

ICCA Best Marketing Award Submission 2023 – Tourism New Zealand ‘If You Seek’

Embracing the challenge

With borders closed for two years due to the global Covid-19 pandemic, Tourism New Zealand (TNZ) took the opportunity to refine its strategy.

We wanted to embrace business events and visitors that cared about positive legacies and regenerative tourism.

- Our challenge was a disconnected world.
- Our belief was that travel is nourishing because it enables connection and exploration.
- Our purpose was to enrich Aotearoa New Zealand and all who visit

This led to the creation of a bold and creative global campaign - ‘If You Seek’ (IYS).

When borders re-opened, TNZ set its sights on 'High-Quality Visitors' (HQVs) - those who would give back more to New Zealand than they took, contributing more positively to our Four Capitals - economy, culture, nature and society.

In Business Events we know that delegates are HQV - bringing benefits to the host country beyond the economic - so this creative spoke strongly to a conference audience.

A Big Idea

Our hospitality is unconditional.

But the more you give to New Zealand, the more New Zealand will give to you.

If you seek more, you will find it here.

Asking our audience to give more would also reinforce the type of reciprocal behaviour we wanted visitors to bring to New Zealand.

Defined via psychographic segmentation study, HQVs were far more open-minded and curious than other mindsets and they preferred unique, authentic experiences beyond typical touristy ‘must-do’s’.

Even New Zealand’s distance appealed to HQVs sense of adventure.

This audience insight – of reframing our isolation as a benefit - was integral to the development of our campaign and our Business Events specific tagline **“If You Seek a business event that is far from generic... it’s here to find.”**

It was about embracing what made us different, and why it was worth travelling around the world to have a conference in New Zealand.

We dialled up the emotional reasons that made New Zealand different – our unique Māori culture, our legendary hospitality, our connection to nature, the opportunity for visitors having a rewarding, memorable experience.

Through IYS we positioned New Zealand as a business events destination for HQVs - for those that seek unique and meaningful connections with people, culture, and the environment.

With a relatively small budget, TNZ's Business Events team worked closely with the wider brand team in the development of a new IYS brand platform, with a BE specific iteration comprising of conference and incentive-specific imagery, content and calls to action.

Seek, don't show

Given New Zealand's world-renowned natural beauty, we made a bold choice in this campaign NOT to show its wonders.

While other countries opened up and put everything in the shop window, we did the opposite.

This tourism campaign compels the curious minded to seek this place for themselves. Every execution teases, but never reveals all.

'If You Seek' showcases how Aotearoa New Zealand rewards those curious enough to look a little deeper and go a little further to discover more authentic, meaningful connections.

Hence you get a view, not of Milford Sound's waterfalls, but the delighted face of the man standing under them, spectacles misted with water and the tagline *"If you seek an immersive agenda...It's here to find."*

On a social post you get a close-up facial expression of a man on a jetboat (not the boat, or the view itself). The wording? *Seeking more exhilaration at your next business event? A jet boat's not your conventional means of delegate transportation, but New Zealand's not your generic events destination.*

Now that we had a new campaign platform and visuals, we needed to bring it to life in one of our most important communications channels, international trade shows.

This included the creation of our most sustainable stand to date, incorporating the new IYS Business Events imagery.

It also led to the incorporation of new activations encouraging seekers onto the stand to discover what awaited them in New Zealand.

Our pepeha activation showcased the power of bringing our unique indigenous Māori culture into your event. Guests to the stand had the chance to create a hand-stamped artwork of their pepeha, a traditional structured introduction in Māori culture that connects people to place. It enables you to discover where they're from and what is important to them: essential connections when organising a business event.

While the emphasis was firmly placed on personal connection, the process was enabled by innovative technology. A proprietary app was created to guide visitors to input their significant details. Our team guided them through the process and discussed the significance of their pepeha. The app sent a message to our artist, who used handmade stamps to create their artwork. This was extremely well received, with a number of guests visibly moved by the experience.

Another activation enabled guests on stand to put themselves in the shoes of a delegate on the ground in New Zealand, taking a peek through Oculus goggles that created a 180-degree immersive experience. Visitors to the stand could explore the depths of the Lost World cave in Waitomo, experience the treasures of Hobbiton, or admire up close the skill and storytelling in Māori carving.

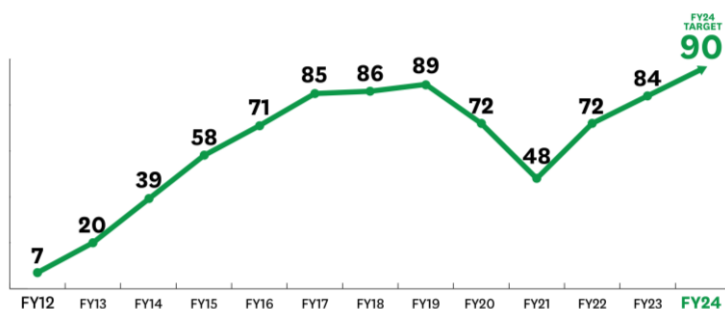
Long Term Impact

If You Seek is a long-term campaign aimed at a long-term approach to destination marketing.

However, one year in, it has already led to a positive uptick in increasing brand preference and visitation to New Zealand (*see results analysis*). Importantly it is also aligning with Tourism New Zealand's vision, that by 2030, ALL visitors to New Zealand are high-quality and lead to a more productive and regenerative Aotearoa New Zealand. When borders reopened, High-Quality Visitors chose New Zealand and contributed more positively to our economy, culture, nature and society than ever before.

The Business Events specific work has attracted increased media attention and online and social media engagement. Given the long lead time for conference bidding, measuring the effect of IYS is difficult at this stage. However, New Zealand's international conference pipeline has seen a strong bounce back since our borders reopened. We are currently on track to have our biggest year for international conferences in 2024, with projections for a total of 90 bids, valued at \$135M.

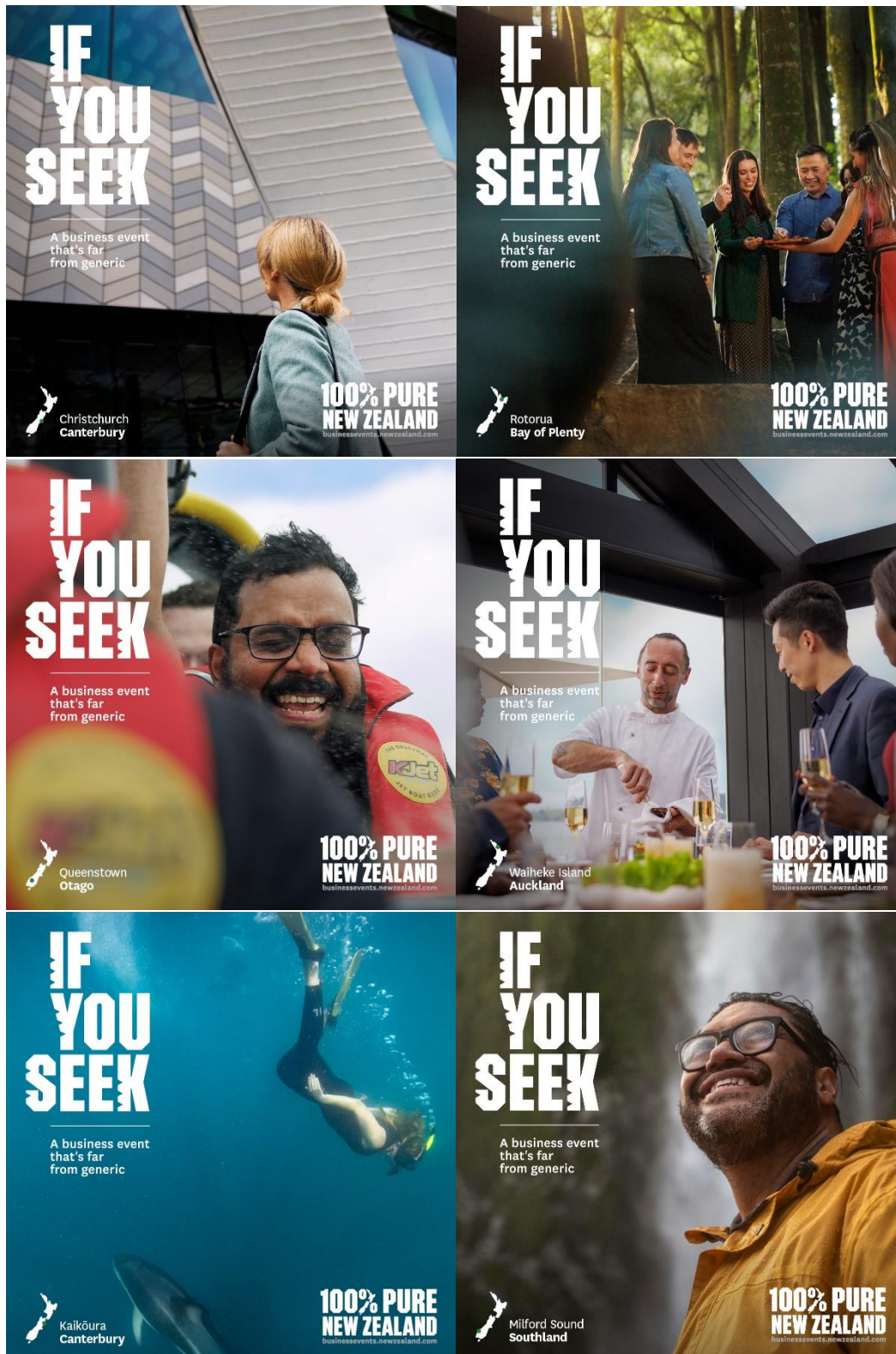
TNZ International Conference Bids



Video Links

Hero film	https://youtu.be/QD9hpxAO99g
Pepeha film	https://youtu.be/3g5lwvrrwpOE
Te Pae film	https://youtu.be/SatG5eZ9Pew
Kjet film	https://youtu.be/jlpwviCfx4w
Te Pā Tū film	https://youtu.be/AHIHznjV-l8
Ki Maha film	https://youtu.be/llqauKHaGT4
Dolphins film	https://youtu.be/xVM- VwM9cE
Pōwhiri film	https://youtu.be/cUJXnz5C4_Y
Hiakai film	https://youtu.be/5enSrjumZSU

Visual Identity



The Pepeha

