

UNLOCKING THE POWER OF OUR NEW ZEALAND STORY



NEW ZEALAND
STORY GROUP



HOW WE SEE OURSELVES ISN'T HOW OTHERS SEE US



2013: THE WORLD SEES A SIMPLE LIFE





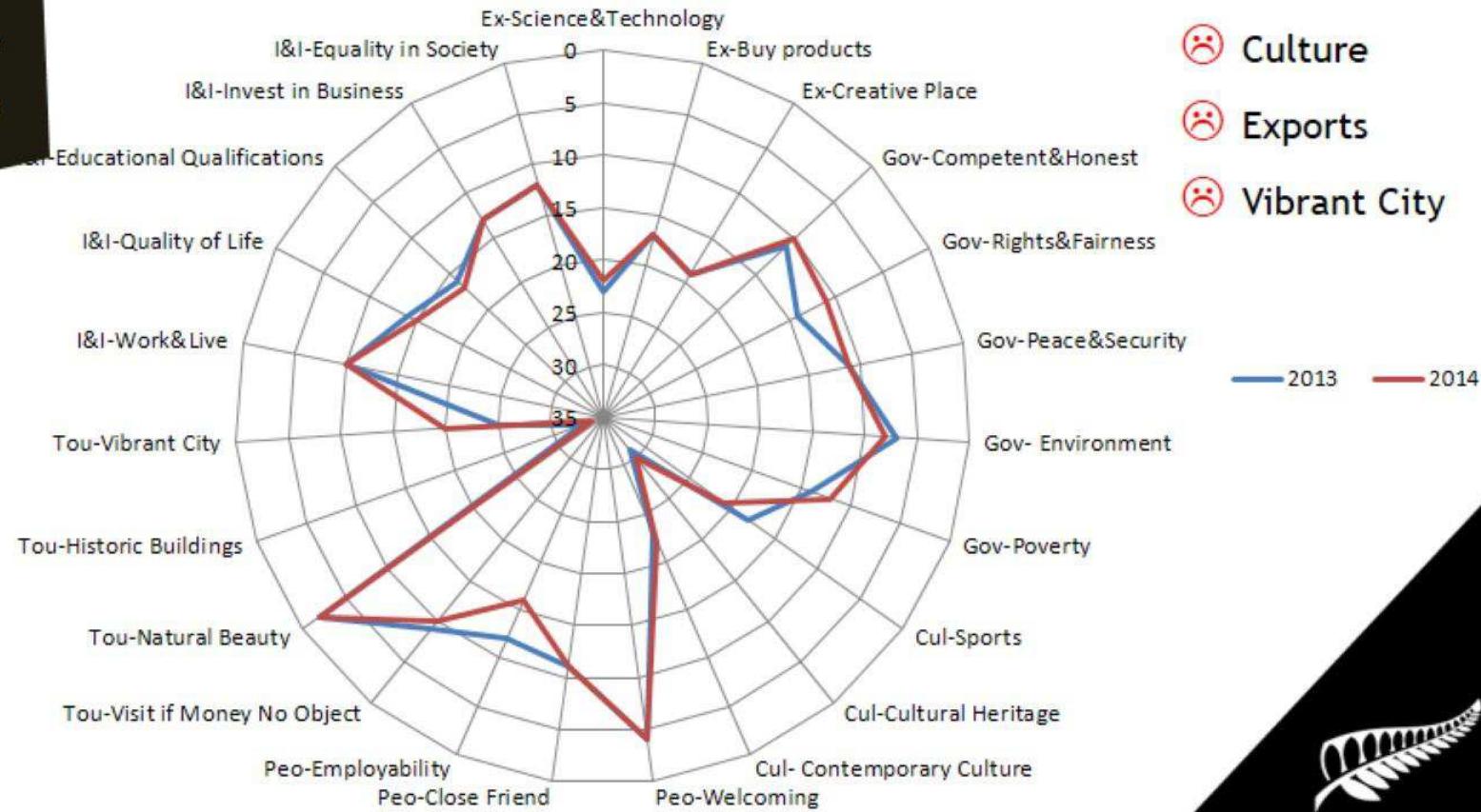
UNDEVELOPED **PURE** ISOLATED
NICE **BEAUTIFUL OPEN GREEN**
SAFE **WELCOMING CLEAN**

**100%
PURE
NEW ZEALAND**



AN UNEVEN PROFILE

Anholt GfK Roper Nation Brands Index New Zealand Attribute Rankings 2013 - 2014



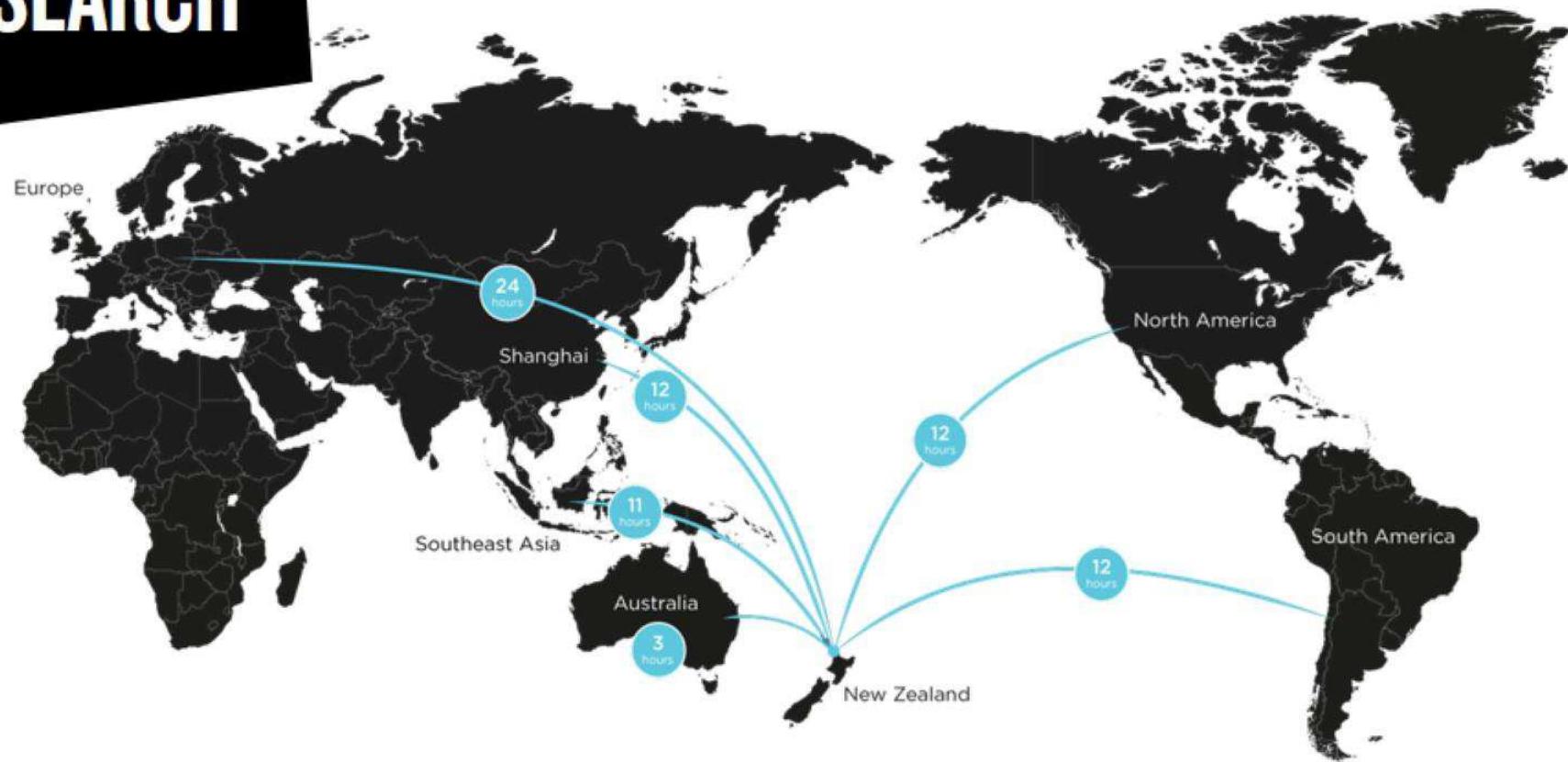


So we need a compelling and consistent story that takes us beyond natural beauty

“ Why are we doing this? Because we’re small and most people can’t place us when they meet us. If I wander into Delhi and meet a company I’d like to work with, how do they get a sense of what New Zealand is about? ”

Hon, Steven Joyce
Minister of Finance and Infrastructure

PERCEPTION RESEARCH



NEW WORLD
RULES

NATURE
BEAUTIFUL
SAFE CARING
CLEAN
PRESERVING
SHEEP





ADVENTUROUS **UNIQUE** EDUCATED
INVENTIVE **CREATIVE** **IDEA MAKERS**
POTENTIAL BESPOKE **DEVELOPING**

NEW ZEALAND IS...



NEW ZEALAND IS...

... a **progressive nation**
of creative ingenious people
who challenge the status
quo creating **new solutions**
whilst always **taking care of**
people and place.



Providing...
**A FRESH
PERSPECTIVE**



Together we can do amazing things

DIALING UP THE LESSER KNOWN IN A SIMPLE WAY



Open Spaces

This refers to the value of our natural landscapes and pure resources.

Our land and sea has shaped us.

Our open spaces provide the space to breath, to be inspired and unbound in our thinking.

KAITIAKITANGA



Open Hearts

Our people, our unique character and our way of doing business.

We can be trusted, we're reliable, accessible, and do what we say we will do.

Smart, capable people who are easy to do business with.

INTEGRITY



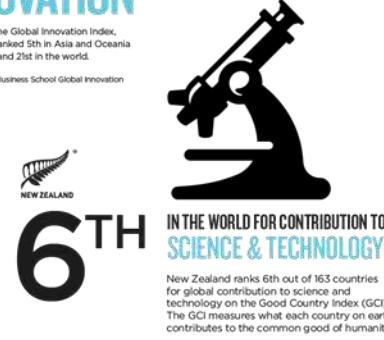
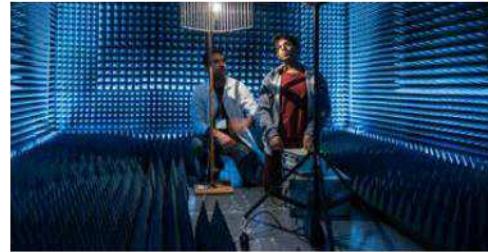
Open Minds

Our incredible ingenuity and the world-class innovation our companies bring to the world.

Demonstrate the unknown and fill in the knowledge gaps to build credibility and interest.

INGENUITY

BACKED UP BY EVIDENCE AND FACTS

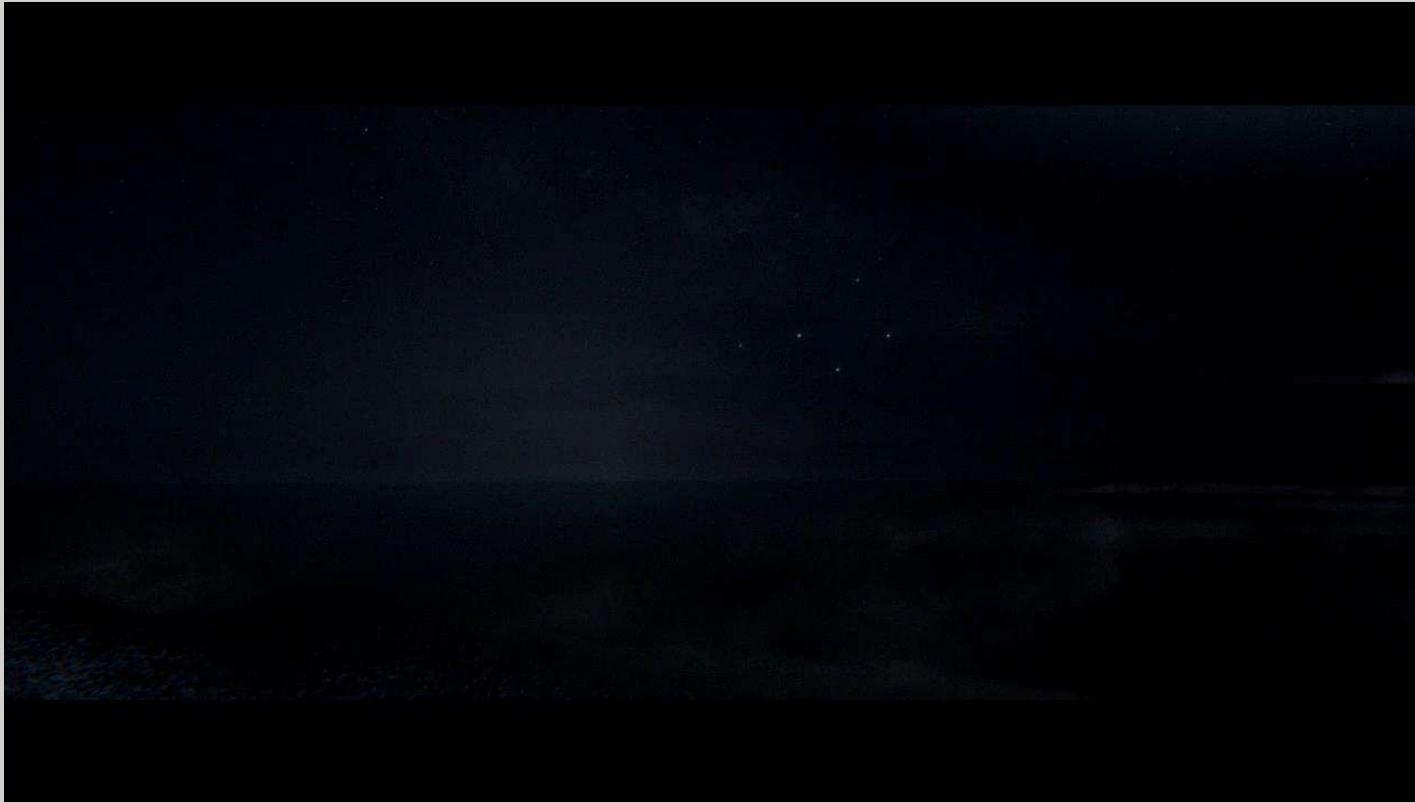


MANY VOICES MANY STORIES MANY CHANNELS



PURE REAL OLEAN







SO HOW CAN WE
HELP YOU?

WORKSHOPS

Get help with crafting
your value proposition

RESEARCH

Audience insights to help
you tailor your story for
specific markets

TOOLKIT

Get free resources
to build your story

CASE STUDIES

Find inspiration from
a business already
leveraging their story

CREATIVE COLLECTIVE

Guidance and finance
opportunities to turn your
story into a video

FERNMARK LICENCE PROGRAMME

Let the FernMark Licence
Programme take your
business further

LEVERAGING YOUR NEW ZEALANDNESS

Our New Zealand story is made
up of all our stories. Access free,
professional-quality resources, created
to help New Zealand businesses and
our Government communicate this
country's unique value to the world.

PRESENTATIONS & INFOGRAPHICS



200

POWER DEVELOPMENT WORLDWIDE
CONTRIBUTED BY NEW ZEALAND
SCIENTISTS AND ENGINEERS

17

17

10

90% OF NZ'S SEAFOOD EXPORTS ARE FROM
AQUACULTURE

Premium farmed seafood cultivation
New Zealand's pristine local waters



OUT OF 141 NATIONS FOR
SAFETY & SECURITY

New Zealand's 770,000 natural
gas users will receive a 10 cent/kWh
cut in electricity prices on average by
mid-2009, says Energy Minister Alan
STEWART. The News & Tribune Correspondent
Duncan Ross



9TH

TH IN THE WORLD FOR
LONGEST COASTLINE

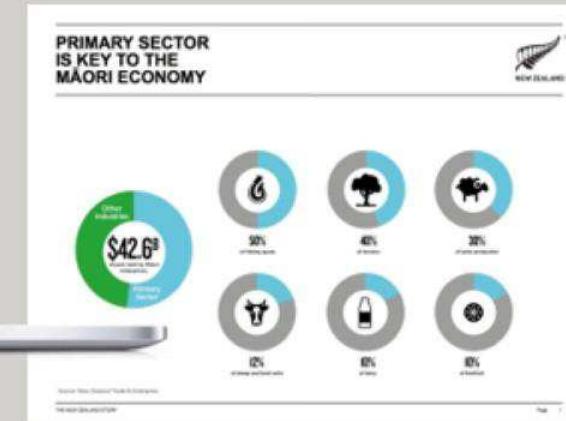
Final 7-yearly cumulative update is total of 15,354 km.



40

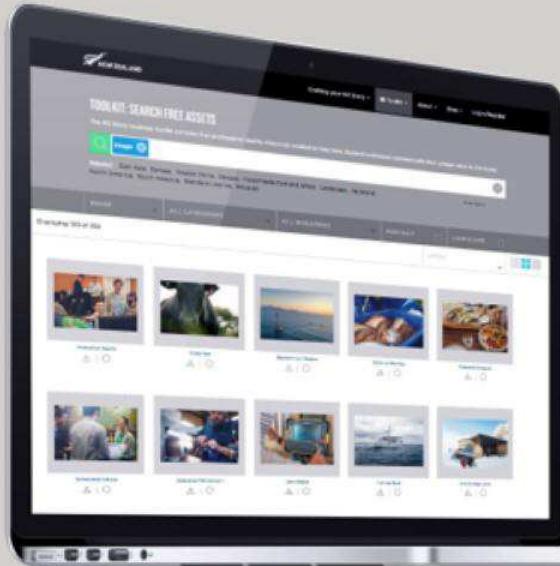
40% OF TOTAL PRIMARY ENERGY SUPPLY
SOURCED FROM THE MARITIME SECTOR

Home ownership is linked to the 1982 G3 measure of household and mobility for the joint G3 measure. G3 measure of household and mobility is available from the G3 website.

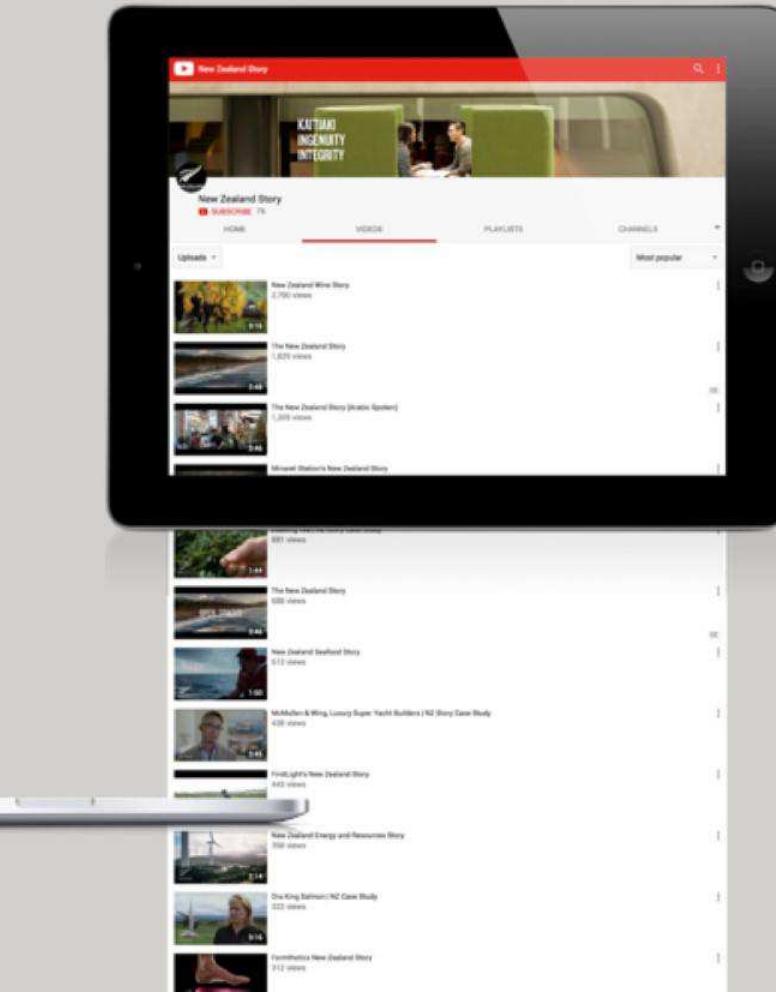
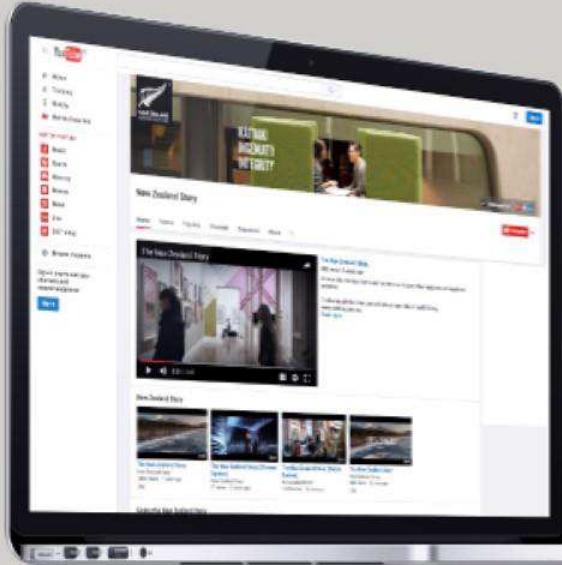


NEW ZEALAND
NZSTORY.GOV.NZ

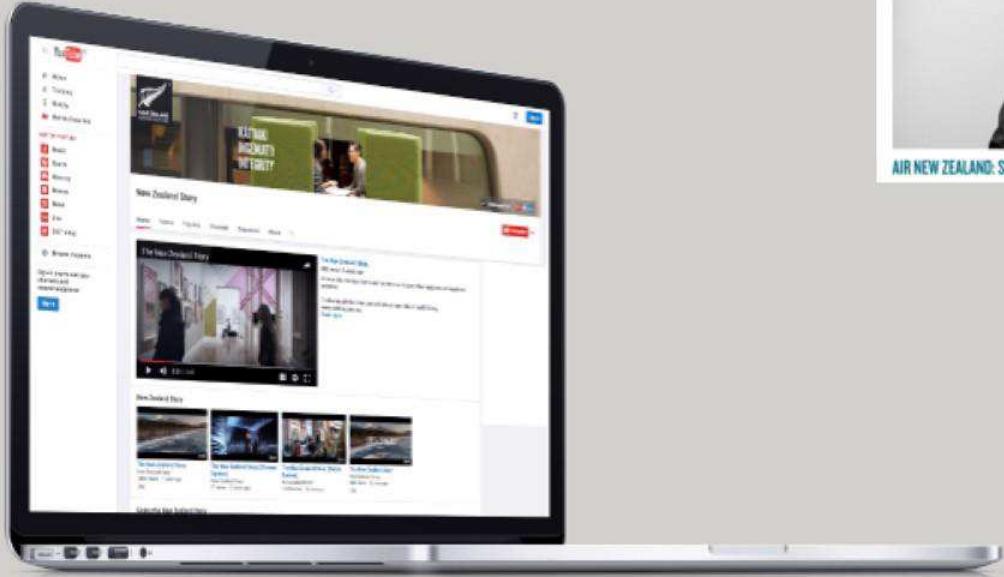
I PROFESSIONAL PHOTOGRAPHY



YOUTUBE



THOUGHT LEADERSHIP



BLOG



AIR NEW ZEALAND: SUPERHEROES

NEW ZEALAND

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NEW ZEALAND
NZSTORY.GOVT.NZ

FOLLOW US



TOPICS

Architecture, Brand, China, Collaboration, Creative, Culture, Energy, ERE, Export, Food, Forecast, Future, Government

Crafting your NZ Story •



WHAT GOT US HERE WON'T GET US THERE

Here in New Zealand we're captivated by our "can-do" attitude, our "innumber B wine" approach to solving problems and a belief that our national icons of sport, commerce and history are well known across the globe. We've traditionally described our country as "pure, clean and green" and proudly continue to claim that as a nation we're small but "punch above our weight". The mainstays of our export success, fibre and protein, have benefited from riding off the back of our Tourism slogan "100% Pure New Zealand". But it's no longer enough. In the words of Marshall Goldsmith "what got us here, won't get us there".

What's more disconcerting though is that our over reliance on this has left our non-food businesses believing the New Zealand brand can be a negative rather than an asset to be leveraged. And in the past, perceptions of New Zealand have certainly been that we're a very small place, a long way away, isolated, remote, empty with lots of sheep/cows but not many humans, no cities, and very little commerce. This perception isn't helped when we continue to humbly begin our introductions with "I know we're small and a long way away but...".

Beyond natural beauty

FERNMARK LICENCE



TM

NEW ZEALAND



AUTHENTICITY & ADVOCACY

 THE NEW ZEALAND
LICENSING
PROGRAMME

[SEARCH FOR ANOTHER BRAND](#)

 LICENSED PRODUCT
OF NEW ZEALAND

This trademark symbol is the international symbol of New Zealand and represents a mark of trust to our consumers around the globe. [Learn more](#)

BIOBALANCE LTD

FERMMARK LICENCE NO. 100047

www.biobalance.co.nz

BioBalance is born of deep respect: for the wisdom of the human body, the advances of science and technology, and the profound healing power of nature. Many of our products, high-quality superfoods and supplements, come from the land and the sea

 KIA ORA
WELCOME TO NEW ZEALAND

VISIT BUY & INVEST STUDY LIVE & WORK

 LOOKING FOR A FERMMARK LICENSED PRODUCT?
Search by Licence No or Brand



 THE NEW ZEALAND
LICENSING
PROGRAMME

SCAN THE BELOW QR CODE TO SHARE TO WECHAT



[SEARCH FOR ANOTHER BRAND](#)

 BALLE BROS

FERMMARK LICENCE NO. 100023
www.ballebros.co.nz

Balle Bros is a leading grower, packer and processor of New Zealand green vegetables. Supplying international retail and wholesale markets with fresh, cold-packed, carrots, onions and potatoes. Its processing arm produces frozen and fresh-cut potato products for the food service sector in the Asia-Pacific region.

LICENSED PRODUCTS

	MADE IN NZ	GROWN IN NZ	DESIGNED IN NZ
FROZEN FRENCH FRIES			
Balle Bros Straight Cut Fries			



NGĀ MIHI NEW ZEALAND
NZSTORY.GOVT.NZ

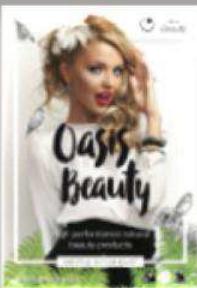


BENEFITS TO LICENSEES



“Since using the FernMark, our distributors overseas have become **more confident** in accepting and recommending our products to their customers”

NZ Skincare Company



“We applied for the FernMark as we wanted to sue an instantly **recognisable symbol** that shows Oasis Beauty products are New Zealand made. The FernMark and New Zealand Story help us **build credibility** and assurance of quality in our products, particularly our sunscreen, Oasis Sun”

Oasis Beauty



“We applied for the FernMark to give our products **brand credibility in overseas markets**, and give us a point of difference. The FernMark gives **distributors and the end consumer confidence** that what they are receiving is a genuine New Zealand product”

BioBalance

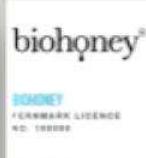


EEBIO
Advanced Products Skin Care

EEBIO LIMITED

FERNMARK LICENCE

NO. 100002



biohoney

biohoney

FERNMARK LICENCE

NO. 100003



epiology

epiology LIMITED

FERNMARK LICENCE

NO. 100004



COMVITA

COMVITA

FERNMARK LICENCE

NO. 100014



xtendlife

xtendlife

xtendlife NATURAL

xtendlife PRODUCTS

FERNMARK LICENCE

NO. 100015

ELIGIBILITY & INVESTMENT

To be eligible a business needs to:

- be GST registered in New Zealand
- be compliant with all New Zealand laws and relevant regulations
- be of good character and repute
- have a substantial level of New Zealand ownership, governance and full time employees
- have been exporting for a minimum of 12 months

MADE IN NZ	GROWN IN NZ	DESIGNED IN NZ
✓	✓	

TIER 1

\$1,500 /YEAR

Applies to a business with a total annual turnover less than \$1 million.

TIER 2

\$3,000 /YEAR

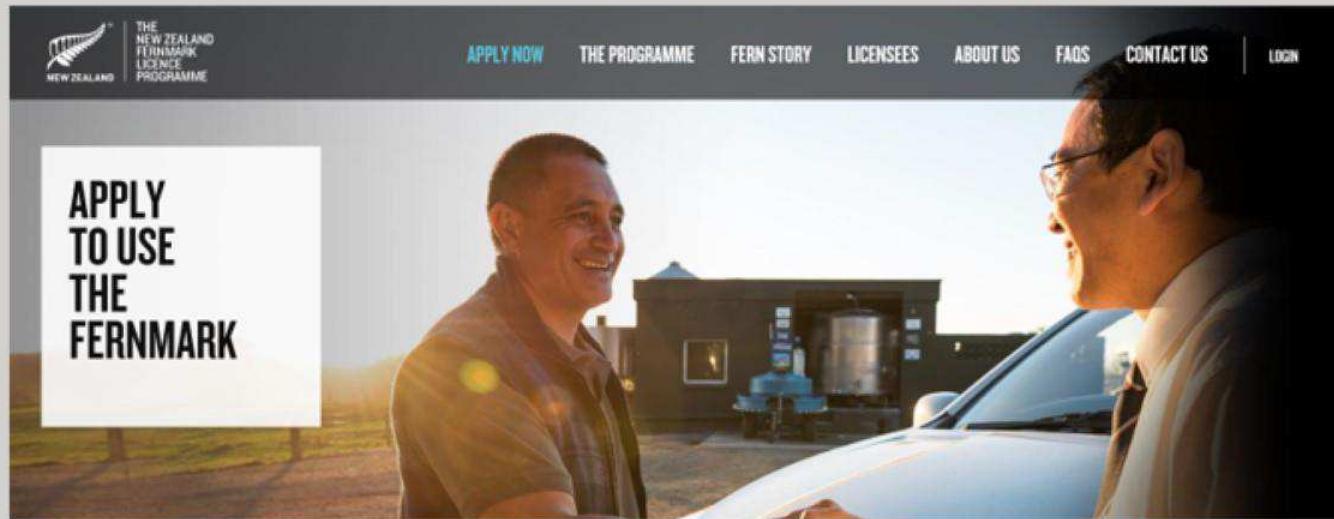
Applies to a business with a total annual turnover between \$1 million- \$10 million.

TIER 3

\$5,000 /YEAR

Applies to a business with a total annual turnover more than \$10 million.

SIMPLE ONLINE APPLICATION



APPLY TO USE THE FERNMARK

APPLY FOR A FERNMARK LICENCE

To become a FernMark Licensee, a business needs to show that they reflect the essence of New Zealand by meeting the FernMark Licence Programme's eligibility criteria.