

NEW ZEALAND STORY



2022

MAKING NEW ZEALAND FAMOUS
FOR MORE GOOD THINGS



DAVID DOWNS

CEO

...atou ehei
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?



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

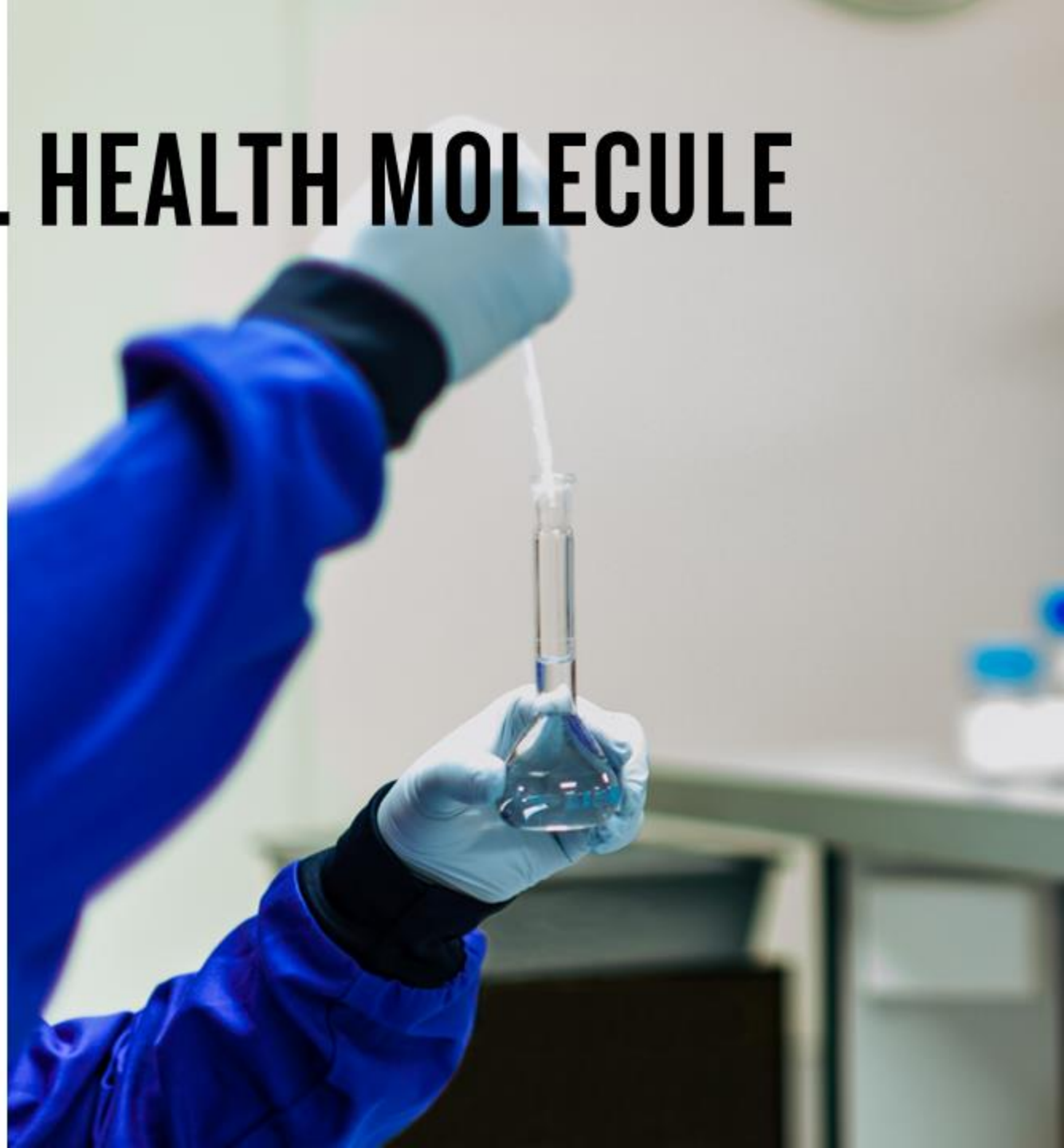
MITOQ

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?



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

Ministry for Primary Industries
Manatū Ahu Matua



Protect New Zealand's
Food Sector



Te Puni Kōkiri
MINISTRY OF MĀORI DEVELOPMENT

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.

**WHO CAN THE WORLD TRUST FOR
HEALTH & WELLNESS PRODUCTS?**



**WHO CAN THE WORLD TRUST FOR
HEALTH & WELLNESS PRODUCTS?**

信頼できるヘルスケア製品とは？

哪些产地的保健产品
值得信赖？

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.



An aerial photograph of the Sydney Opera House and the surrounding city skyline at sunset. The Opera House is on the left, with its iconic white sails. The city skyline is on the right, with many skyscrapers. The water is in the foreground, and the sky is a mix of orange, pink, and blue.

AUSTRALIA RESEARCH PERCEPTIONS OF NEW ZEALAND

HOW AUSTRALIANS THINK AND FEEL ABOUT THEMSELVES?

POSITIVELY:

THEY THINK

HARD WORKING

OPPORTUNITY

DIVERSE

THEY FEEL

RESILIENT

LUCKY

FRIENDLY

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

THEIR SHADOWS:

THEY THINK

DIVIDED

COMPLACENT

CONSERVATIVE

THEY FEEL

PAROCHIAL

GARISH

PRESSURED

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**

WHAT WERE THEY STARTING TO LEAVE BEHIND?

THEY'RE LESS COMPETITIVE

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.

THEY'RE LESS INTOLERANT

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

THEY'RE LESS HARSH

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 ADMIRED

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

One Picture.

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

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



NEW ZEALAND.COM
Licence No.123456

CURRENT SNAPSHOT

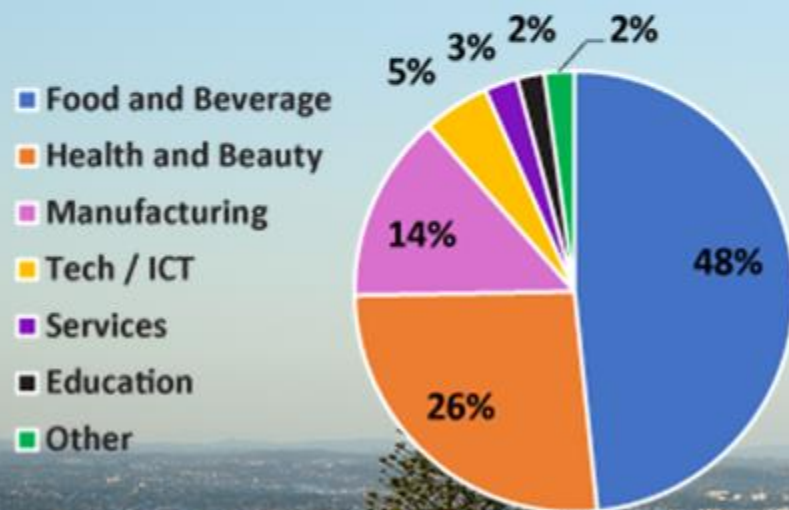


THE
NEW ZEALAND
FERNMARK
LICENCE
PROGRAMME

DOMESTIC ENGAGEMENT

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

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



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%) 

Top 3 most preferred/
1st ranked
image variation

CASE STUDY TESTIMONIALS



THE
NEW ZEALAND
FERNMARK
LICENCE
PROGRAMME

“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



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