

IF YOU SEEK

TRADE TOOLKIT

100% PURE
NEW ZEALAND

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Welcome! Nau mai!

Our Brand Campaign: If You Seek

To those curious enough to seek it, Aotearoa New Zealand gives everything. But the magic of this place is reserved for the curious, the ones ready to go a little further, ask more, immerse, embrace, respect and discover.

To them we offer our Manaakitanga.

This is a place for those who seek.

Our global brand campaign has been designed to appeal to the seeker that exists within our core audiences. By showcasing intriguing experiences to pique their curiosity, we entice them with all that Aotearoa New Zealand has to offer.

Through the distinctive lens of Manaakitanga we reward the seeker mindset, as the more our audience unearths and discovers the more we reveal. It's this act of reciprocity that sets our campaign apart.

The idea being the more you give to New Zealand, the more New Zealand gives to you.

Throughout this campaign we highlight some of the incredible and unique experiences that New Zealand has to offer, putting the consumer at the heart of the experience, to make them feel as though they are there in the moment too. Ultimately enticing them to come and experience it for themselves in person.

Enjoy!



Brand Launch

To launch our global campaign, we have developed a suite of 18 films that put you in the shoes of a visitor and give you a sense of what it might feel like to experience being in Aotearoa New Zealand. Each film aims to capture the imagination and curiosity of our audience, enticing them to find out more.

There are 18 sensorial films for our international audience, and 16 for domestic. They will be available in 30, 15 and 6 second formats.

We have also produced a 60 second follow up film that tells a deeper story of New Zealand, and our belief on why it is the perfect destination for those who seek more from their holiday.

[View the films](#)



The Audience

Tourism New Zealand takes a targeted approach to reaching consumers in key markets. This approach allows us to target high-quality visitors who are an even greater match to our tourism aspirations and objectives – across the four well-beings of culture, society, nature and economy.

[Learn more about Mindsets](#)

Tourism New Zealand has identified two key audiences with the highest likelihood to travel to New Zealand. The campaign is directed at these personas.

Experienced Connectors

Customers in this segment are confident and self-reliant. Free from the things that might tie others down, they're able to travel further, stay longer, learn more. They're insatiably curious, with a lifelong love of learning. New Zealand offers them:

- Discovery through the eyes of manawhenua (local people)
- Inspiring land and water wonders e.g. wildlife encounters, cool water journeys
- Māori culture, immersive cultural experiences
- Kaitiakitanga – caring for people and place



Vibrant Adventurers

Vibrant Adventurers feel alive when they travel. Life's an adventure and they're here for it. Extroverted, confident and resilient, they bring the energy and make things happen. New Zealand offers them:

- Daring adventures, thrills at all levels e.g. bungee jumping, sky diving, mountain biking, off-piste skiing
- Off the beaten track experiences
- Immersive activities, opportunities to give back
- Authentic interaction with passionate locals and kaiārahi (guides)



Toolkit assets & guides

Tone of Voice

Our tone of voice is an invitation to our guests to feel open-minded and curious, welcome and at ease. We want our audience to feel inspired - and connected to a bigger picture. Like they've seen or heard or learned or experienced something new and they think that's pretty awesome. Like they're a better, fuller person for it. Lifted up and with a deeper, richer understanding.

We want them to feel a little bit surprised - in a good way - by how completely genuine we are.



Campaign Visuals

Our consumer imagery has been photographed specifically for this campaign.

Images have been shot in a way that leaves a little something further to be discovered, helping to entice the seeker within.

Campaign images will added to the Visuals Library soon.

[Visuals Library](#)



Trade Imagery

Imagery hints and tips

To visually support the campaign, we have commissioned a selection of stunning new images featuring some of New Zealand's top tourism operators. These images are available exclusively to our travel trade partners to use in destination promotion of New Zealand.

Please contact your nearest Tourism New Zealand office to request exclusive travel trade images (see contacts page). Please note, travel trade images are licensed for unpaid publication.

Imagery that appeals

Choose imagery that speaks to Experienced Connectors, like kаяaking on Lake Mapourika. Likewise a heli-gin tour in Otago appeals to Vibrant Adventurers.

Epic landscapes

Select images that capture uniquely New Zealand landscapes to draw people in.

Candid moments

Appeal to seekers by showing candid moments that convey emotion and manuhiri (visitors) enjoying the product or experience.



Ways to get involved

Use the campaign films

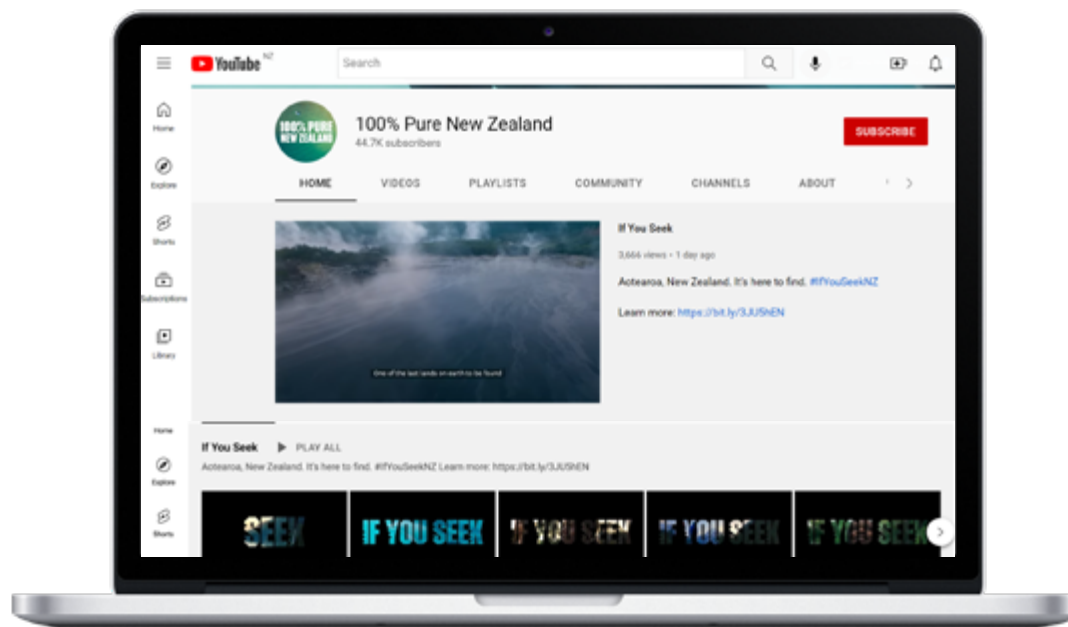
There are 18 sensorial films for our international audience, and 16 for domestic as well as a Manifesto film, all of which will be available on our YouTube channel.

Partners are welcome to embed the YouTube links on their websites or share the YouTube links on social channels.

Here's how to embed them on your website:

1. Open the YouTube video link you want to embed
2. Under the video, click SHARE
3. Click EMBED
4. From the box that appears, copy the HTML code.
5. Paste the code into your blog or website HTML.

[Get the links](#)



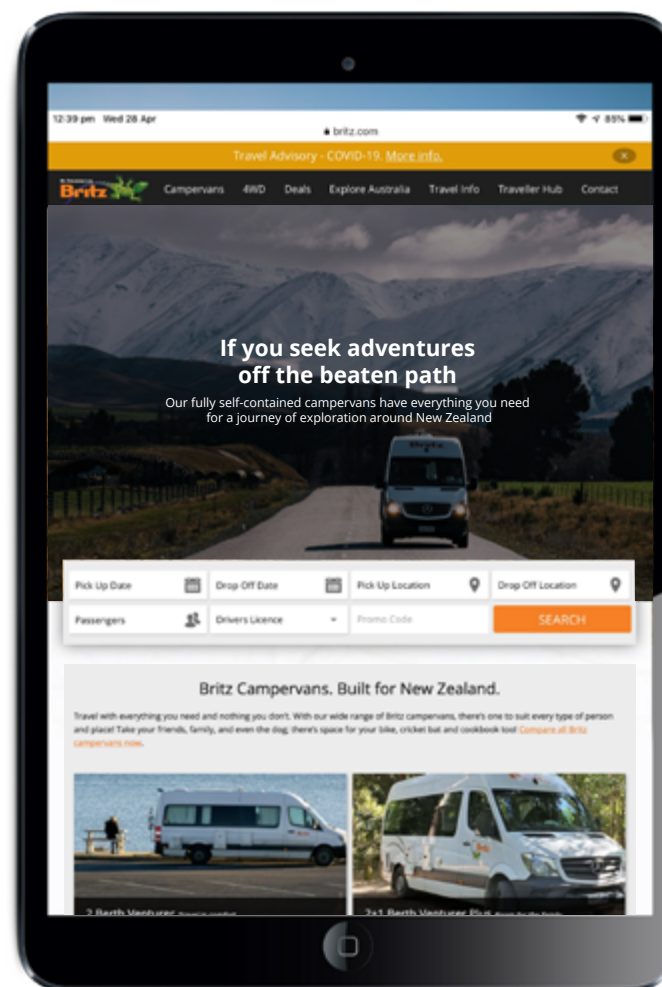
Integrate the campaign into your communications

Homepage banner

You can integrate the campaign and its messaging through your own marketing channels and paid advertising by adding If You Seek to your copy.

Try getting creative, like these examples:

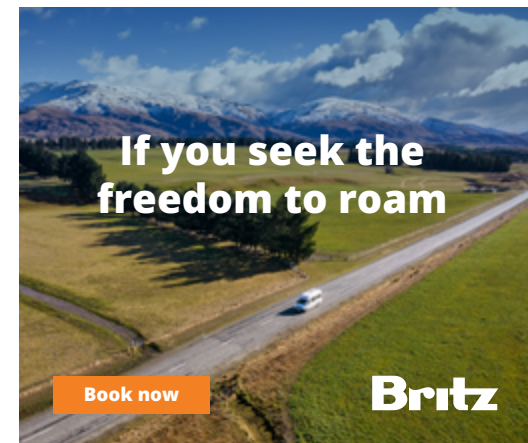
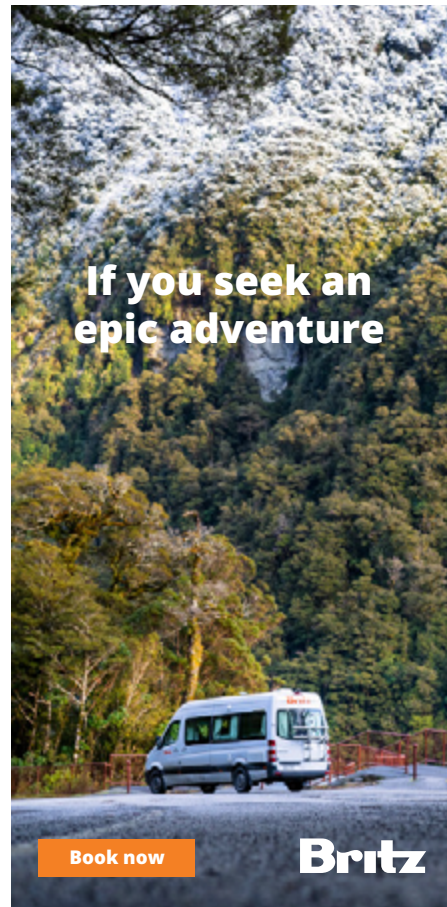
- 'If you seek adventures off the beaten path'
- 'If you seek an epic adventure'
- 'If you seek a winter break'
- 'If you seek the freedom to roam'



Digital Banners

Digital banners

Invite your audience to seek more about your business by creating digital banners that inspire both visually and creatively. Remember to include a call to action (CTA) to encourage further interaction, for example Book Now or Seek More.

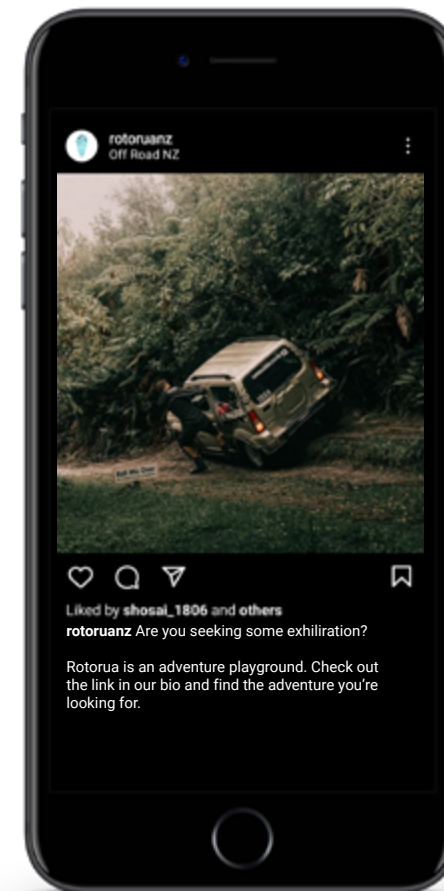
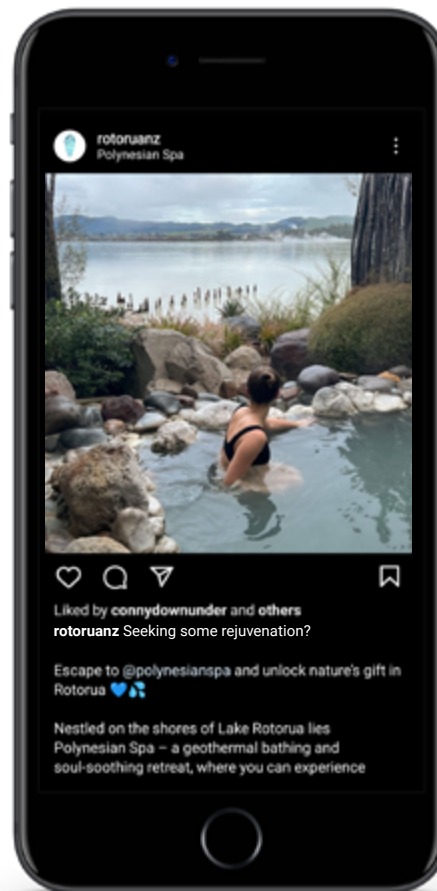


Social captions and hashtag

Social captions

The If You Seek campaign line does not always need to be used word for word. Here we have woven the word 'seek' into the copy as a more subtle link to the campaign.

Partners are welcome to use our campaign hashtag in their social posts. Please see the Tone of Voice guidelines when writing social copy. **#IfYouSeekNZ**



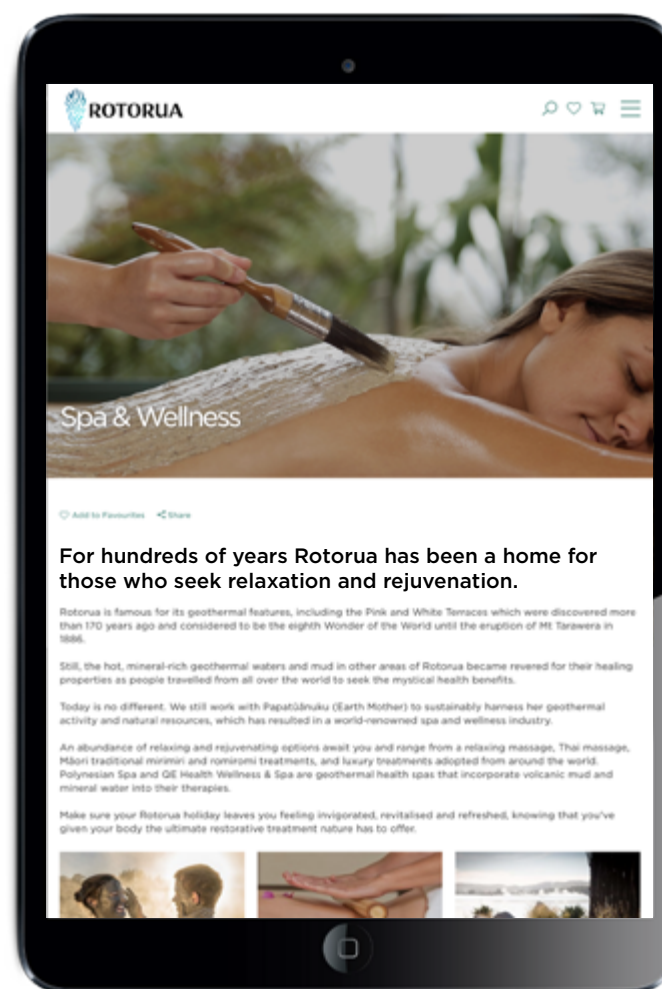
Blog articles

Blog articles

Blogs are an excellent way to apply the campaign language to your website and to pique the interest of your audience.

traveltrade.newzealand.com is loaded with valuable content to inspire your blog. Consider writing about travel themes or one of the campaign film locations.

In this example, the campaign intent has been translated into a blog post about how, for hundreds of years, people have been travelling to Rotorua from all around the world in search of relaxation and rejuvenation.



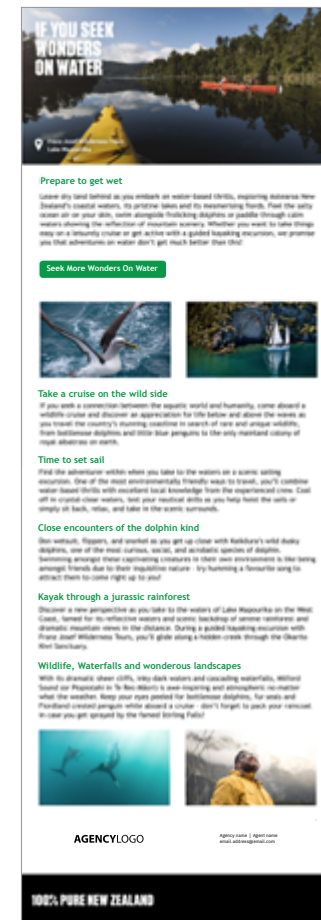
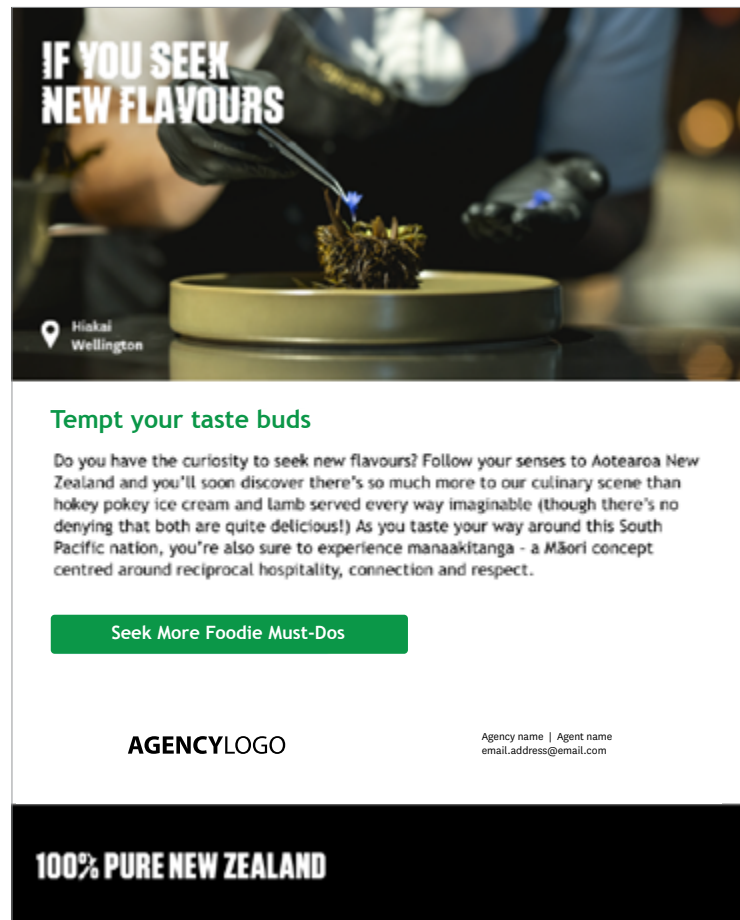
Access free tools - Marketing Hub email templates

Using email templates

Access bespoke If You Seek emails on the Marketing Hub. Content is specifically tailored to Experienced Connectors and Vibrant Adventures and are free and easy to use. Emails can be personalised and then sent straight to your clients.

1. Sign up to marketinghub.newzealand.com
2. Filter assets by campaign: If You Seek
3. Browse assets and locate emails
4. Customise with contact details
5. Download and send to your database

[Visit Marketing Hub](#)



Access free tools - Marketing Hub sales flyers

Using sales flyers

Access a range of themed Sales Flyers that feature products and locations from the If You Seek campaign films. Sales Flyers can be customised with your name, contact details and agency logo. They're free to access and ready to download now.

1. Sign up to marketinghub.newzealand.com
2. Filter assets by campaign: If You Seek
3. Browse assets and locate Sales Flyers
4. Customise with contact details
5. Download and send to your database

Visit Marketing Hub

Birthplace of modern-day New Zealand
In the lush coastal far North region, lies a site of tremendous cultural significance for both Māori and Pākehā (non-Māori). The Waitangi Treaty Grounds is where New Zealand's founding document, the Treaty of Waitangi, was signed by Māori chiefs and prominent European leaders in 1840. Today, manuiri can visit the treaty grounds to learn about how the two groups interpreted the treaty document at the award-winning Te Kōngahu Museum. Stay for the sumptuous hāngi (food cooked in an earth oven) and the evening concert and waiata (songs).

Back to nature with traditional healing and wellbeing
With the call of songbirds as your soundtrack, get back to nature at Sanctuary Mountain Maungatutari in the Waikato region of the North Island and learn all about rongoā rākau, the art of Māori herbal medicine. Led by the knowledgeable and engaging Kingi Mergan-Filled, you'll be taken on a leisurely walk through native ngahere (bush) being taught how to identify local plants and trees as well as their properties in healing and wellbeing. Feel a cold coming on? Mānuka is excellent for clearing a blocked nose, while kumarahou can be used for chest complaints.

Welcome, welcome, welcome everyone
You've heard of the haka (Māori war dance), but have you heard of the powhiri (Māori welcoming ceremony)? Most often used when coming onto a marae, a powhiri is an ancient ritual used by iwi throughout Aotearoa New Zealand and goes through seven stages including a karanga (welcoming call), a wero (challenge), and a hongi (a gentle press of noses) - while you'll arrive a stranger, you'll leave a friend. And although this can sometimes feel daunting if it's your first time, just remember to take your lead from one of the haukāinga (local people of a marae). Experience this for yourself at Mataua Whāremai in Whakareira in the Bay of Plenty.

A one-of-a-kind culture and wine experience
To truly connect with a country, you need to connect with its culture. Wanaikaari Tours in Wānaka and Queenstown does exactly that by bringing together two of New Zealand's most well-loved experiences: authentic Māori culture and wine tasting. Based in Central Otago in the heart of the South Island, you'll taste your way around several boutique wineries in Wānaka, Tarras, Cromwell, and Queenstown. But what makes Wanaikaari's wine tours truly unique is their embracing of Māori culture, from being greeted with a hongi to the specifically choreographed Wānaka Haka that pays respect to the whenua (land) and whānau (family) of this distinctive region.

Under the starry sky
If you seek to broaden your horizons, embark on a star-gazing tour of the southern skies along the Otago peninsula's coastline. Let Horizon Tours share their passion with you as they point out celestial phenomena in the sky above visible with the naked eye, teach you about the Māori myths of creation and explain how early Māori used their astronomical knowledge to navigate the ocean, plant crops and harvest haimana (seafood). And if the conditions are just right, this is a prime location for witnessing the Aurora Australis or Southern Lights - better have your camera ready!

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newzealand.com

Access free tools - Marketing Hub itineraries

Using itineraries

Access exclusive If You Seek itineraries on marketinghub.newzealand.com. Itineraries are crafted for Experienced Connectors and Vibrant Adventurers and feature quality commissionable products that you can book with confidence for your clients.

1. Sign up to marketinghub.newzealand.com
2. Filter assets by campaign: If You Seek
3. Browse assets and locate Itineraries
4. Customise with contact details
5. Download and send to your database

Visit Marketing Hub



IF YOU SEEK AN IMMERSIVE HOLIDAY

Hookers Valley Track
Aoraki Mt Cook National Park

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newzealand.com

Culture, scenery and food

Experience unforgettable natural wonders, vibrant culture and the world-class food and wine of Aotearoa New Zealand as you travel the country from north to south on this 12-day itinerary.

Agency name | Agent name
email.address@gmail.com

AGENCYLOGO



Days 1-2: Auckland
New Zealand's biggest city offers a buzzing multi-cultural vibe. Dine on unique local cuisine overlooking the sparkling Waitematā Harbour and take in a show. Taste your way around wineries, craft breweries and distilleries on Waikōke Island, and explore the imposing volcanic peak of Rangitoto. Breathe in the salty air of the west coast's rugged black sand beaches, where native birdsong fills the surrounding forest.

Days 3-4: Rotorua
Step into a world of geothermal wonders and surround yourself with the manaakitanga (hospitality) of the Māori people who have lived here for generations. Spend time on a marae (meeting grounds) to hear their stories and watch as local carvers transform wood, stone and bone into taonga (treasures). Marvel at the other-worldly landscape of bubbling mud, steaming pools and gushing geysers from above, then sink into the rejuvenating mineral waters of a lakeside pool and experience the ancient healing properties of the geothermal mud.

Days 5-6: Hawke's Bay
Discover one of New Zealand's most famous wine and food regions. Sample world-renowned wines on a tour by bike or luxury coach. Step back in time and learn about the Art Deco origins of Napier's streets and chat to locals over coffee and freshly baked treats at one of the country's oldest and largest farmers' markets. Head for the hills and book a tour to see the gannets on the spectacular cliffs of Cape Kidnappers (between September and May).

Day 7: Wellington
Fly into the capital city where you'll find laneways full of coffee, craft beer and local art waiting to be explored. Immerse yourself in all things New Zealand with a tour of the Museum of New Zealand Te Papa Tongarewa and see the original Treaty of Waitangi on display at the National Library. Spend the night on Kāpiti Island listening to the calls of kiwi and other native wildlife. Take the Interislander ferry for a spectacular trip across Cook Strait to the tip of Te Waipounamu (the South Island).

Day 8: Picton to Christchurch
Board the Coastal Pacific, one of the Great Journeys of New Zealand, for a scenic coastal rail trip to Christchurch. Take time to explore the vineyards of Marlborough, home to New Zealand's famed sauvignon blanc, and stop for incredible marine encounters in Kaikōura where whales, dolphins, seals and albatross are regular visitors.

Days 9-10: Christchurch/Akaroa
Loze yourself in the reallocated centre of Christchurch with its boutiques, eateries and unexpected delights of street art round every corner. Admire the views of the Canterbury Plains from the Christchurch Gondola and soak up the artistic vibes in the French-style settlement of Akaroa, where you can cruise or kayak to see penguins, fur seals and the endangered Hector's dolphin.

Day 11: Aoraki Mt Cook
New Zealand's highest maunga (mountain) is an awe-inspiring sight - experience it from the air on a scenic flight, or walk in its majestic shadow on an easy alpine track complete with swing bridge crossings and glacier views. For a unique perspective, the Glacier Explorer will take you out on the water to touch icebergs that have carved off New Zealand's largest glacier.

Day 12: Queenstown/Arrowtown
Spend your final day in the stunning resort town of Queenstown. Sample the best of Central Otago on a progressive lunch or wine tour and explore the boutiques and galleries of the nearby historic goldmining settlement of Arrowtown.



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newzealand.com

Access free tools - Marketing Hub web banners

Using web banners

Download a variety of professionally designed web banners to display on your website and invite your clients to seek more about a trip to Aotearoa New Zealand

1. Sign up to marketinghub.newzealand.com
2. Filter assets by campaign: If You Seek
3. Browse assets and locate Web Banners
4. Customise with contact details
5. Download and send to your database

[Visit Marketing Hub](#)



1080x1080



300x250



728x90

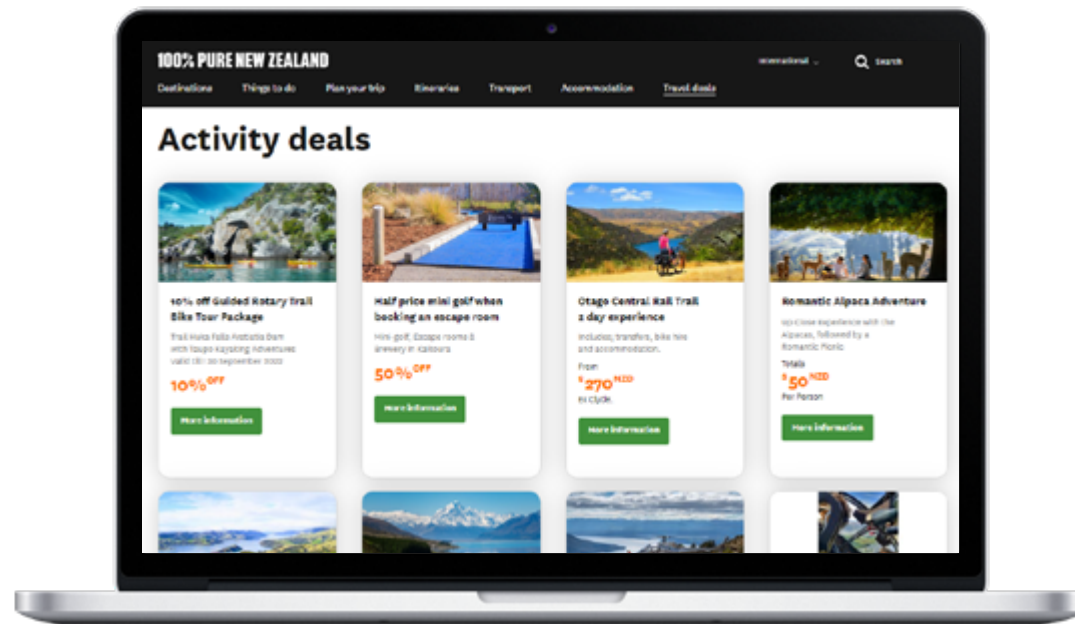
Featuring your offers on our site

Opportunities For Tourism Businesses on newzealand.com

If you have deals that you would like to feature on newzealand.com there is a simple process to follow.

Tourism New Zealand will be directing large audience numbers to the landing pages featuring deals submitted by our partners. So it's a great way to ensure your deal is in front of an audience is actively considering travel.

[Step-by-step guide](#)



If You Seek More

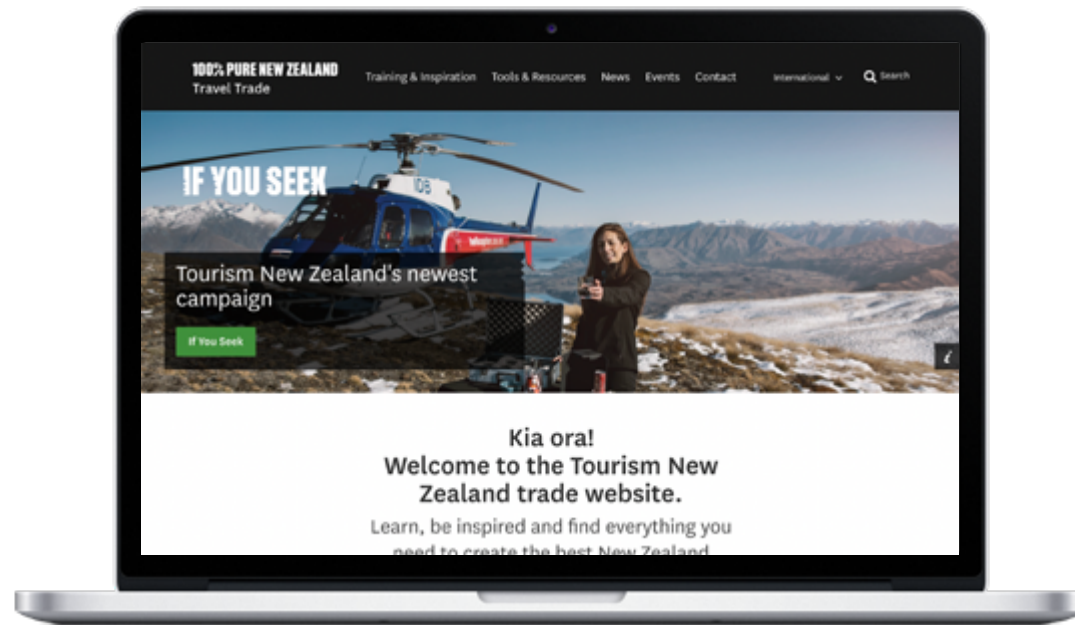
traveltrade.newzealand.com

traveltrade.newzealand.com

Tourism New Zealand's Travel Trade website is a dynamic resource dedicated to inspiring and upskilling our travel sellers on Aotearoa New Zealand.

Use it as your personal guidebook to view educational videos, download themed guides, read the latest product updates and industry news, make an enquiry, plus much more.

[Discover more](#)



100% Pure New Zealand Specialist Programme

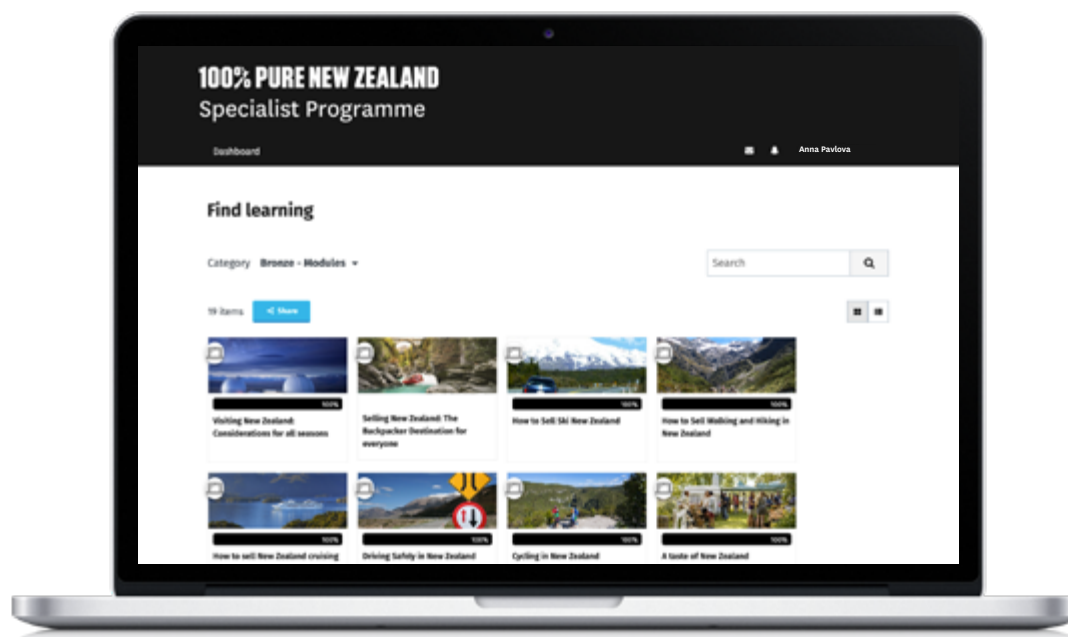
100% Pure New Zealand Specialist Programme

Our 100% Pure New Zealand Specialist Programme is a fun, interactive way for travel sellers to seek more destination knowledge about New Zealand.

Unlock a range of great benefits as you progress through the tiers: Bronze, Silver and Gold.

Get inspired and increase your commission by selling the experiences that best match your clients' needs.

[Sign up now](#)



Travel Trade Newsletter and Trade LinkedIn

Travel Trade Newsletter

If you seek the latest news, product updates, events and webinars then sign up for our monthly newsletter.

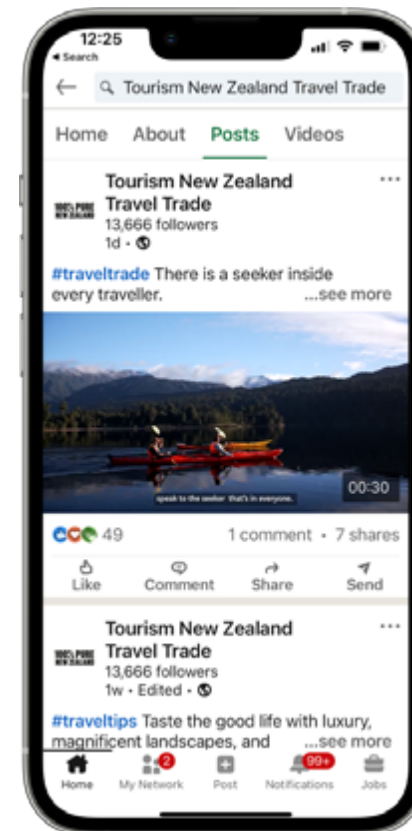
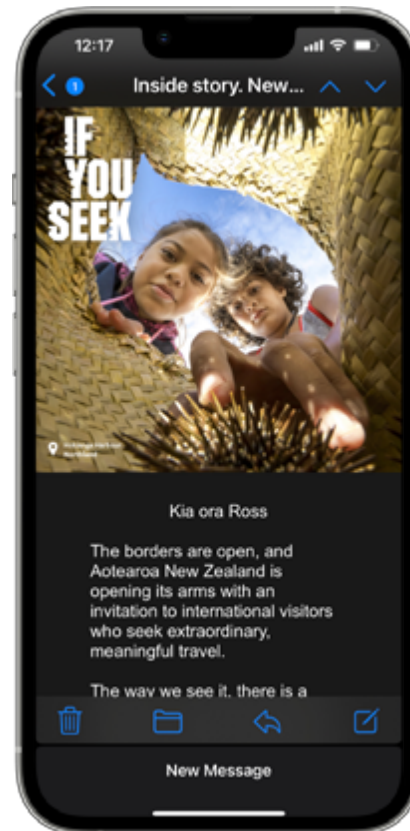
We will never overload your inbox, but we'll keep you right up to date with inspirational travel articles and useful updates from Aotearoa New Zealand.

[Sign up now](#)

Trade LinkedIn

Follow Tourism New Zealand Trade's LinkedIn channel for motivational content, expert tips and the latest resources to help you and your business sell more of Aotearoa New Zealand.

[Start following](#)



Contacts

If you have any questions about the If You Seek campaign or the ways you can get involved, then please contact Tourism New Zealand Trade.

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