

# NEW ZEALAND STORY

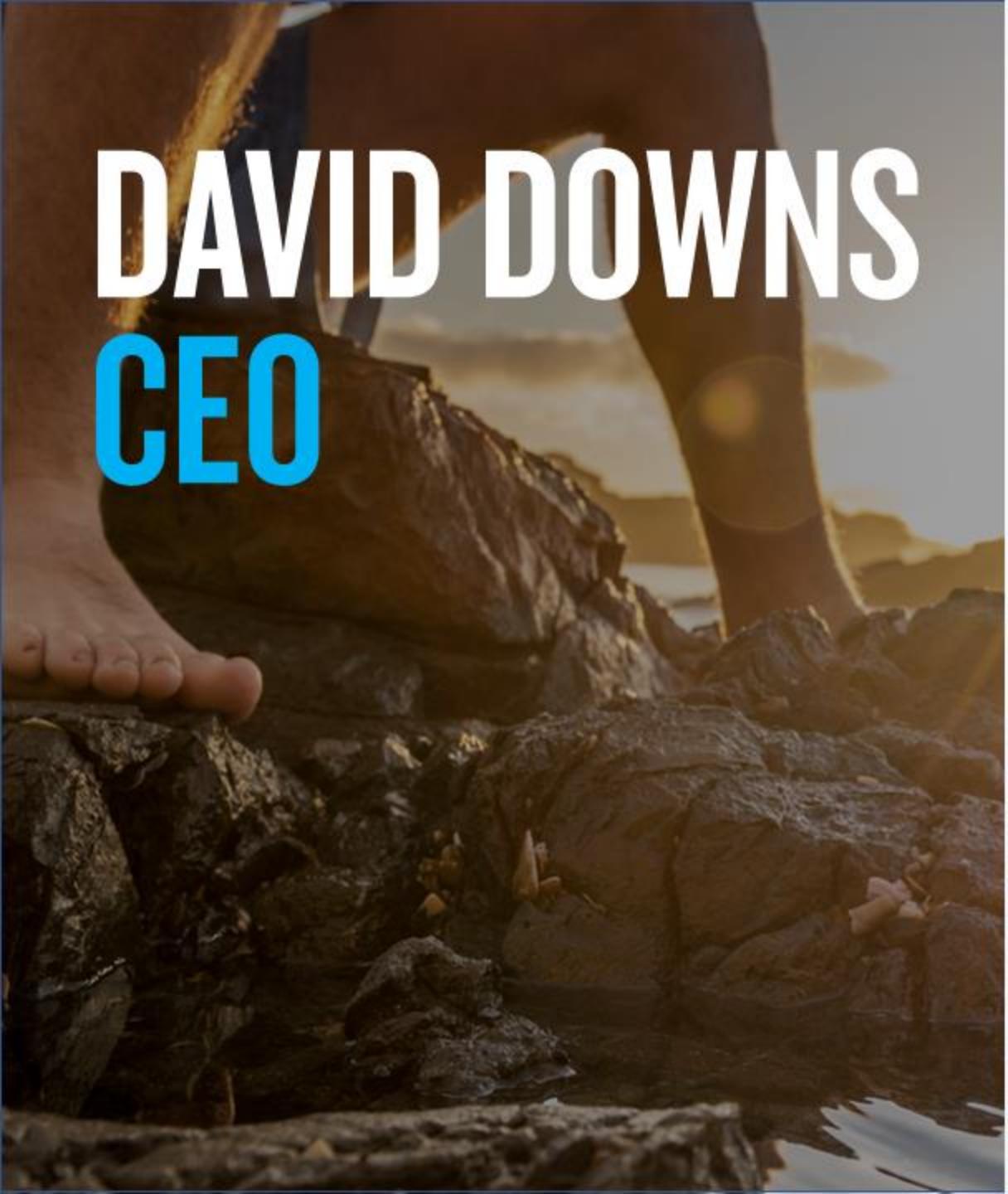


2022

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MAKING NEW ZEALAND FAMOUS  
FOR MORE GOOD THINGS





# DAVID DOWNS

## CEO

Te Taurapa Tūhono  
E tū atu nei  
E mihi atu nei  
  
Nō reira  
Kia kaha rā  
Aotearoa  
Te Taurapa Tūhono





# WHAT IS OUR NEW ZEALAND STORY?



# TRUE TO NATURE BIOBALANCE

Many of BioBalance's ingredients and inspiration come from the land and the sea around us here in New Zealand, or from certified organic producers around the world. They insist that the people who farm the ingredients are being paid fairly, treated ethically and farm in a manner that preserves the planet for future generations.



Source: <https://biobalance.co.nz/about-us>





# SUSTAINABILITY MATTERS

## GRIN NATURAL PRODUCTS

Grin Natural Products have worked tirelessly to ensure that they operate in a sustainable manner. As part of this they have implemented a recycling program so that their tubes and toothbrush bristles can be recycled, and their toothbrush handles, floss dispenser, flosser handles and PLA packaging can be easily composted. Grin makes sure that whichever way we dispose of the Grin toothbrush, we can be confident that it won't be in landfill for hundreds of years to come.

Source: <https://www.grinnatural.co.nz/>



# BREAKTHROUGH CELL HEALTH MOLECULE

## MITOQ

MitoQ created a pioneering cell health technology that is backed by decades of global scientific research. They created a new and unique molecule with a remarkable superpower - the ability to be absorbed directly into mitochondria, the powerhouses within cells.

One of their products MitoQ Pure is a world-first antioxidant molecule that directly combats cell stress for boosted energy, faster recovery, and better ageing every day.



Source: <https://www.mitoq.com/our-story>





THE COMMON THREAD

CARE FOR PEOPLE,  
AND CONNECTION TO PLACE,  
DRIVES OUR INGENUITY



# WHO IS NEW ZEALAND STORY?





Inspire, curate and  
amplify storytelling



Bring visitors to  
New Zealand



Bring students to  
New Zealand



Exports from,  
and Investment into  
New Zealand



Protect New Zealand's  
international relations



Protect New Zealand's  
Food Sector



Grow New Zealand's  
Māori Economy

# SERVICE OFFERING



## TOOLKIT

We produce a wide range of royalty-free images and videos, infographics and key messages, all free for use to help tell your story.



## CONTENT

We create and curate stories, videos and campaigns that tell New Zealand stories, in a variety of formats.



## RESEARCH

We commission and share international research on how New Zealand is perceived in key overseas markets.



## CONSULTANCY

We work with government agencies, companies, industry groups, and major events on how to use the New Zealand story.



## FERNMARK

The FernMark Licence Programme helps promote and protect New Zealand products and services on a global scale.

# ROYALTY FREE IMAGES VIDEO FOOTAGE

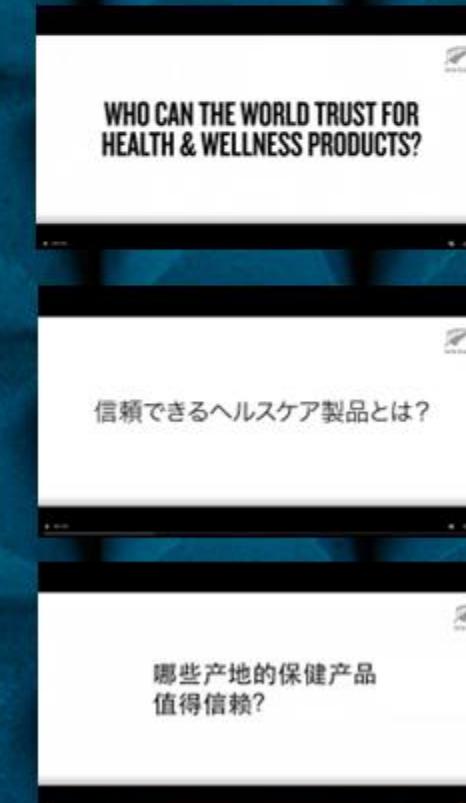
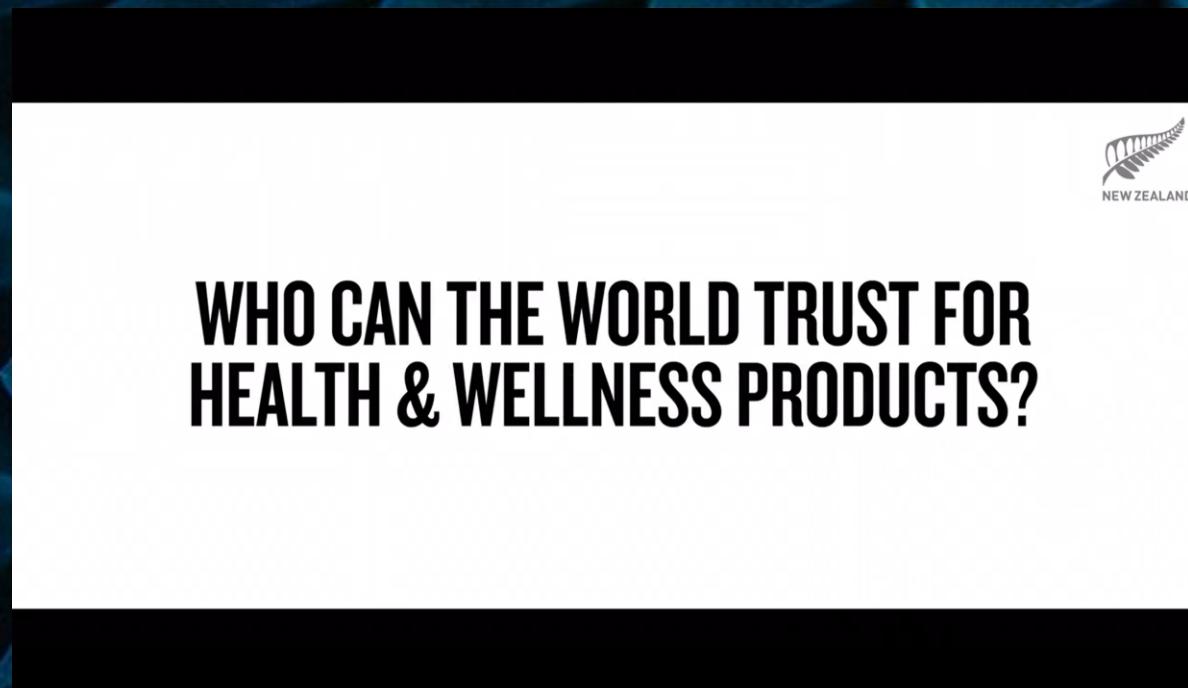
For you to edit into your own presentations, website, videos and other collateral.





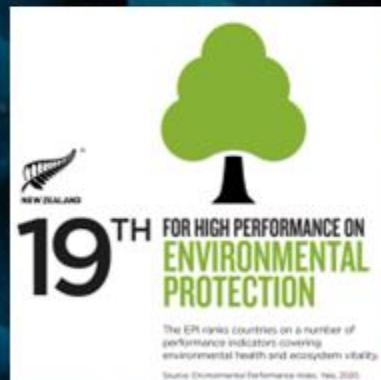
# NATURAL HEALTH PRODUCTS STORY VIDEO

Available in multiple languages.



# INFOGRAPHICS KEY MESSAGES

Infographics demonstrate our unique business culture and are effective when used in presentations and marketing collateral. As a country we are incredibly well positioned across a number of global indices both for our business and social environment.



# RESEARCH

We commission and share international research on how New Zealand is perceived in key overseas market. We have a range of perception research reports to help tailor your story for different regions around the world. Discover how people view New Zealand in key markets.





# AUSTRALIA RESEARCH PERCEPTIONS OF NEW ZEALAND

**One**   
**Picture.**  
THE DISCOVERY COMPANY



NEW ZEALAND  
STORY

# HOW AUSTRALIANS THINK AND FEEL ABOUT THEMSELVES?

## POSITIVELY:

THEY THINK

HARD WORKING

OPPORTUNITY

DIVERSE

THEY FEEL

RESILIENT

LUCKY

FRIENDLY

## THEIR SHADOWS:

THEY THINK

DIVIDED

COMPLACENT

CONSERVATIVE

THEY FEEL

PAROCHIAL

GARISH

PRESSED

START BY RECOGNISING THE PRIDE THEY HAVE FOR THEIR COUNTRY AND USE THEIR FRIENDLINESS AS A PLATFORM FOR RELATIONSHIP BUILDING

HIGHLIGHT THE SUCCESS WE'VE FOUND IN MOVING PAST SIMILAR CHALLENGES, AND SHOW HOW IT MIGHT LOOK LIKE FOR THEM

**WHAT WAS THE BIGGEST  
CHANGE WE HAVE SEEN  
SINCE 2015?  
A SOFTENING OF THE  
AUSTRALIAN PSYCHE  
THAT'S THINKING MORE  
ABOUT WHAT'S BEST  
FOR 'LIFE' RATHER THAN  
JUST THE ECONOMY**

**THEY'RE LESS COMPETITIVE**

**THEY'RE LESS INTOLERANT**

**THEY'RE LESS HARSH**

**WHAT WERE THEY STARTING TO LEAVE BEHIND?**

There's less of a focus on winning at all costs. That measures of success shouldn't just be about money, but a balanced life well lived.

Despite a murky history, a sense of hope and realisation that things are changing for the better.

Lockdowns contributed to a fresh sense of community, people slowing down and watching out for one another. Gratefulness towards their place and way of life.

**SO: MOVING AWAY FROM THESE THREE DEFINING VALUES OF THE PAST MOVES THEM CLOSER TO US AND THE VALUES THEY SEE US  
EMBODY. THERE HAS NEVER BEEN MORE INTEREST IN TELLING A NEW ZEALAND STORY ACROSS THE DITCH**

# HOW ARE AUSTRALIANS THINKING AND FEELING ABOUT US?

## POSITIVELY:

THEY THINK

LEADERSHIP

FORWARD THINKING

PRACTICAL

THEY FEEL

GOOD NATURED

BALANCED

LAIDBACK

THEY'RE INCREASINGLY SEEING US AS A PLACE THEY CAN LEARN FROM, AND THEY CAN SEE THE GAINS OF A 'PROGRESSIVE' MINDSET

## THEIR SHADOWS:

THEY THINK

SMALL

EXPENSIVE

BEHIND

THEY FEEL

BORING

ROUGH

RESERVED

SHOWCASING AND BEING PROUDER ABOUT OUR ACHIEVEMENTS DIRECTLY CHALLENGES NEARLY ALL OF THESE SHADOWS

WHAT WAS THE BIGGEST  
CHANGE WE HAVE SEEN  
SINCE 2015?

WE FOUND A GROWING  
ADMIRATION OF THE WAY WE  
DO THINGS DIFFERENTLY TO  
THEM, AND THE CLOSING OF  
THE TRANS-TASMAN-BUBBLE  
COMPROMISED THE  
OPENNESS AUSTRALIANS  
EXPECT BETWEEN US

WHERE WERE THEY STARTING TO THINK  
DIFFERENTLY ABOUT US?

WE'RE MORE ADMIRE

Our response to the pandemic, domestic cultural policies, and geopolitical positioning has represented what they would like to see more of in their own country.

WE'RE MORE CARING

A human focus through the actions of the Prime Minister during tragedy and the pandemic. The integration of Māori culture is seen as a relationship of respect where two cultures work together.

WE'RE LESS WELCOMING

What they used to take for granted, that they could pop over any time, has been challenged. That us being so available for so long had left us being taken for granted.

SO: WE ARE SEEN AS LESS OPEN AND CONNECTED THAN WE WERE BEFORE. WE NEED TO SHOW WE DON'T TAKE OUR RELATIONSHIP FOR GRANTED, AND WE'RE LOOKING TO MAKE THE EFFORT TO RECONNECT

# SKINCARE AND BEAUTY

HOME GROWN AND LOCALLY SOURCED, BUT COSMOPOLITAN AT THE SAME TIME.

BRINGING THE SECTOR STORY TO LIFE THROUGH IMAGES...



OUR DIFFERENTIATED SENSE OF STYLE



FROM OUR LAND AND NATURAL RESOURCES



TECHNOLOGY THAT GOES INTO OUR PRODUCTS



STORY AND PEOPLE BEHIND THE PRODUCT

VALUES ALIGNMENT	LEAD VALUE TIAKI	PONO	SUPPORTING VALUES MANAAKI	POTIKITANGA
	<b>KEY INSIGHTS</b>			<b>KEY TO DOS</b>
<b>CONSUMER PERCEPTIONS</b>	<p>New Zealand stands for natural and high quality - care of our natural environment and pure ingredients.</p> <p>Hesitancy to try something new - familiarity has stronger desirability.</p> <p>Environment is a growing concern - no longer just enough saying you are sustainable. They want to see facts and figures.</p>			<p>Highlight the goodness that comes from us - our size, and what that brings to what we make.</p> <p>Transparency with our products, what they are made from, where they are made builds confidence and trust in us.</p> <p>Be clean and pure, with the evidence that supports that.</p>

# DOING BUSINESS WITH NEW ZEALAND – B2B INSIGHTS

## WHAT CAN WE LEARN FROM THE WAY B2B BUYERS TALK ABOUT NEW ZEALAND AS AN EXPORTING COUNTRY?



### WE'RE EXPENSIVE COMPARED TO OTHERS

The closest, but one of the most expensive countries to do business with. Especially shipping things across the Tasman. Need to educate exporters and government on logistics and margins.



### OUR LIKENESS IS AN ADVANTAGE

Don't underestimate the peace of mind that comes with shared regulations, systems and processes. It brings a level of trust and creates an ease of doing business.



### WE ARE TRUSTED, AS MUCH AS THEMSELVES

We have earned a reputation for being true to our word and doing what we say. A view that there is power in a handshake with your fellow Kiwi.



### YOU GET ONE BITE OF THE CHERRY

First experience dictates whether they will use you again in the future. Remember distributors are wanting to buy a relationship as much as product.

# SO, REMEMBER WINNING AUSTRALIA REQUIRES...

- 01 TALK TO NEW ZEALAND'S CLOSENESS AS A COUNTRY TO ACCELERATE RELATIONSHIPS AND TRUST BUILDING.
- 02 DON'T BE SHY IN LEVERAGING THE NEWFOUND ASPIRATION NEW ZEALAND HOLDS FOR THEM.
- 03 BE READY TO WORK TO A DIFFERENT SCALE WHEN GOING AFTER THE AUSTRALIA OPPORTUNITY, AND DON'T BE AFRAID TO ASK FOR MORE.
- 04 EMBRACE MĀORI CULTURE AND USE NEW ZEALAND'S VALUES IN YOUR STORY TO STAND OUT IN A TRULY MEANINGFUL WAY.



**NEW GLOBAL  
PERCEPTION RESEARCH  
COMING UP IN OCTOBER**



# FERNMARK LICENCE PROGRAMME

When you compete in overseas markets, you're literally taking on the world. But you don't need to go it alone. When you carry the trademarked silver fern, our FernMark, you'll benefit from a greater sense of connection to New Zealand's reputation, enhanced credibility with distributors and the increase in trust consumers feel for a product or service that has a tick of approval from the Government.

Eligibility criteria applies.



THE  
NEW ZEALAND  
FERNMARK  
LICENCE  
PROGRAMME



NEWZEALAND.COM  
Licence No.123456

# CURRENT SNAPSHOT



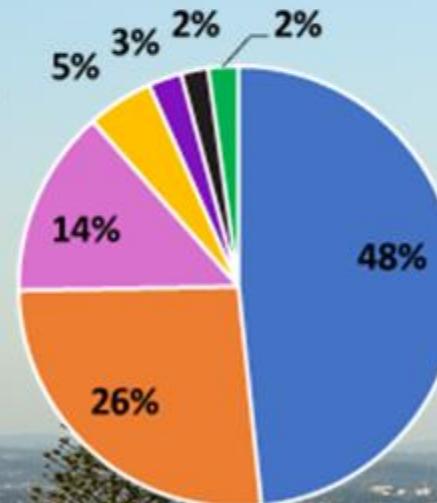
THE  
NEW ZEALAND  
FERNMARK  
LICENCE  
PROGRAMME

## DOMESTIC ENGAGEMENT

**460** FernMark Licensees are members of our FernMark community, under the Programme.

Wide range of industry sectors, from large companies to startups.

- Food and Beverage
- Health and Beauty
- Manufacturing
- Tech / ICT
- Services
- Education
- Other



## INTERNATIONAL ENGAGEMENT

Over **77** countries.

Over **600** million units.

Trademark registered in **30+** jurisdictions.

Used by Government, Major Events and Ambassadors (EXPO, APEC, Air NZ, Rocket Lab, Emirates Team NZ).



# INTERNATIONAL RESEARCH



THE  
NEW ZEALAND  
FERNMARK  
LICENCE  
PROGRAMME

A corporate partner conducted research in five key markets (China, Malaysia, Saudi Arabia, New Zealand and the USA) testing awareness of the FernMark against other country of origin marks.

FernMark was the preferred mark in most markets.

## Preferred Made in NZ variation



n=665



n=143



n=131



n=130



n=122



n=139

TOP 1



Variation 4 (41%)



Variation 4 (48%)



Variation 4 (48%)



Variation 4 (40%)



Variation 4 (41%)



Variation 1 (43%)

TOP 2



Variation 1 (34%)



Variation 1 (33%)



Variation 2 (34%)



Variation 2 (37%)



Variation 3 (39%)



Variation 3 (30%)

TOP 3



Variation 2 (31%)



Variation 2 (31%)



Variation 1 (27%)



Variation 1 (31%)



Variation 1 (32%)



Variation 2 (29%)



# CASE STUDY TESTIMONIALS

“Origin underpins everything we do. It can often be difficult for consumers to keep track of where their product has come from or how it was made. The FernMark provides a stamp of validation that connects our products to the end consumer, and is backed by government.”

**-- Max Donaldson, GreenKiwi Supplements Executive Director**

“Our customers are seeking wellbeing products that come from a safe and clean environment – the FernMark helps associate us with the reliability of the New Zealand brand.”

**-- David Gao, Alpha Group CEO**









# THANK YOU NGĀ MIHI

2022

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FOR MORE GOOD THINGS

