

A group of people are shown in a jet boat, splashing through water. They are wearing life jackets and holding oars. The scene is dynamic and energetic, with water splashing around them. The text 'IF YOU SEEK' is overlaid on the left side of the image.

**IF
YOU
SEEK**

INDUSTRY TOOLKIT

**100% PURE
NEW ZEALAND**

Welcome! Nau mai!

Our Brand Campaign: If You Seek

Our manuhiri (visitors) want to reconnect with one another, discover and unearth new and exciting places and indulge in transformative experiences that enrich their lives. Our manuhiri are more curious than ever, seeking meaningful travel experiences.

To ensure that this new brand campaign captures the hearts and minds of manuhiri the campaign is firmly grounded in insights and data. A seeker isn't a type of traveller but a frame of mind, there is a seeker in everyone.

If You Seek will awaken the seeker that lies within all of us by showcasing intriguing creative that piques our audience's curiosity and entices them with all that Aotearoa New Zealand has to offer.

Through the distinctive lens of Manaakitanga we reward the seeker, the more our audience looks 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.

The work includes sneak-peeks of some well-known destinations as well as places and experiences that aren't as recognisable in our key markets. We wanted to tap into the curiosity of our target high-quality traveller, who we know are adventurous and keen to dig beneath the surface of the places they visit whether on the beaten path or not.

Enjoy!



Brand Launch

The campaign features a suite of 18 films that put the viewer in the shoes of a visitor and gives 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. A 60 second follow-up film tells a deeper story of Aotearoa New Zealand and those who have been curious enough to visit.

These films will be loaded periodically on the 100% Pure New Zealand YouTube channel. When they become available, please feel free to share these on your channels.

[YouTube Channel](#)



Toolkit assets & guides

Campaign Imagery

All campaign imagery has been shot in a way that leaves a little something further to be discovered, helping to entice the seeker within. As the audience goes deeper through the marketing funnel more of the experience is revealed.

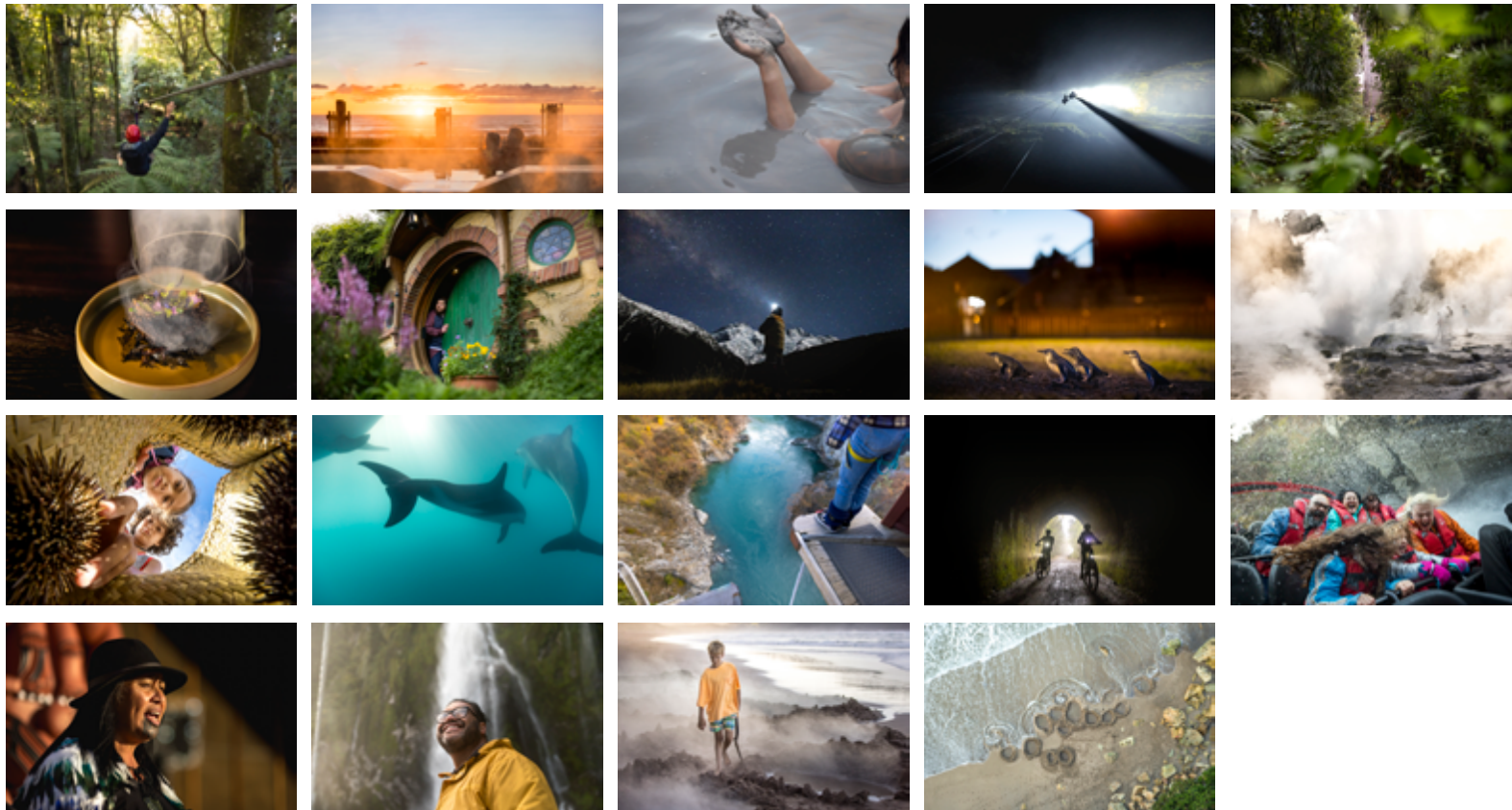
The dream layer of the campaign imagery showcases the experiences from a unique viewpoint.

In the demand and discovery layer, imagery reveals more of the experience by using mid and wide shots. Selected imagery will be added to the Visual Library after campaign launch.

Visuals Library

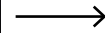


Brand/Dream Imagery

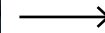
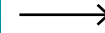


Campaign Imagery

Brand/Dream imagery



Demand/Discovery imagery



Get involved

Applying the Campaign Language

We have provided the following examples utilising our partners 'Britz' and 'RotoruaNZ' to give you guidance on how you could take the campaign and build it out through your channels. These are just examples and by no means the limit of what is possible, so please feel free to get creative and build the campaign out in a way that is suitable for your audience utilising your own assets and promotions with the help of our guidelines.

Feature your Products and Deals on [newzealand.com](https://www.newzealand.com)

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

Working with Trade

Trade readiness and connecting with trade partners.

Key points

Social Media

#IfYouSeekNZ is the campaign hashtag - this will be used on all social media content posted by Tourism New Zealand. We encourage the industry to use this hashtag - please see guidelines below.

Tone

Tone for this campaign is particularly important, as the existing content has been built with the idea of transformative travel experiences in mind. Our guidance is to use inspiring campaign imagery and copy that draws the viewer in and makes them want to find out more about the experience.

Messaging

Messaging is primarily about focusing on the experience your product gives seekers. We would suggest the below approach to social media content:

- What's a key emotional outcome your customers get from your product? Take this and combine it with seeking related copy. For instance, if you're a vineyard, you could write "If you seek bliss." If your product is campervans, your copy could be "Seeking an adventure?" By talking in this way, you're directly engaging the types of mindsets that the If You Seek campaign has been designed for globally.
- Where possible, you can also integrate your lower marketing funnel messaging to be linked with seeking, for instance "Time to seek that adventure?" if you are planning to run that type of content.

Imagery

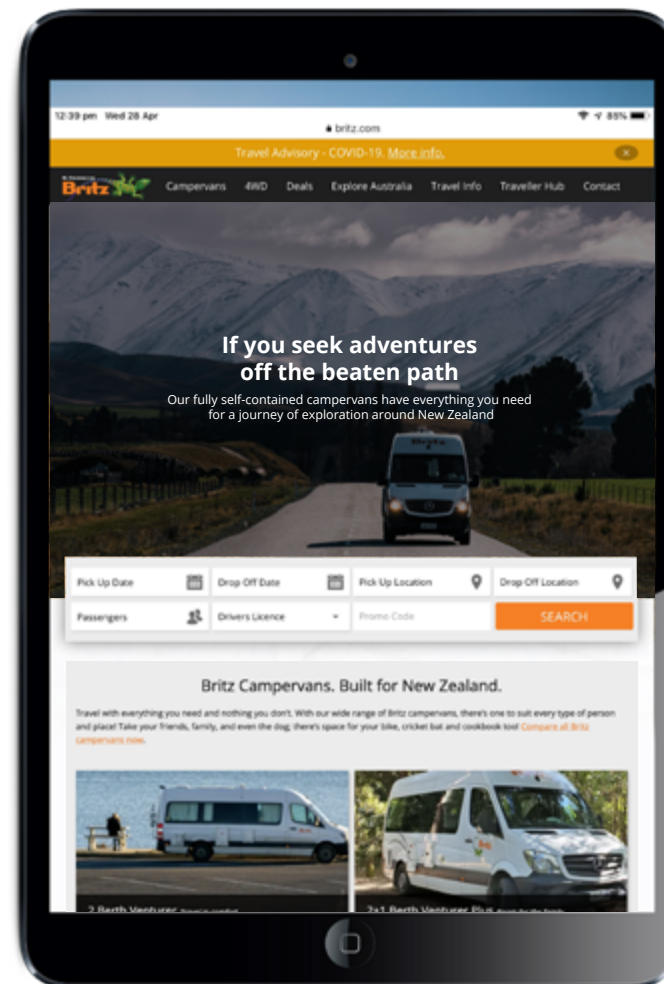
Imagery for this campaign strikes the balance between interesting and inspiring angles, whilst also being easy to understand and connect with. If you have images that meet these criteria, they are likely to align best with the campaign.

Integrating the campaign into your communications

Homepage banner

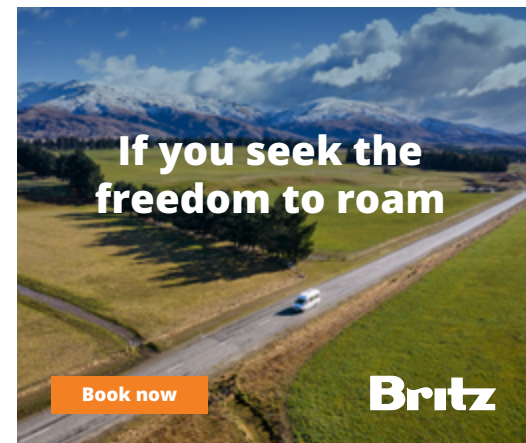
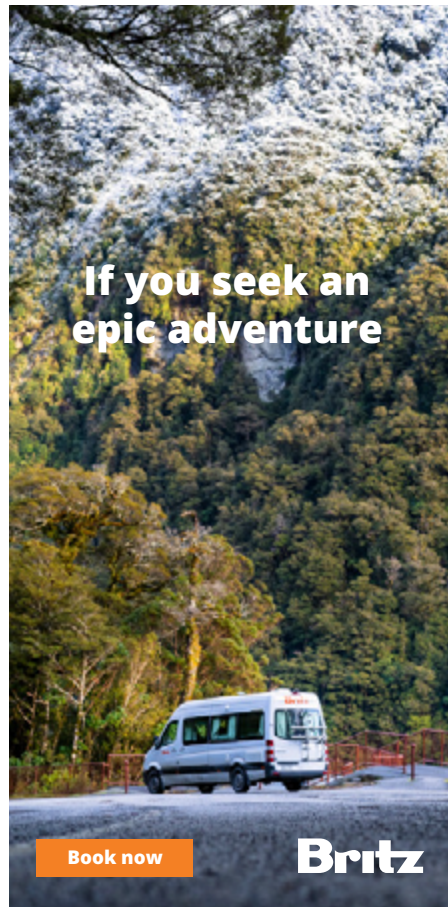
You can integrate the campaign and its messaging through your own marketing channels and paid advertising by adding If You Seek to your copy.

The Britz example here extends the copy to: 'if you seek adventures off the beaten path'.



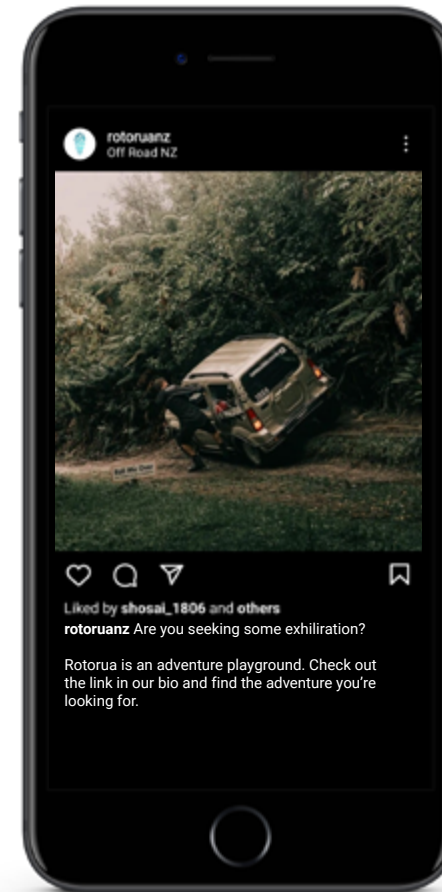
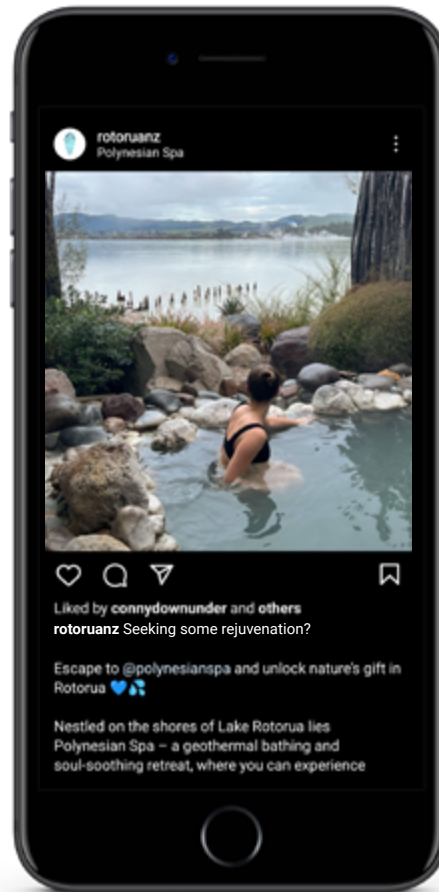
Digital banners

These examples show how the If You Seek campaign line can be used in different ways to promote seasonal offers or speak to market segments.



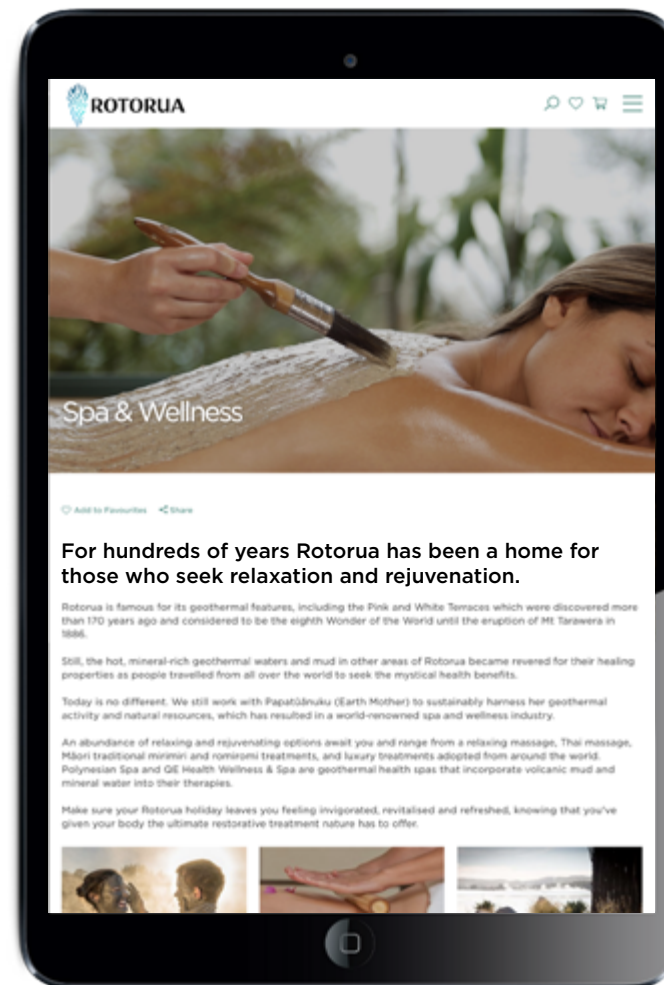
Social captions

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.



Blog articles

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



Feature your Products and Deals on newzealand.com

Tourism New Zealand will be directing highly engaged travellers to newzealand.com as part of the If You Seek campaign. Tourism operators can feature on newzealand.com through up-to-date product listings and deals uploaded to the Tourism Business Database.

Product Listings

Ensuring all of your current products are published on newzealand.com will help connect your business with domestic and international travellers via newzealand.com.

For a step-by-step guide, visit [Opportunities for tourism businesses on newzealand.com](#)

Deals

Uploading deals to the Tourism Business Database is a great way to ensure your products and deals are in front of an audience that is actively considering travel.

We encourage you to participate in current and upcoming campaigns, targeting those who seek more through extraordinary travel offers.

For more details, visit [Participate in campaigns](#).

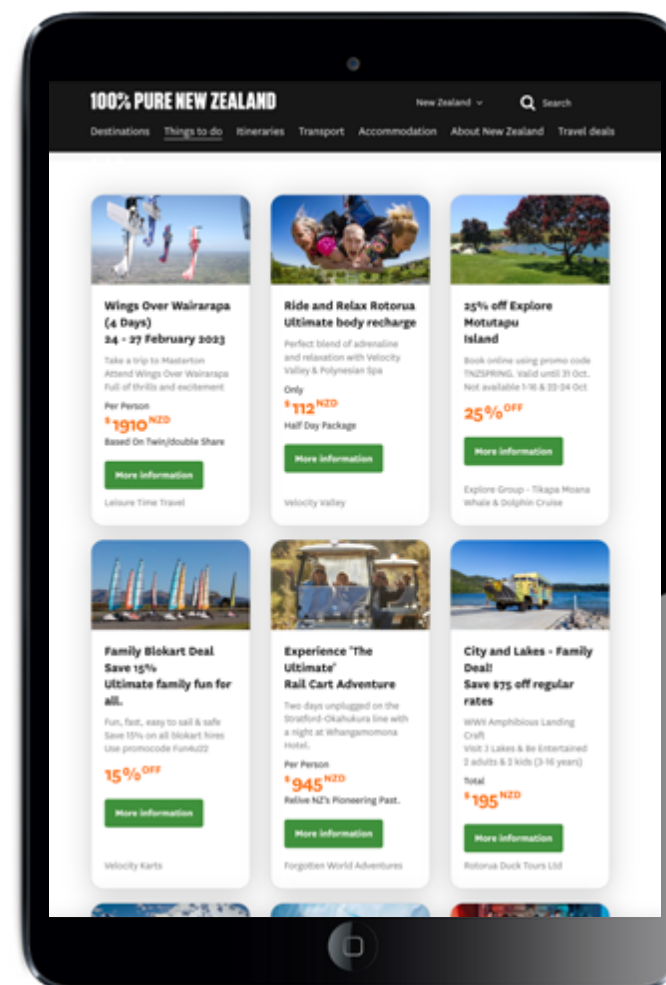
Additional Benefits

Qualmark accredited businesses can be selected to feature in Tourism New Zealand's paid marketing activity.

Approved product listings & deals on newzealand.com also show on Regional Tourism Organisation websites where the RTO has an agreement with Tourism New Zealand.

Need help?

Tourism New Zealand will reach out to operators in the Tourism Business Database via email with more information on If You Seek campaign opportunities soon, so make sure your accounts are up to date. For help visit the [Operator help page on newzealand.com](#)



Working with Trade

Travel trade will play an important role in reaching travellers in our key markets.

Tourism New Zealand has designed a guide for industry to help enable them to be trade ready. This includes a snapshot by market of some of our international trade partners.

The guide to being trade ready is available to Regional Tourism Organisations through Tourism New Zealand's Partnerships' Hub. Therefore, if you are an operator and would like to develop your trade readiness, we suggest working with your RTO.

Contacts for questions

For all enquiries and questions regarding the Tourism New Zealand 'If You Seek' Industry Toolkit, please contact IndustryPartnerships@tnz.govt.nz