



# User Generated Content Project | Operator Brief



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# Background and context

TNZ's core markets have been priming agents to keep New Zealand top of mind through inspirational and educational content presented in a variety of formats to pique interest.

Travel partners are telling us that they need the latest product updates from New Zealand operators so they can select the right products to suit their client's needs.

TNZ offshore trade teams continually need quality content to support their social media strategy and to promote in their exclusive Facebook, social media groups and training webinars.



## Tourism New Zealand Agent Group – The Americas

Private group · 3.3K members



Joined + Invite



### Introducing our new Travel Trade website

Kia ora contact.firstname!

You may have noticed some changes around here? We've been busy over the past few months getting our new Travel Trade website together. The good news is that it's now online and we'd like to introduce you to each other.

**Vitiya Siripanya**  
Admin · February 16 at 9:15 AM

Paparoa National Park:  
Spectacular coastline, limestone cliffs, canyons, caves, underground streams, and lush forests, includes New Zealand latest addition to the Great Walks: The Paparoa Track, and the incredible Pancake Rocks.



2

1 Comment

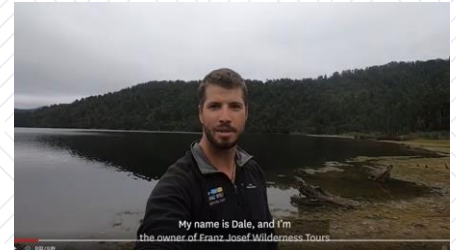
# Product update repository

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TNZ is creating an internal product update repository.

The repository will showcase a series of evergreen short-form videos filmed by Qualmark operators around New Zealand.

New operators and products will be regularly added to the video library and hosted on our public YouTube channel (<https://www.youtube.com/@tourismnewzealandtraveltrade>)



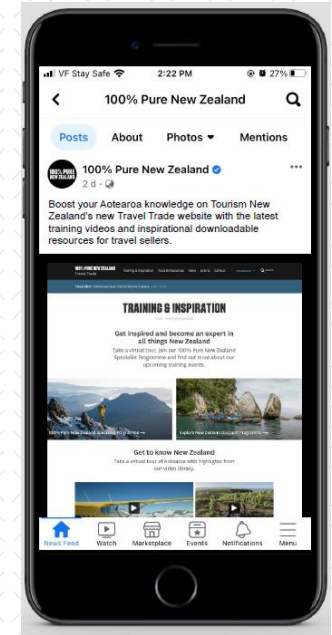
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# Distribution and reach

The audience will comprise travel agents, travel advisors, and travel sellers from TNZ's core markets, including Australia, North America, China, UK/Europe, India, Japan, and Korea.

Content will be distributed through TNZ's owned trade channels including eDMs, closed Facebook groups, YouTube, Wechat, and KoKao Talk.

Additionally, markets will select videos to be loaded onto the Marketing Hub for travel sellers to share with their clients.



# How do I get involved?

## What TNZ need from operators

We want you to create a 30 second video that informs the travel trade about your product.

You can choose to talk about a new product or focus on an aspect of your business that you've been developing e.g. sustainability.

Operators film a selfie-style update in-situ.

The tone of voice should be friendly and neutral. Travel sellers may wish to share the videos with their clients.

Please read the list of do's and don'ts.

Do	Don't
Practise before you start recording	Try to cram too much into your presentation
Choose one product or aspect of your business	Include dated editing effects (e.g. special effect transitions)
Speak slowly	Include background music
Time yourself	Talk for more than 30 seconds
Allow yourself an hour to prepare and record your update	Refer to domestic – your audience is international trade
Inform trade how they can contact you	Film without a device stabiliser
Keep the recording lighthearted	Use slang

# Filming in-situ

The video should not exceed 30 seconds. Discuss one new product or aspect of your business that you've been developing e.g. sustainability or a refurbishment.

Use these tips to create a high-resolution selfie-style video update.

Watch an example here:

[Franz Josef Wilderness Tours](#)



## Tips for filming selfie-style

### Always film horizontally

Don't film vertically. While vertical may make sense with a device that has a screen in portrait orientation, it does not translate well on any other device. Computer monitors and websites have landscape-oriented displays.

### Use a stabiliser

Even if you think you have a steady hand, a stabiliser (such as a gimble) will ensure your video looks professional.

### Lighting

If filming outside, consider shooting during the 'golden hour'. Don't use the flash on your smartphone to light the talent or room.

### Audio

Be aware of background noises. Avoid filming in a crowded room, near busy roads, or machinery.

### Choose 4K

Most smartphones enable filming in 4K. Go to Settings for your phone Camera and enable the film in 4K option. This step can be different for iOS and Android.

# Who do I send my content to?

Please Dropbox or [WeTransfer](#) your video and hero image to [traveltrade@tnz.govt.nz](mailto:traveltrade@tnz.govt.nz)

- Please also submit a high-resolution hero image to be used as a thumbnail for your video.
- TNZ will review video and image for suitability and come back to you with any changes or feedback.
- TNZ will add an end frame in the post-production.
- TNZ will load your video to our internal systems and public YouTube channel (<https://www.youtube.com/@tourismnewzealandtraveltrade>)
- Offshore trade teams are able to then post the videos on trade social media platforms, include in eDMs and training webinars.





Thank you  
Ngā mihi



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