

NEW SKI-LAND Campaign Briefing



100% PURE
NEW ZEALAND

STRATEGIC APPROACH

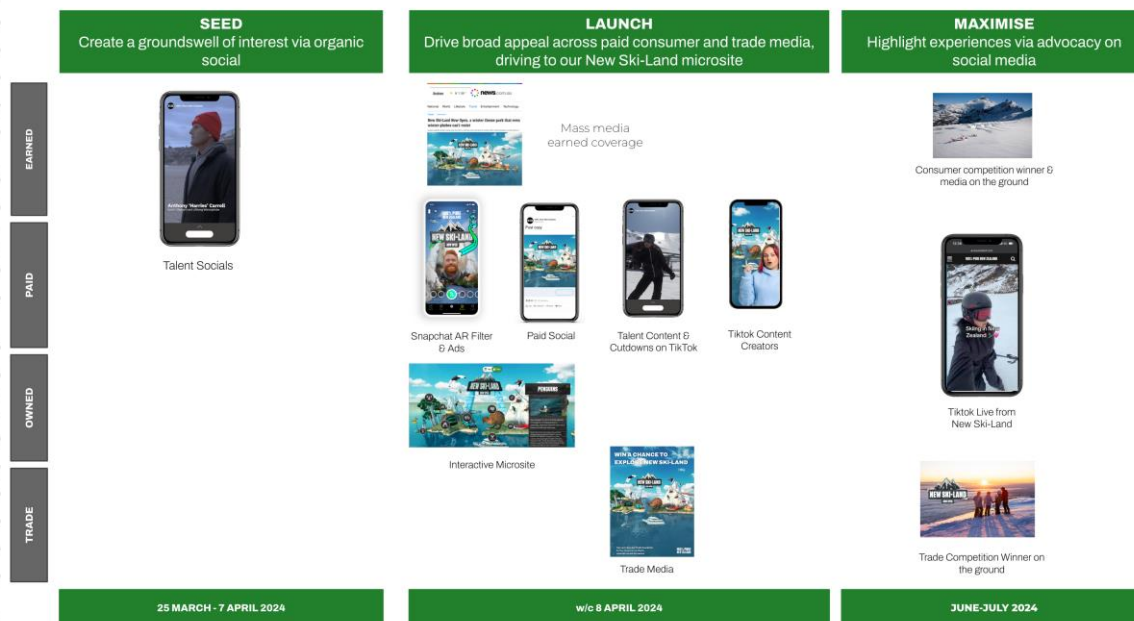
CHALLENGE	Drive appeal and take-up of winter holidays in New Zealand by Australian visitors
AUDIENCE	Rest of Market - Passive Considerers, Non-Active Considerers Australians, 18-64
CULTURAL INSIGHT	Australia does summer better than anywhere else in the world. In fact, we've perfected it. But as a result, it means a lot of Aussies are winter-phobes. And are vocal about it.
PRODUCT TRUTH	New Zealand provides the most accessible and varied on-and-off the slopes winter experience for Aussies. With so much to do and experience, it's enough to turn any winter-phobe into a winter lover.

NEW SKI-LAND CAMPAIGN IDEA

A winter wonderland the size of New Zealand

From the top of the North Island, to the bottom of the South Island, New Zealand is bursting at the seams with winter fun. In this campaign, we seek to demonstrate the joy that comes with a winter holiday in New Zealand with a playful approach.

Campaign Ecosystem



Featured Experiences

We've curated some of the most visually compelling winter attractions New Ski-Land has to offer. Note: this is not an exhaustive list of what can be featured in your assets.

Snow-first Iconic snow activities that are top of mind in winter	Snow culture Showcasing apres-ski activities closely linked to snow	Wider culture Showing the breadth of New Zealand activities through a specific winter lens - experiences that come to life in the colder months.		
Skiing and Snowboarding IMAGE LINK	Hot Pools and Spas IMAGE LINK	Waipoua Forest IMAGE LINK	Bungy and Swings IMAGE LINK	Kiwi Bird Spotting IMAGE LINK

Scenic Flights IMAGE LINK	Wineries & Vineyards IMAGE LINK	Glow Worms Cave IMAGE LINK	Jetboating IMAGE LINK	Whale Watching IMAGE LINK
		Cape Reinga IMAGE LINK	Scenic Trains IMAGE LINK	4WD Adventure IMAGE LINK

KEY ASSETS

Hero Map Visual

This is New Ski-Land! We've collected some of the best experiences to showcase New Zealand as the winter wonderland it is. The New Ski-Land map showcases all of our featured experiences on the North Island and South Island, which are connected by the iconic New Ski-Land gates.

Our map is built in a 3D world, where users can navigate and explore on our microsite. We also have static and animated versions (video format) that can be provided upon request.



Logo

You can download our New Ski-Land logo [HERE](#).

Minimum Clearance Space



To avoid obscuring or cutting off the campaign logo it should always observe clear spacing of no less than the height of "NEW SKI-LAND"

Minimum Sizes



The campaign logo should never appear smaller than 85px on-screen or 45mm for print applications

Whenever our New Ski-Land logo appears it should always appear in conjunction with our 100% Pure New Zealand logo. To find the scale of our New Ski-Land logo, relative to our master logo, the words New Ski-Land should be the same Cap height as 100% Pure in our master logo.

Campaign logo ratio, relative to 100% Pure New Zealand logo



For assets where you need to show the 100% Pure New Zealand logo, your partner logo, and the New Ski-Land logo, this should be locked up using the Tourism New Zealand Grid System (read more in [Tourism New Zealand Brand Tohu](#)) like the below. The New Ski-Land logo can sit either in the top right or bottom left depending on whether you have your own partner logo included in the asset.

Static



Multiple frame



STONE OF VOICE

Tourism New Zealand's tone of voice should be treated as an extension of our warmth and care for manuhiri (visitors). So when you see our words, you feel our manaaki. [View Tourism New Zealand Brand Tohu here](#) for more information on the brand tone of voice.

With our New Ski-Land campaign, we're turning an entire country into the world's biggest winter wonderland, so it's important our language reflects that ambition. So, just as our Key Visual is bursting with experiences, our copy will be bursting with excitement. Language should always be playful and light-hearted - however should never be insincere or sarcastic.

We won't be afraid to speak with enthusiasm and energy! We won't be afraid to dial up the joy! We will skip irony. We will skip understatements. We will skip matter-of-fact statements.

WAYS TO GET INVOLVED

APPLY THE CAMPAIGN LANGUAGE

We have provided a few examples and guidelines on how you can apply the campaign logo lockup. These are just examples and we encourage you to build the campaign out in a way that is suitable for your audience utilising your own assets and promotions with the help of this toolkit.

ACCESS FREE TOOLS FROM THE 100% PURE NEW ZEALAND TRADE MARKETING HUB

The 100% Pure New Zealand Marketing Hub is a free resource available to all our trade partners. You can download social posts, itineraries, winter sales flyers and mountain fact sheets to help support this campaign. Partners can customise assets with their own logo and contact information.

UPLOAD YOUR DEALS TO NEWZEALAND.COM

To help amplify your own offers, we also encourage you to upload them to feature on the Tourism New Zealand website.