BE CLEVER



Coverage on BBC prime television exposed Tourism New Zealand's gold-medal-winning garden 100% Pure New Zealand Ora — the Garden of Well-Being to 45 million people. In 2007, the second 100% Pure New Zealand garden won silver gilt, and was seen in the media by over 90 million people

Instead of flying the Cup business class and protecting it within the confines of the members' club at Cowes, they delivered it in a Team New Zealand rubber dinghy with a dawn ceremony on the shore and a conch shell to announce its arrival; and then held the Cup in a marquee for all-comers to inspect. The break with tradition symbolised an open society unfettered by club rules and created a huge stir in the press.

### Gardening leave

After the America's Cup ceased to be ours in 2003, TNZ took its event strategy offshore. Rather than profiling events in New Zealand, it predominantly turned its attention to profiling New Zealand at big international events — getting more 'bang for its buck'.

Market research showed that participation at the Chelsea Flower Show would expose New Zealand to its target market. In 2004, TNZ commissioned a contemporary garden featuring Māori icons. Its contrast with the more traditional English style gardens attracted 80 per cent of Chelsea visitors, won a gold award, earned 30 minutes coverage on BBC prime-time television and gained overall exposure to 45 million consumers. TNZ blanketed the nearby Tube stations and Chelsea buses with 100% Pure New Zealand branding. It repeated its success in 2006 with a silver gilt medal and media coverage this time reached over 90 million people.

Sporting events are good ways of attracting attention, and the Rugby World Cup (RWC) is one of the biggest. TNZ mounted a high-profile public relations campaign in front of the Eiffel Tower during the RWC 2007 in France which was seen by millions through

the media coverage of the event. The key feature was a Giant Inflatable Rugby Ball branded with the words 100% Pure New Zealand.

The Ball has since been taken to London with similarly pleasing PR results.

100% Pure New Zealand was also used as the 'hook' in new events put together by TNZ. Māori Art Meets America saw TNZ work with Toi Māori Aotearoa to bring an exhibition of New Zealand's Māori art to San Francisco. Media coverage reached 12 million people, and over 30,000 people were attracted to various events.

In 2007, TNZ took the same approach in Japan, creating a 'New Zealand Paradise Week'. The Tokyo event exposed the Japanese to a more contemporary side of New Zealand. Over 17,000 people attended (setting a one-day record at the venue), there were a record number of www.newzealand.com visitors from Japan during the week, and four TV channels, three radio stations and 40 newspapers covered the event.

### Make yourself at home

An exception to TNZ's overseas focus was the opportunity presented by the Lions rugby tour of 2005. Tens of thousands of UK rugby fans followed the tour, and TNZ took the opportunity to tie the campaign into their welcome. The 'Make Yourself 100% At Home' campaign used the look and feel of 100% Pure, to make visiting fans positive advocates of New Zealand. And it worked: "The people's friendliness ... I mean nothing is too difficult for them. They'll come out and help you. They're just really, really friendly and that is what has really impressed us," said one fan.

Some New Zealand events also still made the cut. The Montana World of WearableArt Awards™ is an event that has proved to show a unique side of New Zealand's contemporary culture. TNZ has helped expand media coverage by bringing international media to the event, and by encouraging international entries, which in turn

attracts further media coverage. Coverage of the show consequently reaches millions of people.

### An epic trilogy

And then there was the big one. From 2001 to 2004, the success of the *The Lord of the Rings* trilogy, with its breath-taking landscapes, did more than anything to bring New Zealand to the world's attention.

TNZ had first harnessed the potential of film on a much smaller scale, when a 1999 100% Pure New Zealand advertisement with a piano on a beach alluded to Jane Campion's award-winning movie *The Piano*.

Aware of the potential, TNZ positioned itself to make the most of *The Lord of the Rings*' success. An agreement with the distributors of the films, New Line Cinema meant connections between the film and their location in New Zealand could be made cost-effectively. The actors were also hosted to convert them into enthusiastic ambassadors.

Full-page advertisements were commissioned in the US press as *The Lord of the Rings* swept the Oscars, with taglines such as "Best Supporting Country in a Motion Picture. Yet Again".

The United Nations World Tourism Organisation attributes the successful connection of New Zealand with the films to TNZ's marketing around the event. In its *Handbook on Branding for Tourism Destinations* it says that New Zealand made the most of its circumstances.

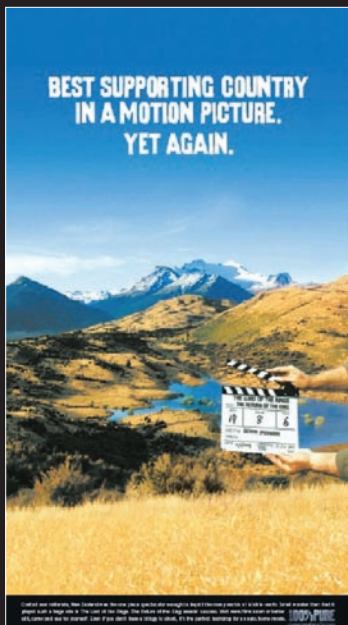
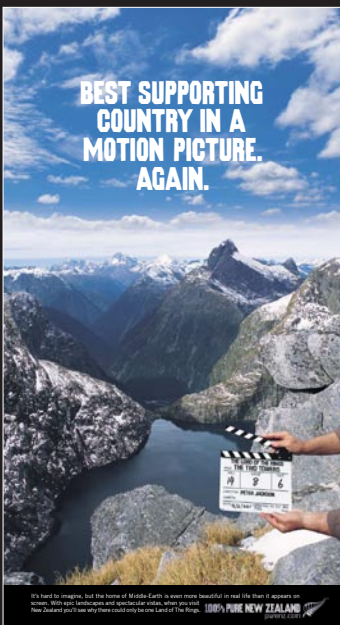
"The combination of a worldwide growth in demand for active outdoor tourism products, a relatively unspoilt natural environment, innovative product development, and being the movie location for *The Lord of the Rings* might have been fortuitous in terms of timing. But New Zealand grasped this opportunity and committed to a clear marketing proposition, based on a strong set of brand values, based on nature and adventure, which were vigorously and consistently marketed under 100% Pure."



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These 100% Pure New Zealand advertisements were used between 2001 and 2004 to make a direct connection between New Zealand and The Lord of the Rings film trilogy

## Global coup

TNZ also went into the television and media business in support of the 100% Pure campaign. It worked with media placement company Mitchells to forge links with global media companies like Pacific Broadcasting and National Geographic.

The greatest coup in the campaign's early years was to negotiate a deal with Discovery Channel, where TNZ doubled its advertising investment through Discovery-produced documentaries. TNZ became the first national tourist office to invest in documentary-making on one of the world's largest entertainment channels.

## Making the most of the media

Other publicity for New Zealand is gained through the work of the International Media Programme (IMP). The team works to get high-quality media print, broadcast and Internet writers and journalists down to New Zealand to cover the country, and it has shown results.

Coups like getting television programmes *Billy Connolly's World Tour of New Zealand*, Jack Osborne's *Adrenalin Junkie*, and, most recently, US reality TV show *The Bachelor* to film in New Zealand, have exposed New Zealand's landscape, culture and adventure to hundreds of millions of people around the world. *The Bachelor* season final alone reached 15.5 million people in the US.

TNZ's media team also brings down 'opinion leaders' like author, publisher and adventurer Richard Bangs from the US, Wang Chaoyong, Co-Chairman of China Team (the first ever Chinese boat to enter the America's Cup) and his wife Li Yi Fen (former president of MTV China). Richard Bangs' subsequent TV programmes went out to millions, while media coverage of Wang Chaoyong's trip was widespread, with his blog featuring on the homepage of sina.com, China's most popular newsportal website.

This means that the International Media Programme continues to grow coverage of New Zealand around the 100% Pure New Zealand values. In 2008 the publicity it generated about New Zealand reached an incredible one billion people around the world.



## Māori Art Meets America

In August 2005, one of the largest New Zealand-focused events ever to take place in America was held in San Francisco. The *Māori Art Meets America* event was organised by TNZ in conjunction with Toi Māori Aotearoa. The event, which included the arrival of a waka in San Francisco harbour, showcased New Zealand's Māori culture to America through an exhibition, performances and 100% Pure New Zealand advertising in San Francisco during the event. Over 30,000 people attended and 12 million Americans saw coverage of the event.



## WOWing 'em

The Montana World of WearableArt Awards™ is a prime example of New Zealand's iconic art, culture, creativity and innovation.

Tourism New Zealand has been a sponsor of the Awards for nine years now. Tourism New Zealand utilises WOW® to bring a unique side of New Zealand's contemporary culture to the world by bringing international media to the event and encouraging them to write about Destination New Zealand while they're here.

Media coverage of the show consequently reaches millions of people, and with increasing numbers of international entries — this is set to continue.





## YEAR OF THE KIWI

Rugby provides the perfect canvas for a promotional splash in 2011

The 100% Pure New Zealand campaign has already been working its marketing magic on the Rugby World Cup (RWC), even though the event won't be hosted in New Zealand until September 2011.

As a sporting event, the RWC is one of the world's premier sporting events, behind only the Olympics and the biggest international football events in terms

of global television audience. The RWC 2007 had a cumulative audience of 4 billion.

The 100% Pure New Zealand message was the key focus of a public relations coup, when TNZ mounted a high-profile campaign in front of the Eiffel Tower during the RWC 2007. The ambitious campaign, in front of one of the world's most well-known icons in one of the world's

most visited cities, featured a Giant Inflatable Rugby Ball branded with the words 100% Pure New Zealand.

Over 25,000 people went through the ball, while tens of millions saw the Ball feature as a backdrop to media reports featuring New Zealand as the next host of the Cup.

The Ball has since visited London, and was sited outside the Tower Bridge, with similarly pleasing PR results, including a visit from the Queen and the Mayor of London.

The campaign has been using some new media tools, setting up a virtual supporters club, the Front Row Rugby Club, 'captained' by Tana Umaga. The club is the first time TNZ has launched an email campaign to build interest in an event, and the country. Front Row Rugby Club members receive regular updates from Umaga, have access to virtual "clubrooms", share stories through blogging and are encouraged to recruit new members among family, friends and rugby mates around the world.

The club is designed to convert a love of rugby, and a love of all things New Zealand, into a trip to New Zealand — promoting the values of the 100% Pure New Zealand experience to rugby fans around the world.

Based on the Australian experience, 70,000 international supporters are expected to travel to New Zealand for the 2011 cup, along with 2,500 international media and a similar number of corporate and VIP guests. During the RWC 2011, tens of thousands of visitors will descend on New Zealand, and many will holiday here after taking in the rugby action. It is estimated this will generate more than \$1 billion of economic activity, with a net benefit of at least \$500 million.

**THE RUGBY WORLD CUP COULD GENERATE MORE THAN \$1 BILLION OF ECONOMIC ACTIVITY WITH A NET BENEFIT OF AT LEAST \$500 MILLION**



When we touch noses, or hongi, we're sharing the breath of life. With gentle presses, we offer peace, friendship and hospitality. Find out more about the Maori people of Aotearoa ('Land of the Long White Cloud') at [www.newzealand.com](http://www.newzealand.com)

100% Pure New Zealand advertising, 2003



# KEEPING IT REAL

## 100% Pure sells the sizzle — but where's the sausage?

It's all very well bringing tourists to the country in their millions, but what if they're disappointed when they get here?

After raising travellers' expectations with the 100% Pure New Zealand campaign, TNZ has a vested interest in making sure that visitors have a good experience when they actually arrive.

Back in 2005 Keith Betton of the Association of British Travel Agents said maintaining quality standards was not an option for the tourism industry.

"New Zealand is competing with a number of other destinations that are all focussing on quality of experience."

"When you look at people in the workplace they're all working very hard — certainly harder than their parents ever worked. So when they get away it can't be just an average holiday. It's got to be pretty special. So I think quality is going to grow in importance."

In 2000, in its role as a principal shareholder with the Automobile Association, TNZ reviewed the existing Qualmark scheme, a licensing system that encouraged

high standards in accommodation, tours, activities and visitor transport. New categories were introduced and the assessment criteria were reviewed and relaunched.

"It's about matching the 100% Pure New Zealand, promise," says TNZ chief executive George Hickton.

For this reason, TNZ has also been involved with the rebranding of the i-SITE visitor information centres, helping provide good quality information to international visitors when they're in New Zealand.

Another important element was the international travel trade. Trainers tell the story: "When we talk to staff that deal with customers prior to our training exercises we're sometimes horrified how little they actually know about New Zealand," said one trainer. "Even basic geography knowledge is missing."

## Influencing people

With many destinations to sell, travel retailers and wholesalers are often a vital influencer when it comes to holiday decisions. TNZ organises trade training sessions to enthuse people who were marketing travel

and to give them the skills to present New Zealand confidently. Today TNZ also works closely with major online travel retailers.

The best way of educating travel sellers of course is to bring them to New Zealand and TNZ brings around 160 travel agents to New Zealand every year for familiarisation tours. However, with distance an issue, TNZ again turned to the Internet. Again in a world-first, they introduced award-winning online training modules in 2005 through a new website dedicated to upskilling the international travel trade. 'Webinar' training (live online training) was introduced in 2008, saving on time and costs. TNZ also runs workshops and events. All under the 100% Pure New Zealand 'banner'.

International visitor surveys (taken over by the Ministry of Tourism in 2000) were invaluable in tracking the changing characteristics of tourists from each country and what they did and spent. TNZ also researched visitors' expectations before arrival and how satisfied they were at the end of their stay. This conveyed valuable insights into issues to tackle, such as the plight of Chinese tourists, who tended to have a much lower level of satisfaction compared to other visitors.

Generally New Zealand does well. Research shows that 90 per cent of our visitors are highly satisfied and 97 per cent say they would recommend New Zealand to their family and friends. But this doesn't mean that the 100% Pure New Zealand campaign could afford to rest on its laurels. And it didn't.

## CALLING HOME

100% Pure New Zealand's advertising images made an appearance in New Zealand on Telecom's payphone cards in 2005. 500,000 cards with 100% Pure New Zealand images were produced with the aim of directing more international visitors to [www.newzealand.com](http://www.newzealand.com).



## THE TROPHY CHEST

Nov 2008	<b>Best Destination:</b> <i>Telegraph</i> (UK)
Nov 2008	Virgin Holidays Responsible Tourism Awards: <b>Overall Winner</b> and <b>Best Destination</b>
Sept 2008	<i>Getaway</i> , Australia: <b>Country of the Year</b>
Sept 2008	Conde Nast, UK: 1st place, <b>Best Destination</b>
Aug 2008	<b>PATA Gold Award:</b> (Youngest Country TVC)
Aug 2008	<b>PATA Gold Award:</b> (Giant Rugby Ball, Paris 2007)
Feb 2008	<i>Wanderlust</i> magazine: 1st place for 2007 for <b>Top Country</b> for the second year running
Nov 2007	Golden Backpack Awards Australia/NZ: <a href="http://www.newzealand.com">www.newzealand.com</a> voted <b>Highly Commended</b>
Dec 2006	Lonely Planet Bluelist 2007: <b>Best Destination</b> (No. 2)
2006	Anholt-GMI Brand Index 2006: <b>8th best country brand in the world</b>
Nov 2006	Country Brand Index 2006 (CBI): <b>Best country for natural beauty and outdoor activities</b>
Nov 2006	2006 British Travel Awards: <b>Dream Destination</b>
Oct 2006	<i>Guardian &amp; Observer</i> readers: <b>Best long-haul destination</b>
Oct 2006	<i>Viagem e Turismo</i> magazine, Brazil: <b>Best Ecotourism Destination</b> (5th time)
Sept 2006	CoolBrands (UK): <b>Coolest Destination</b>
May 2006	Webby Awards: <a href="http://newzealand.com">newzealand.com</a> <b>Best Tourism Website</b> (second year in a row)
April 2006	<b>PATA Gold Award:</b> 'Make Yourself 100% At Home' campaign - Lions rugby tour
Feb 2006	<i>Wanderlust</i> magazine awards (UK): <b>Bronze Award</b> in the <b>Top Country</b> category. <b>Safest Destination</b> (fifth year in a row)
Dec 2005	Lonely Planet: Second in <b>Best-value Destination</b> category
Oct 2005	<i>Daily Telegraph</i> (UK): <b>Best Destination</b>

Oct 2005	TUANZ (NZ) awards: Travel Planner wins <b>Best Information Site</b>
Sept 2005	<i>Condé Nast Traveller</i> (UK): <b>Best Country</b>
Aug 2005	Anholt-GMI Nation Brands Index (NBI): <b>10th best tourism brand in the world</b>
Feb 2005	Lonely Planet: Voted in <b>top five tourism destinations in the world</b>
Feb 2005	<i>Wanderlust</i> magazine UK: <b>Safest country</b> , third in <b>Top Country</b> section
Jan 2005	<i>Ottawa Citizen</i> : <b>Second-top destination for 2005</b>
Jan 2005	Irish travel industry: <b>Best Adventure Destination</b>
Oct 2004	<i>Telegraph</i> Awards (UK): <b>Best Destination</b>
Oct 2004	TUANZ (e)-vision awards: Haka module won the <b>Event marketing/integrated marketing campaign</b> award. The interactive map won the <b>Information/Reference</b> category
Oct 2004	New Zealand 'Effie' Awards 2004: <b>Silver</b> for 100% Pure New Zealand advertising in the 'sustained' category
Sept 2004	<i>Condé Nast Traveller</i> (UK) Reader Awards: <b>Third top destination</b>
July 2004	Broadcast Design International Awards (US): <b>Gold Award</b> for TNZ vignette on Discovery Channel. Promo for interactive <a href="http://newzealand.com">newzealand.com</a> wins the <b>art direction and design award</b>
May 2004	Chelsea Flower Show: Tourism New Zealand garden — '100 % Pure New Zealand Ora — Garden of Well-being' — wins <b>Gold</b>
2000, 2002, 2003, 2004	<i>Guardian/Observer</i> awards (UK): New Zealand <b>Best long haul destination</b>
May 2004	New Zealand Pride in Print Awards: Hongi image wins <b>Supreme Award</b>
Feb 2004	<b>PATA Grand Award:</b> 100% Pure New Zealand campaign

Jan 2004	<i>Washington Post</i> : <b>No.8</b> in list of top 10 international destinations that are hot for 2004
Jan 2004	Lonely Planet: <b>Hot Destination for 2004</b> (second year running)
Jan 2004	The Hospitality Sales and Marketing Association International: <b>Gold awards</b> for 100% Pure New Zealand campaign and the Royal Tour documentary, and the <b>Platinum award</b> for 100% Pure campaign
2003	<i>NetGuide</i> 2003 awards: <a href="http://Newzealand.com">Newzealand.com</a> <b>Best Travel and Tourism Site</b>
Dec 2003	Readers of <i>Unlimited</i> magazine: nominated 100% Pure New Zealand brand as <b>second best New Zealand brand</b> after the All Blacks
2003	<i>Wanderlust</i> magazine vote New Zealand <b>Top destination</b> and <b>Safest destination</b> for third time running
2003	<i>Sunday Times' Travel</i> magazine (UK) Awards: runner-up for <b>Country on the Up</b>
2001	Fédération Nationale des Offices de Tourisme et Syndicats d'Initiative (F.N.O.T.S.I.) awards (France): <b>Gold Medal</b> for 100% Pure Campaign. Also wins Heritage/Cultural image section (Hongi image)
2001	<b>Gold Quill Award:</b> for strategy development and implementation of the 100% Pure New Zealand Campaign
2000	<i>Condé Nast Traveller</i> Awards: <b>Second most highly rated holiday destination</b>
2000	<i>The Australian</i> magazine Creative Excellence Awards: Tourism New Zealand advertisement (the Piano) wins <b>Creative Excellence</b>
Dec 1999	<i>Condé Nast Readers' Travel</i> Awards: <b>Top Country</b>





100% Pure New Zealand advertising, 2003



100% Pure New Zealand advertising, 2003



# HARD-FOUGHT FUNDING

What's tourism worth to New Zealand?

100% PURE  
newzealand.com

Ten years ago, if New Zealanders were to have identified themselves with an industry, it was unlikely to have been tourism. Despite the size of the visitor industry, our agricultural roots dominated our psyche — but perhaps not any more...

Tourism bodies have long tried to help New Zealanders understand what international visitors contribute to New Zealand. The 1950s film *Glad They Came* explained in detail to New Zealanders how tourists put money, not just in the coffers of tourism organisations but in the pockets of taxi drivers, dairy owners, supermarkets, theatres, cinemas and more. And that we need to make them welcome.

When Prime Minister John Key made himself Tourism Minister, the signal to the country was clear: tourism is major business for New Zealand.

Tourism is responsible for about 9 per cent of GDP and it employs about one-in-ten working New Zealanders, making it an important contributor to maintaining and boosting this country's employment and growth prospects. It wasn't long after the 100% Pure New Zealand campaign had kicked off, that tourism became the top foreign exchange earner for New Zealand.

The most recent official figures from the Tourism Satellite Account put tourism earnings at \$8.9 billion back in 2007. Dairy exports that year totalled \$7.5 billion while meat came in at \$4.3 billion.

The changing financials have had an impact on perceptions of New Zealand, both at home and abroad. Adam Morgan, owner of US-based brand consultancy Eat Big Fish, says this is certainly the case in the UK.

"The combination of the 100% Pure campaign and *The Lord of the Rings* has shifted New Zealand from just this supplier of agricultural products to this almost mythological place of extraordinary landscapes, and amazing, well, purity — which is somehow larger than life," he says. "It has become the way the world should



100% Pure New Zealand in London, 2004

be, rather than the way the world has become."

By the end of the 2008/2009 financial year, the NZ\$55 million base-funding level set in 1991 had increased to a total NZ\$76 million with an increase in the baseline to NZ\$69 million.

A National Bank survey in 2005 claimed that \$10 million invested in marketing would result in \$450 million in tourist revenues. The government gains \$28 million of GST on this spending, so there is incentive for everyone to grow the industry.

## Marketing impact

What a brand has to spend is only part of the story.

In 2005 Interbrand, one of the world's largest brand

## Who's spending what

In 2008, New Zealand's funding of tourism compared favourably with similar sized states, but was smaller compared to many countries\*.

Australia NZ\$172 million  
Britain NZ\$121 million  
Canada NZ\$110 million  
New Zealand NZ\$76 million  
Tourism Victoria NZ\$74 million  
Tourism Queensland NZ\$62 million

\*An approximation of funding based on publicly available information



## INTERBRAND, ONE OF THE WORLD'S LARGEST BRAND CONSULTANCIES ESTIMATED THE VALUE OF THE 100% PURE NEW ZEALAND BRAND AT OVER US\$13 BILLION

consultancies, commended TNZ for creating a clear destination brand, which it said was one of the best in the world. It estimated the value of the brand at over US\$13 billion, sitting just between Samsung and Dell on a global company scale.

With the Prime Minister as the Minister of Tourism, TNZ, and the 100% Pure New Zealand campaign, now

has a representative at the top table.

"New Zealand 'the destination' is one of the things in which I see us having a real competitive advantage over many other countries," John Key has said.

"Maximising that advantage is going to be crucially important to ensure we get through the current world economic challenges and on to a faster growth path".

### Riding the Social Media Wave

In 2009, a "tweeter" turned from being something you expected your canary to do, to a comment on someone's social media skills.

Social media platforms like YouTube, Facebook, LinkedIn and Twitter have become common ways of spreading news and views, reaching millions of consumers in a cost-effective way. And the 100% Pure campaign is right there.

The 100% Pure New Zealand Facebook page had 3,000 fans in early 2009. The page holds videos and fans can upload their own photos, add comments or join discussions.

@PureNewZealand, the campaign's Twitter account, 'tweets' holiday deals, New Zealand news and answers questions of thousands of 'followers'.

TNZ's YouTube channel has over 90 New Zealand-related videos available to watch. The 'Have Your Say' campaign on YouTube saw TNZ capturing personal video messages from visitors. It



has been viewed hundreds of thousands of times.

TNZ also encourages visitors to blog on [www.newzealand.com](http://www.newzealand.com), and works with high-profile travel and celebrity bloggers to encourage positive coverage of New Zealand.

### 100% Pure Progress

New Zealand was the first country in the world to dedicate a government department to tourism.

The Department of Tourist and Health Resorts was set up in 1901 charged with improving facilities for tourists and encouraging international visitors.

Today, as Tourism New Zealand, the organisation has evolved to become the international marketing 'arm' for New Zealand.



100% Pure New Zealand advertising, 2005



# BRAND EVOLUTION

## Don't dream it's over

When the 100% Pure New Zealand campaign was launched it aimed to bring the core messages of what makes New Zealand unique back onto centre stage and express better the real Kiwi experience. It worked because New Zealand's unique attributes all added up to the country being an authentic destination, and that authenticity was reflected in the new advertising. The imagery and promotions rang true with potential visitors.

Vincent Heeringa, publisher of *Idealog* magazine, says that he believes this is one of two reasons that the campaign has endured for ten years.

"One is that it has been consistently executed

with a really determined strategy," he says. "But the second reason is much more profound, and that's that it's actually true. NZ is pure. It's pure adventure, pure hospitality, it's pure jaw-dropping inspiring landscapes ... so there's no great dissonance between the message and the experience — and that where brands fail."

At the beginning the campaign focused world-wide on print advertising and broadcast of the television commercial through television and cinema. It used quality high-end print and broadcast media to convey the messages of the campaign.

Television commercials used the globally-recognised music of Neil Finn. The well-known 'Don't Dream It's Over' set the scene for an experience in New



### Surfing the Menu

Assisted by the Tourism New Zealand International Media Programme, Australian travel/surfing/cooking show *Surf the Menu* filmed a series in New Zealand in 2005. Estimated viewership was 1.3 million in Australia and the series was sold to 96 countries worldwide.



## The Internet

It seems unbelievable now that it would be a radical marketing move to have a website for your business. But when the 100% Pure New Zealand campaign launched in 1999, TNZ was one of the first national tourism organisations in the world to use the Internet as an integral part of marketing.

[www.purenz.com](http://www.purenz.com) was attached to the 100% Pure tagline on all marketing material — and pointed potential visitors to immediate information on New Zealand. For people overseas who thought "New Zealand is somewhere to go when I'm eighty" [www.purenz.com](http://www.purenz.com) was a call to action: Come Now, Do More, Come Back.

Within a year, 4,000 New Zealand tourism companies had listed on a site that had received one million hits and was soon available in German, Japanese, Korean and Mandarin.

The first year the website contained over 3,000 pages and hosted 100,000 user sessions per month. By 2008, in its [www.newzealand.com](http://www.newzealand.com) incarnation, it was attracting 2.7 million visitors a year.

The site went on to gain international recognition — two Webby awards in 2004 and 2005 — the Oscar equivalent in the Internet world.

# 100% PURE

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



Zealand that visitors will want to continue. This was a good first hook, but it became evident over time that the message didn't have enough impetus, it didn't actually tell potential visitors what to do.

In 2004 a new television commercial was launched. Using the music of New Zealand songwriter Dave Dobbyn, 'Waiting', featuring the chorus of "You've been waiting too long", it sent a more proactive message than the first iteration of 100% Pure. It gave people a call to action — why wait any longer, come to New Zealand now! It showed more interaction with the environment, with New Zealanders and close-ups of the emotions that these experiences invoked.

Research had shown that potential visitors were interested in a holiday in New Zealand, but saw it as a 'trip of a lifetime', something they'd do one day. The new-look campaign aimed to get them to book and come now — to not leave it too long.

Print advertisement styles were refined and made sleeker, and also focused on showing people in the landscape and engaging in activities. The ads worked to ensure that potential visitors felt they could be a part of the landscape and be a part of activities they were viewing.

## Target market

Partly these adjustments were to better appeal to New Zealand's target market. In the mid-2000s, TNZ worked on honing the identification of their target market, to ensure that the 100% Pure campaign was talking in the right way, to the right audience.

The original research that the 100% Pure New Zealand campaign was based on showed there were a group of travellers that a New Zealand holiday would appeal to most. TNZ continued research into their characteristics, with this group emerging as experienced travellers, financially independent, consuming a wide range of tourism products, planning and booking directly and a group that valued authenticity. Communications were targeted to primarily reach this group.

But by 2007, travellers, and methods of communication, were again changing rapidly. TNZ had to move to make sure that the campaign would continue to be successful, to be ahead of trends in both travel and media and to work smarter with a limited budget. New Zealand had to move from communicating 'what we have' to 'what it feels like'. The campaign was ready for the next step.

## Cast Away

The International Media Programme coup of 2007 was to get the 160-person BBC crew to New Zealand to film the popular UK reality TV show *Castaway* on Great Barrier Island. All media work incorporates the values of the 100% Pure New Zealand campaign, aiming to get international media to reflect New Zealand's unique attributes in the coverage they give our country.



## Looking for Love

The Beatles said money can't buy you love — and it certainly couldn't buy New Zealand the huge exposure it received in the US thanks to romantic reality television show *The Bachelor*.

Two of the three final episodes of the 2009 series of this top-rating US show were filmed in New Zealand as part of Tourism New Zealand's International Media Programme. The first episode alone screened to 12.5 million in the US.

Jason Mesnick, 'the Bachelor' said "New Zealand is 'the' place that must be on your list. The people were so kind and generous and that is a huge part of the entire experience. But the beauty of Queenstown is unmatched anywhere."

Tourism New Zealand then convinced *The Bachelor* production team to choose a New Zealand candidate for a later series of the programme, another boost for New Zealand as a destination.



100% Pure New Zealand advertising, 2005



# KEEPING IT FRESH

Just how long can 100% Pure last?



How long can 100% Pure last?

That question was asked when M&C Saatchi gave up the TNZ account in 2005 to take up the Australian tourism cause with the 'Where the Bloody Hell Are You?' campaign. With a change of agency often comes a change in direction. The national airline, for one, urged the campaign be kept.

"I think the core to where 100% Pure goes next is about evolution, not revolution," said Air New Zealand group general manager Ed Sims, "and I would urge TNZ not to listen, perhaps, to people who would say let's scrap it and start something new because I think we'd lose the value that we've built."

The Assignment Group took M&C Saatchi's place, with the understanding that the campaign must live on. Assignment liked the strong provocative statement of 100% Pure New Zealand: "it's not a nothing line!"

Six years on from the launch of 100% Pure New Zealand the world had changed and competition was keener. The campaign had broken new ground in providing a single message on a global scale, but other countries were following New Zealand's lead and developing their own campaigns under a single banner, but with more money.

## Australia's different

In 2005, TNZ decided to take a new tack in Australia, a market for whom New Zealand was just a short-haul flight away. At that time, more than two-thirds of Australians who had made the trip to the other side of

the ditch had been before.

This led to the idea of encouraging Australians to pop over for a short visit. The 'What's On' campaign, aimed at people in Sydney, Melbourne and Brisbane, sold Australians on the appeal of different parts of New Zealand at different times of the year.

This was just what the regions could have wanted, said Tim Cossar, chairman at the time of the Regional Tourism Organisations of New Zealand. "The regions of New Zealand clearly want to have more involvement in the campaign at that level."

At a time when growing numbers of Australians were travelling overseas, the 'What's On' campaign succeeded in ensuring that increasing numbers were visiting New Zealand. Visitors rose by 5.4 per cent from 2006 to 2007 and 5.9 per cent in the year ending January 2008.

Visitor growth from other destinations, however, was stalling, slowing from the double-digit growth of the early 2000s. It was time for a stock-take of the global campaign and a meeting in Los Angeles with brand consultancy Eat Big Fish proved pivotal.

## The youth vote

To the Americans at the Los Angeles meeting, one of the best assets New Zealand could exploit was the concept of being young. Conceptualising New Zealand as 'the youngest country on earth' was as provocative as '100% Pure'.

The country's comparative newness as the last inhabited land mass in the world had been argued



**SIX YEARS ON AND THE WORLD HAD CHANGED. COMPETITION WAS KEENER — OTHERS WERE DEVELOPING THEIR OWN CAMPAIGNS UNDER A SINGLE BANNER, BUT WITH MORE MONEY**



by historian Michael King and could be backed up by academic James Belich. In the eyes of the marketing team, it was “flaunting what we haven’t got in the way of the ancient world and traditions ... we haven’t had time to muck it up.”

‘The Youngest Country’ became the central theme of TNZ’s relaunch of its campaign in August 2007 — but it was an extension, rather than a rebranding. 100% Pure New Zealand was retained as the umbrella of the campaign, with its tagline concluding each of the new film clips, and all new marketing material pointing to the newzealand.com website.

The visuals brought a new focus on experience rather than on New Zealand as a destination pure and simple. The new commercial for ‘The Youngest Country’ used film shots that drew the viewer into the action — close-ups of travellers’ faces that illuminated the pleasures of kayaking, dining,

walking, or drawing in the sand — rather than rely on the sweeping vistas of the early campaign advertising.

Victoria Treyger, chief marketing officer from Travelocity, one of the largest online travel sellers in the US, says ‘The Youngest Country’ advertisement is her favourite in the 100% Pure New Zealand campaign so far.

“I have shown this spot at conferences and meetings, and every time I am amazed that about five seconds into the spot, members of the audience look up, put down their Blackberries, and actually pay attention,” she says. “The gorgeous scenery with wine, the ocean, jagged peaks and vistas set to the music of ‘Forever Young’ draws people in and makes them wonder “... where is this place” and “I need to learn more about it”. It achieves exactly the intended purpose of engaging the user and driving them to follow up to learn about New Zealand as a

vacation option.”

The relaunch integrated these images into a new film for television and newzealand.com. Weta Digital, famed for its *The Lord of the Rings* work, created a striking image of the eruption of mountains down from a foamy sea, accompanied by the Māori creation story. ‘Forever Young’ was sung by New Zealand band Pluto as backing for shots that implied that “even if you’re 60 you feel 35 here”.

The film was first used as a television commercial in the US during the 2007 Emmy Awards in 2007. It ended with a call to action for West Coast audiences who had long seen crossing the date line as an obstacle to visiting New Zealand: “Enjoy the Emmy Show — and if you’re wondering what to do next, you could be here by morning”.

In the UK ‘The Youngest Country’ rolled out on giant moving screens in major train stations, on

digital panels along the route of the Heathrow Express and beside the escalators at Tube stations. Launches followed in Japan, Canada, Korea, China, India and Germany.

Alongside ‘The Youngest Country’ work, TNZ also launched new iterations of the campaign in the UK and the US.

In the UK ‘What do you say UK?’ advertisements aimed to ‘create word-of-mouth’ by letting visitors tell potential travellers in the UK about their experiences in New Zealand. In addition to this, TNZ travelled around the country with a mobile film studio, letting visitors record on film what they thought of New Zealand. These video postcards were then posted on YouTube to send to friends and family back home. Over 100,000 people viewed the videos.

In the US, the ‘New Zealand Life Back Promise’ played on previous US visitor feedback that they considered their New Zealand vacation to be a soul-enriching and rejuvenating experience that ‘gave them their life back’.

All advertising pushed viewers to newzealand.com and ran in conjunction with ‘Youngest Country’ 100% Pure New Zealand advertising.

In the mind of TNZ chief executive George Hickton, the reshaping of the 100% Pure campaign only proved its longevity and flexibility.

“It actually promises something which is completely different from other international tourism campaigns ... we make a promise of 100% Pure New Zealand and we deliver on that. Ninety-seven per cent of the people who come to our country actually say the promise is kept, and that’s incredibly important.”

Internationally, there seems to be agreement that the campaign should remain.

“After 10 years it is still a relevant campaign,” says Greg Duffell, CEO of the Pacific Asia Tourism Association. “If it ain’t broke, don’t fix it!”

## New media

TNZ was early to notice the media landscape changing. It was one of the first national tourism offices to reduce its use of television commercials and to abandon expensive advertisements in magazines — publicity that had to be prepared long in advance.

With the power of traditional mass media waning, increasingly people were getting their news through the internet, blog sites, social networking sites, mobile phones, iPods and electronic billboards. The world of new media exploded.

Catherine Bates, general manager of consumer marketing for TNZ says this explosion has brought a whole new set of challenges.

“Whereas previously it was easy to communicate with the mass of consumers, we now find we have a group of consumers talking among themselves about a brand.”

But 100% Pure New Zealand was ready and waiting.

The interactive elements of www.newzealand.com were extended, making it possible for prospective tourists to plan their own routes. Downloadable postcards, links to external blogs and forums were all added.

The ‘Spring Pass’ initiative in Australia saw messages sent via Bluetooth to people who passed by 100% Pure New Zealand electronic billboards with special deals, information on New Zealand and links to www.newzealand.com.

TNZ was the first national tourist office (NTO) to do a deal with Google Earth — adding a 100% Pure New Zealand ‘layer’ to the application, so those using it could see tourism information and link directly back to www.newzealand.com. Google Earth claims 200 million unique users since its launch in 2005. The deal cost less than one per cent of TNZ’s online budget.



Social networking sites like YouTube are more flexible, cost-efficient media than traditional print advertising. Images and material can be pulled on or off in response to tourist interest. It’s a great way to view a potential holiday destination.

TNZ was also the first to buy space on YouTube in a 24-hour takeover that exposed the 100% Pure New Zealand Youngest Country television commercial to 600,000 viewers.

There are technical challenges. The small screens of mobile phones are fine for portraying images of lively faces, but with no capacity for conveying voices and music to intensify their impact. And it is difficult to squeeze onto small screens the internet address that was a vital component of the campaign.

But Bates says New Zealand’s tourism marketing is where its target market is – and that’s looking at those screens.

“As 100% Pure New Zealand branding moved from promoting a destination to presenting New Zealand as an experience, TNZ moved its marketing to platforms that allow a ‘conversation’ with its target market,” she says.

“It’s a move from ‘one to many’, where mass media dominated, to ‘many to one’, where individuals are interacting with a range of one-on-one media.”

**Across the ditch**

The ‘What’s On’ campaign sold Australians on the appeal of different parts of New Zealand at different times of the year ... and it worked.

Total visitor numbers from Australia have increased since 2006 from 903,000 (YE Dec 2006) to 976,000 (YE Dec 2008). Eight per cent of New Zealand’s target market in Australia now intends to travel to New Zealand, and New Zealand is the preferred holiday destination for this group. Holiday visitors from Australia are now more spread through the year than other types of visitors. In 2008 compared to 2005, New Zealand now has 20,000 more Australian visitors in autumn and spring and 40,000 more visitors in winter.





100% Pure New Zealand advertising, 2005



100% Pure New Zealand advertising, 2005



# CHALLENGING TIMES

## How will 100% Pure perform in the future?

Whether in 1999 or today, it is a tough call to launch and run a new global brand. The challenges that faced the TNZ team at launch remain — and new hurdles have emerged!

First there's the economy, with its unpredictable booms and busts, both of which cause their own set of problems. Take the highs: during the booming economy of 2006, rising fuel prices and growing competition made it hard for New Zealand to compete against short haul European or Caribbean vacations.

Two years later, the world economy collapsed, and while oil slumped by more than half encouraging a fillip of visitor growth in December 2008, the prognosis for 2009 looked bleak. Each up-tick of the Dow Jones share market index is mirrored in the oil price, and oil isn't becoming any more abundant.

The economy is just one of many new challenges.

## Hot competition

South Africa, Australia, Canada and the United States were New Zealand's traditional long-haul competition, but new, exotic destinations — Namibia, Vietnam, Brazil and Chile — are now also luring European and American travellers. Countries have been coming up with clear, concise global campaigns to rival 100% Pure New Zealand. Some, like Norway, have even directly pointed out their advantage over our distance: 'Closer

than New Zealand' advertisements in the mid-2000s proclaimed.

No-frills airlines in Europe carried close to 100 million passengers a year, many on short breaks that made it less likely that they would come all the way to New Zealand.

It's simply not enough to sell landscapes that Europeans can get in Scandinavia and exotic culture the Americans can find in Mexico.

Even when economic growth returns, fuel prices and efforts to reduce greenhouse gas emissions may have an impact on European and North American travellers' inclinations to come Down Under. That makes the need to capitalise on cleaner, more fuel-efficient aircraft, and events like the Rugby World Cup 2011 and the release of Peter Jackson's *Hobbit* movies, starting that same year, all the more vital.

## Still popular

On a positive note, New Zealand still wins votes in the popularity stakes. In the 2008 poll taken by travel website TripAdvisor, Milford and Queenstown were chosen as the two favourite tourism spots in the world. New Zealand also took out the overall winner at the Responsible Tourism awards that year. At the same time the *Guardian/Observer* poll is a reminder of how quickly trends can change: New Zealand, ranked first in 2006, was fifth behind new destinations Cambodia,

Vietnam, Japan, and Argentina in 2007.

There are many challenges to face, but the campaign has been through a lot already. Between 1999–2004, visitor numbers increased at an average seven per cent annually compared with a global average of just three per cent. This progress was made in spite of international crises such as 9/11 when it seemed travel would stop; the SARS epidemic in 2002; and the London and Bali bombings. Visitors kept coming to New Zealand.

The responsibility of running a national branding campaign means facing the knowledge that brands alone do not win the battle. M&C Saatchi's account director for TNZ in 2001 warned that travellers' choices are determined by films, music and conversation as much as the inspiration of marketing agencies. "The consumer builds a brand as a bird builds a nest, from the scraps and straws they chance upon ... advertising is the glue that binds those scraps together."

Today, 100% Pure New Zealand is creating its own 'straw' with initiatives like the 'What Do you Say UK?' campaign, that collects word of mouth for use in advertising. It's using the new media world of YouTube and Twitter to reach many new audiences through novel channels. And it's leveraging events to create scale like never before. But regardless of the many channels and modes of delivery, the role of concocting strong 'glue' is more vital than ever.

There's never been a better rationale for 100% Pure

## Kissing the Shadow

The promotion of '100% Pure' has been an easy target for the New Zealand press from the beginning, with critics lamenting New Zealand's environmental record, the way it dealt with agricultural waste, and the lack of recycling facilities.

By 2005 the *Stern Report*, in the United Kingdom and Al Gore's crusading film *An Inconvenient Truth* had publicised the dangers of global warming and heightened environmental concerns. The Bishop of London went so far as to call excessive long-haul travel a sin.

The concept of carbon footprints was a real threat to New Zealand's tourist industry. It not only raised qualms about flying, but heightened travellers' awareness of New Zealand's distance in air-miles from most of the world.

With the world more attuned to the potential of purity it was time for TNZ to 'kiss the shadow' - to embrace the full implications of 100% Pure New Zealand. The Tourism Strategy 2010 (formulated by TNZ, the Ministry of Tourism and the Tourism Industry Association (TIA)) had already set ideals for sustainability and TIA had pushed for the introduction of 'Green Globe 21': an international framework providing benchmarking and certification for businesses that could reduce their damage to the environment.

Qualmark now has environmental good practice built into its nationwide accreditation scheme, as well as the 'Qualmark Green' criteria for those businesses who want to take their environmental sustainability that step further.

"It's all about continual improvement," says TNZ chief executive George Hickton. "Although

the campaign tagline is more broadly about experiences in New Zealand, we realise the alignment it has with the environment. We know we need to keep working on this area."

From 2005 TNZ allied itself with government measures to protect the environment. The Sustainable Tourism Charter (developed by the Ministry of Tourism and Ministry of the Environment) aimed to encourage regional clusters of tourism operators to live up to the ideals of Tourism Strategy 2010.

Anna Pollock, chief executive of Canadian strategic tourism company Desticorp, believes the timing of the 100% Pure campaign was excellent. "It anticipated, not followed the green consciousness shift", she says. "The double meaning of 'Pure' also worked well as in identifying the uniqueness, integrity, authenticity and essence of the brand."

Rob Fyfe, Air New Zealand chief executive agrees, saying "TNZ's promotion of New Zealand as 100% Pure New Zealand has been visionary in an increasingly environmentally-conscious world, and has helped position New Zealand as one of the most sought after and aspirational holiday destinations in the world."

Air New Zealand's approach paralleled TNZ's efforts in the face of the environmental lobby, undertaking research on bio-fuels, adjusting aircraft design and flying techniques to lighten the demand on fuel, and ordering new more fuel-efficient planes. Although it would take 40 million trees planted in New Zealand each year to counter the effect of air flights, Air New Zealand followed other airlines in helping travellers to atone for



Nobel prize-winner Al Gore  
presenting *An Inconvenient Truth*

their carbon footprints.

Hickton, says that the 100% Pure New Zealand brand has developed to the point where it has become something that New Zealand can aspire to in its environmental performance.

"It is a promise, but it's a promise we believe the country can, and should, live up to, for New Zealanders and visitors alike."





100% Pure New Zealand advertising, 2005



100% Pure New Zealand advertising, 2005



## What does Tourism New Zealand do?

Tourism New Zealand is the international marketing agency for New Zealand.

Its main role is to ensure that New Zealand is marketed offshore as an attractive potential tourism destination and that as a result of its work more people come to New Zealand on holiday.

It does this through the 100% Pure New Zealand campaign, which aims to raise awareness of New Zealand. This is not something that individual New Zealand regions or companies could afford to do, but it is essential to ensure that New Zealand continues to welcome visitors and earn income from tourism. This is why TNZ's marketing work is funded by the New Zealand Government.

The competitive nature of the international tourism market dictates that fresh ideas are always needed to differentiate New Zealand, its culture and landscapes from what the rest of the globe has on offer.

The major tool TNZ uses is the 100% Pure New Zealand campaign, which you can read about in this publication.

The way TNZ gets that message out there is through advertising, online activity, events, working

with international media and travel trade.

The International Media Programme hosts and supports foreign media to produce international coverage of New Zealand as a quality visitor destination. This coverage is invaluable, often getting exposure for New Zealand in media that would otherwise be inaccessible.

[www.newzealand.com](http://www.newzealand.com) is a comprehensive, interactive Internet site that allows potential visitors to find out detailed information about what to do, where to stay and how to get around New Zealand. It allows them to plan their holiday and contact individual operators to book.

Trade familiarisations and training are organised to allow the international travel trade the opportunity to experience first hand New Zealand tourism products and experiences. Research has proven that those who attend famils, return home not only better equipped to sell New Zealand, but far more enthusiastic about doing so. Training days with New Zealand operators and online training give trade the tools, resources and information they need to best sell New Zealand as a visitor destination.

To achieve the maximum yield from TNZ's limited resources, its marketing effort is very targeted — directed to a certain type of consumer who will most enjoy what New Zealand has to offer. Typically, this traveller, among other things, will enjoy the authenticity of the New Zealand experience. They value, and are prepared to pay for, quality experiences and will try to do as much as they can while they are here.

The 100% Pure New Zealand campaign makes a promise of a visitor destination second-to-none to these visitors, so when they arrive it is crucial that this promise is fulfilled.

That's why TNZ also works closely with the i-SITE Visitor Information Network and Qualmark. The Information Network provides visitors with quality information from staff who are expert in their local area. The Qualmark quality accreditation standard identifies products that have passed a rigorous quality assurance inspection, so visitors can rest safely in the knowledge they are in very good hands while they are in New Zealand.



100% Pure New Zealand in New York, 2004





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