

REQUEST FOR PROPOSAL RESPONSE  
**CASE STUDIES**



**FEDERATION.**



A photograph of a young woman with dark hair laughing joyfully. She is wearing a patterned top and is holding a large, overflowing bouquet of wrapped gifts, including what look like New Zealand dollar bills and small wrapped packages. In the background, other people are visible, some taking photos with their phones. The scene suggests a celebratory event.

# CASE STUDY MASSEY UNIVERSITY

## The Business Context

Massey had been operating in a highly competitive market against local and off-shore universities, making considerable investment in brand, campaigns and events. With a low Share of Voice which dropped further in 2020, we needed to shake things up.

## CASE STUDY MASSEY UNIVERSITY

### The Marketing Challenge

Brand and competitor tracking research showed Massey had the second to lowest conversion from consideration to preference across all Universities. Further qualitative research we undertook revealed why. We were still dealing with "Massey is where you go to work in agriculture or become a pilot - out in the country somewhere". People may have heard of Massey but were rejecting the

University based on a misunderstanding of their broad range of qualifications across urban and rural campuses; Auckland, Wellington and Palmerston North and the unique experience on offer across their whole educational journey. We needed a solution which not only answered the "Why Massey?" question, we also needed one which would encourage students to apply for 24 programmes across five colleges, all of whom controlled their own budgets and success metrics.

We also needed a cohesive and integrated solution that achieved objectives at a Massey brand level nationally and locally and supported each college's recruitment targets while supporting their ambition to be a Tiriti o Waitangi-led institution.



We had to overcome the perception that  
Massey is an adult university and appeal to a  
wide range of students:

CASE STUDY  
**THE TARGET AUDIENCE CHALLENGE**

1

### **School Leavers**

On the one hand we needed to catch the attention of school leavers, 'Young Intenders', an incredibly diverse group who are impressionable, motivated by where their friends are going and where they will have a good time.

2

### **Adult Learners**

We also needed to resonate with 'Adult Learners', many of whom were distance learners who wanted to be supported and able to study in a flexible way that fits around family and other commitments.

3

### **Diverse Ethnicities**

We needed a solution which would appeal to a broad range of domestic and internationally based ethnicities including Maori, Pasifika, Chinese, Indian and Pakeha groups.

We needed to find  
the sweet spot  
that would help  
us connect with  
both groups in a  
meaningful way.



## CASE STUDY

# OUR APPROACH

Before a brief was even written, we spoke at length with existing students and staff across the three campuses in Auckland, Palmerston North and Wellington. In doing so we met with a diverse range of domestic and international students, as well as Pacifica and Māori support staff and students.

From this, we gleaned key points of differentiation to help us express what it means to study at Massey and how it is different to other universities. We also undertook research domestically and internationally with prospective students to ensure we understood their drivers and barriers to choosing Massey.

As a Tiriti o Waitangi-led institution, and to ensure we ultimately resonated with a diverse

group of students, we engaged our Māori marketing partner, Wawata who were involved from the start of the process. They were an integral part of the team from strategic and creative development right through to execution. Inherent in this approach was ensuring we delivered on Massey's cultural strength and spirit of their diverse community which meant students feel a strong sense of belonging, that they are in a safe place and forge a genuine and human connection with those around them.

This informed the subsequent strategy and brief. The whole process was hugely consultative, spanning a large number of stakeholders, including students, academics and the senior leadership team.



## CASE STUDY OUR SOLUTION

By talking to students across the three campuses and through broader research we found a sweet spot that would help us connect with both groups in a meaningful way.

The common insight was that education is a way to better themselves but is not easy. Success ultimately comes from a number of highs and lows over the long-haul. The gifted te reo Māori name, te kunenga ki purehuroa means from inception to infinity...Massey is not just about getting in and completing a 3-year degree but rather about lifelong learning.

By really getting to know the school leavers and adult learners we also revealed what is really important when choosing a university including such things as: being supported

to be successful, encouraged to be the best they can be, learning in an environment which embraces diversity. We also learnt that students want to be recognised as a person not a number and that it is critical the university they chose was welcoming to everyone whatever their situation.

Our strategy and creative solution was geared to make Massey a first choice University and carve out a unique and distinctive place, de-positioning others, many of whom took a generic approach and lacked a deeper understanding why students choose a university. There was a sea of navy blue with cliché shots of students sitting in parks, looking into the sky and thinking how they can change the world.



Our solution  
delivered on  
four levels



## **One**

A creative platform that created a deeper emotional connection which resonated, was fresh and authentic against the generic approach of others by acknowledging the reality of study.

'Success from a thousand little moments' was our platform strapline, alongside imagery and headlines showing late night rewrites, mums studying on laptops holding babies and students surviving on cheese toasties.

## **Two**

Messaging that drove students to choose Massey by showing we understood what mattered to them while showcasing a broad choice of courses. This was influenced by the research undertaken as part of the strategic development:

You're a name not just a number, NZ's most diverse university, small class sizes, 500+ courses to choose from, plus Business, Creative Arts, Humanities and Social Sciences, Health, and Science specific messaging.

## **Three**

An executional approach that would through the category clichés with a strong, unique and ownable executional style. We made Massey's small marketing budget work incredibly hard and deliver beyond the spend.

Not only did we have a comparatively small budget to work with, and very tight timelines compared with other Universities, lockdown hit when we were about to go into production. We pivoted and came up with a new distinctive solution.

We introduced unique art direction, dominated by hot pink, a quirky illustrative style and a bold distinctive typeface. Creative and messaging flowed through to all touchpoints across paid, owned and earned media, including the student eDM journey and internal resources for staff.

## **Four**

By working extremely closely with our media partner we ensured our messages appeared in the right place at the right time for our target audience. We also were able to target different ethnicities in a way which increased our reach through niche media channels locally and offshore. And we drove efficiencies across brand and specific college spend through the marketing funnel.



# CASE STUDY EFFECTIVENESS

We rigorously researched our solution with a broad range of students locally and internationally to ensure it would drive consideration and ultimately motivate students from all cultures to apply.

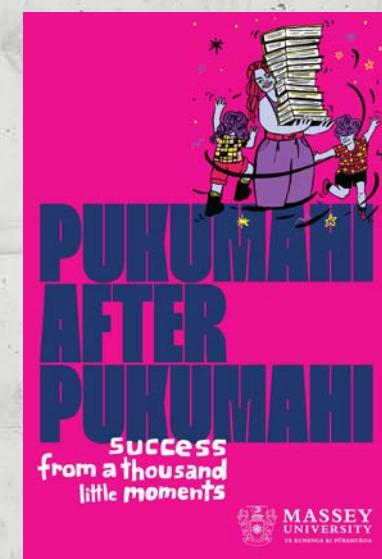
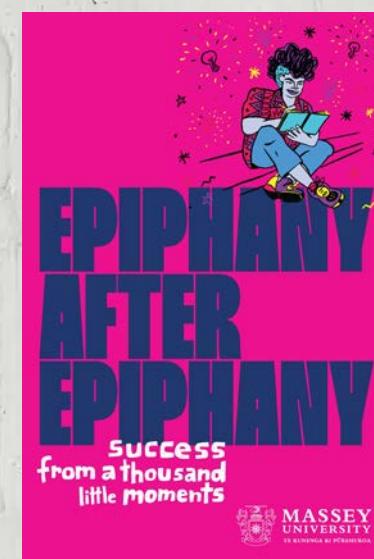
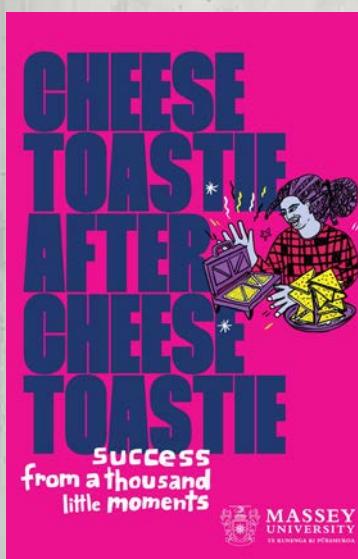
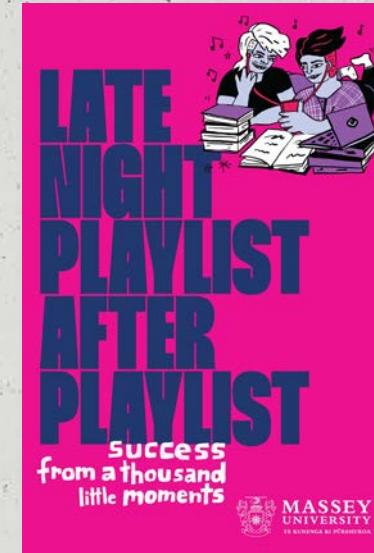
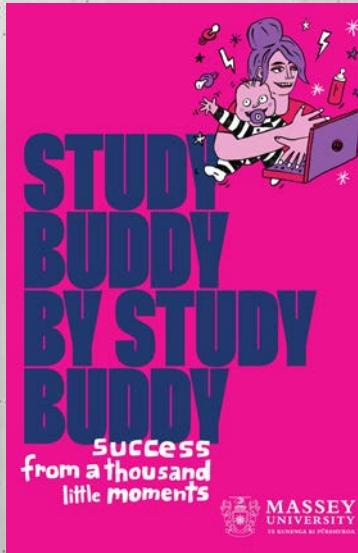
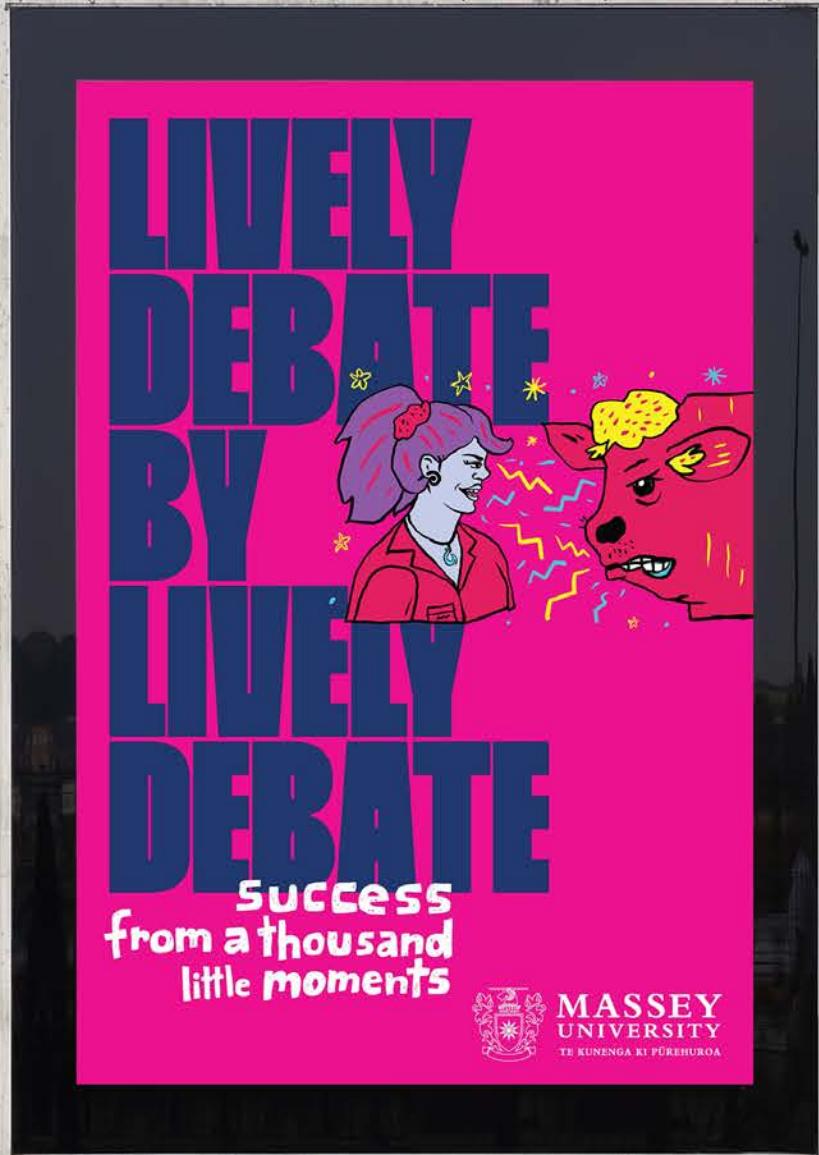
## **Effectiveness**

We rigorously researched our solution with a broad range of students locally and internationally to ensure it would drive consideration and ultimately motivate students from all cultures to apply.

Not only did we bring an array of internal and siloed stakeholders across the University onboard and convince them to adopt a completely new and brave approach to promoting Massey – something we achieved unanimously and which we launched in a matter of weeks despite being locked down due to COVID. This was made possible through our collaborative approach where we took people on the journey, seeking input and approval every step of the way, ensuring everyone was on board and there were no unexpected surprises!

On a relatively small budget we delivered a category breaking strategy and long-term creative platform executed in owned channels (digital and on campus) and in paid media achieving impressive results, increasing consideration to preference conversion to 42%, the highest across all Universities in the country.

This was achieved by connecting with students in an authentic way, showing we understand the highs and lows of tertiary education, telling people what the Massey experience could offer them that others couldn't.



A photograph of two women on a sandy beach at sunset. They are both holding stand-up paddleboards (SUPs). The woman on the left is wearing a pink long-sleeved top and dark pants, and is smiling. The woman on the right is wearing a dark wetsuit and is also smiling. The ocean is calm in the background, and a range of hills or mountains is visible under a sky filled with warm, golden light from the setting sun.

# EKE PANUKU: TAKAPUNA

## BACKGROUND

Takapuna has experienced years of disruptions for visitors, businesses and residents. But some major milestones were hit in early 2022, and this required a celebratory placemaking campaign to communicate the exciting news to the local community.

## OUR APPROACH

We used colour and positivity to tell the Takapuna story, one of shared new spaces that were better for all. Breathing new life into the town centre, our comms delivered on the Eke Panuku vision to make the most of Takapuna's spectacular location - where the sun, sea and good vibes meet.



## EKE PANUKU - TAKAPUNA





## Share the *energy.*

TAKAPUNA

We're unlocking the heart of Takapuna so you can share more good times, fun times and family times by the beach.

[panuku.co.nz/Takapuna](http://panuku.co.nz/Takapuna)

Eke Panuku  
Development  
Auckland



Share the  
*space.*

TAKAPUNA

We're unlocking the heart of Takapuna so you can share more good times, fun times and family times by the beach.

[panuku.co.nz/  
Takapuna](http://panuku.co.nz/Takapuna)

Eke Panuku  
Development  
Auckland



TAKAPUNA

We're unlocking the heart of Takapuna so you can share more excitement, more culture and more good times by the beach and lake.

[panuku.co.nz](http://panuku.co.nz)

Eke Panuku  
Development  
Auckland



# MARITIME NEW ZEALAND: KIA MATAARA

## BACKGROUND

Maritime New Zealand is the national regulatory, compliance and response agency leading the Safer Boating Forum who safeguard the nearly 1,672,920 adult New Zealanders involved in recreational boating. Recreational boating also has the distressing distinction of having the highest number of fatalities in the maritime sector - friends and whanau who are out on the water, getting into trouble, with 14 lives lost in 2020. With nearly 45% of New Zealanders accessing our seas and inland waterways for recreational purposes (and growing), Maritime New Zealand needed a behavior-change strategy and campaign approach for real step-change in the awareness, attitudes and actions of New Zealand boaters. To save more lives. To save search and rescue costs – in both man hour and cost terms.



## OUR APPROACH

A Multi-Year Marketing Campaign

A two-year plan for step-change, to:

- Interrupt and challenge existing behaviours
- Leverage social pressure, giving a voice to others affected  
(friends and family)
- Use behavioural science to foster permanent change



We disrupted our audience by priming them to follow these 5 Boating Safety Code behaviours:

1. Wear your lifejacket
2. Take two waterproof ways to call for help
3. Check the marine weather forecast
4. Avoid alcohol
5. Be a responsible skipper

## Moral And Number Priming

The concept of moral priming communicates that not doing the right thing can damage our acceptance in society. Moral priming primed skippers to commit to good, responsible behaviour that reflected well on themselves. While number priming reminded everyone that there are five key tenets to on water safety.

Plus the behavioural science of a “Peak End Rule”  
We used the ‘The five rules rule’ to creatively deliver a powerful end callout that in behavioural science, is the fact or statement that people remember most and feel emotively.

MARITIME NEW ZEALAND: KIA MATAARA



## MARITIME NEW ZEALAND: KIA MATAARA



Digital

Social



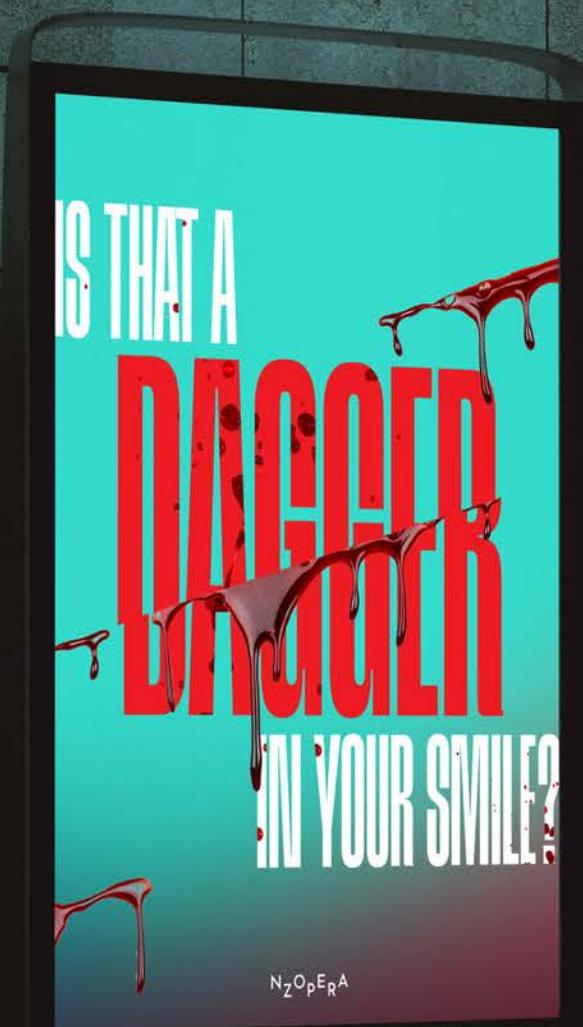
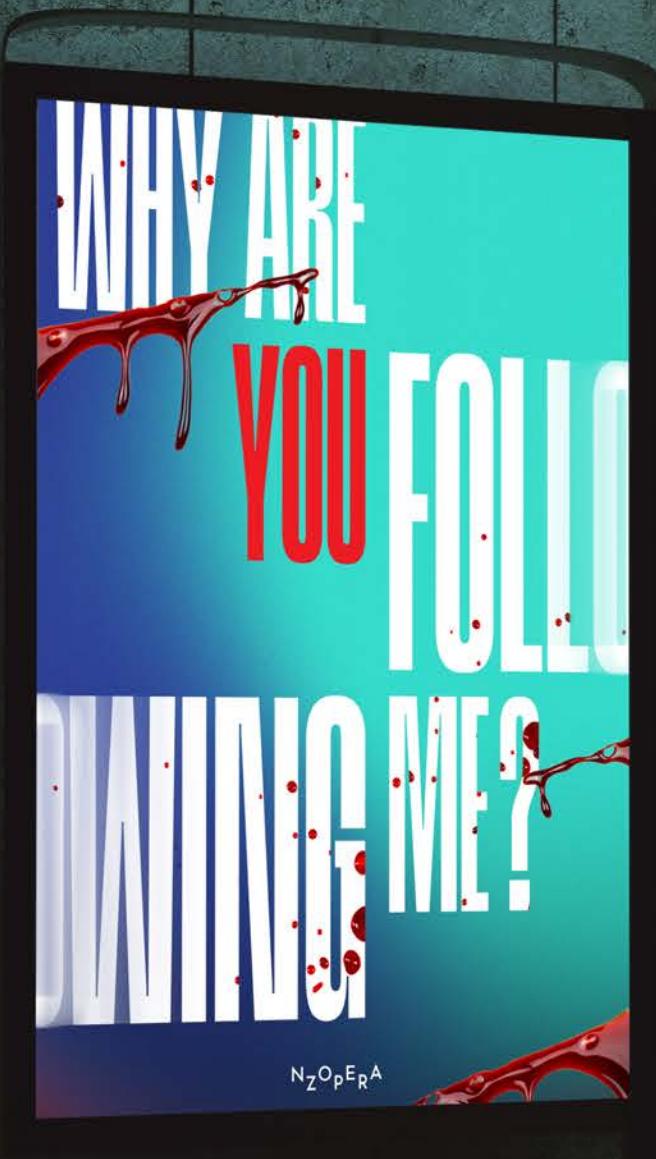
# NZ OPERA: MACBETH

## BACKGROUND

The New Zealand arts sector has gone through a period of significant upheaval. Not only has COVID had a huge impact but opera is still seen as an elitist art form. We needed to broaden our audience and welcome more New Zealanders to the visceral experience that is opera.

## OUR APPROACH

With the launch of Macbeth, a world renowned production, we took the opportunity to convert more 'outsiders to insiders' by giving them a sense of the emotive experience exclusive to opera. And so the paranoid campaign was born. Every piece of communication accused the audience of watching it, listening to it or following it. The paranoid Macbeth became even more paranoid - he could see the dagger in your smile. In effect, you became emotionally connected to the campaign.



## NZ OPERA - MACBETH



Posters



OOH



Digital



# AUCKLAND TRANSPORT: 50% OFF PUBLIC TRANSPORT

## BACKGROUND

On the back of lockdowns and the cost of living crisis, the government launched half price public transport fares nationwide. This was a unique opportunity for Auckland Transport to drive non-public transport users onto public transport. To trial it. To embrace it. To become loyal advocates who encourage friends and whānau to view Auckland Transport's public transport as the super easy, low cost way to travel around their city.

AUCKLAND TRANSPORT 50% OFF PUBLIC TRANSPORT

## OUR APPROACH

The opportunity was to shift public transport from a rational, passive, grudge decision to an emotional, active, positive one. Shifting people from other modes to public transport requires a behaviour change and attitude shift. So it made sense to leverage behavioural science alongside one big emotive idea that would underpin a number of communication phases and messages.



AUCKLAND TRANSPORT 50% OFF PUBLIC TRANSPORT



## AUCKLAND TRANSPORT 50% OFF PUBLIC TRANSPORT



# MINISTRY OF HEALTH NZ: NATIONAL BOWEL SCREENING PROGRAMME

## BACKGROUND

In November 2021, Bright Sunday was made the contract holder for this piece of work. This was the first time that a national campaign was being developed. Previously, District Health Boards managed their own promotional campaigns. The eligible audience for the programme is adults aged 60 to 74 years old. While bowel cancer is the second highest cancer leading to death, public awareness of it and the screening programme is very low. There is also tension about the age range for the programme with more younger people being impacted by it. For Pacific people there are the add cultural challenges around discussing this health issue openly.



### OUR APPROACH

Using a co-design process, we were able to prioritise research and explore the themes from this with the priority audiences. This process allowed for robust discussions and development that allowed for key insights to emerge. These insights then shaped the campaign strategy. Working in this way meant we had real time access to the views of our priority audiences. It also meant that the work was very relational. Upon agreeing on the campaign strategy, we were able to build and develop a comprehensive media plan and creatives. This included developing content across 11 languages including English, Te reo Māori, Cook Islands, Fiji, Kiribati, Niue, Rotuman, Samoan, Tongan, Tokelau, and Tuvalu.

## MINISTRY OF HEALTH NZ: NATIONAL BOWEL SCREENING PROGRAMME



Posters



Brochure

# MINISTRY OF HEALTH: COVID-19 PACIFIC RESPONSE CAMPAIGN

## BACKGROUND

In March 2020 Bright Sunday was contracted by the Ministry for Pacific Peoples (MPP) and Department of the Prime Minister and Cabinet (DPMC) to create and deliver a multimedia campaign for COVID-19 to reach Aotearoa's Pacific population of over 381,000 people. With the virus quickly spreading and claiming lives around the world and in Aotearoa, the need to reach and disseminate accurate and clear information was one of the most important briefs our team at Bright Sunday had ever received.

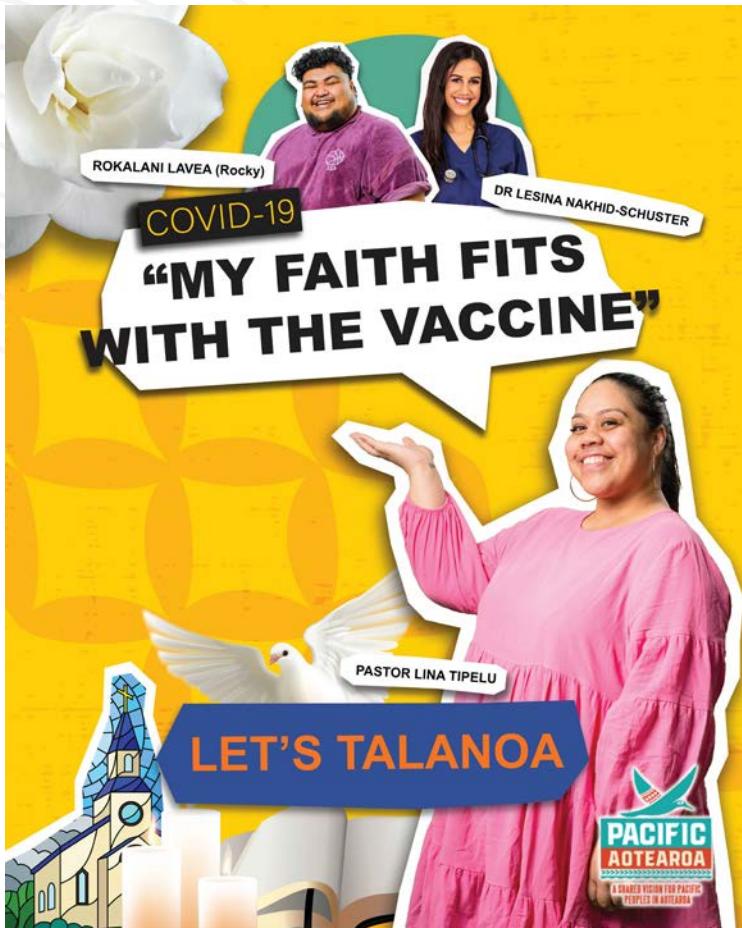


## OUR APPROACH

Upon receiving the brief, we needed to understand what information and resources were already in the market to get a better understanding about information quality and gaps. Undertaking a communications audit, we identified an absence of resources and content available for Pacific language speakers and readers. Māori and Pacific peoples were identified as populations that would likely be most vulnerable and adversely impacted by COVID-19. As such, there was an urgent need to ensure they were engaged and informed so they could make informed decisions. With many of the older population limited in their use and understanding of the English language, there was a need to address this.

Ensure Pacific language speakers had access to accurate information in a timely manner so they could understand what was happening and comply with the Government's directions and instructions to keep themselves safe and well.

## MINISTRY OF HEALTH: COVID-19 PACIFIC RESPONSE CAMPAIGN

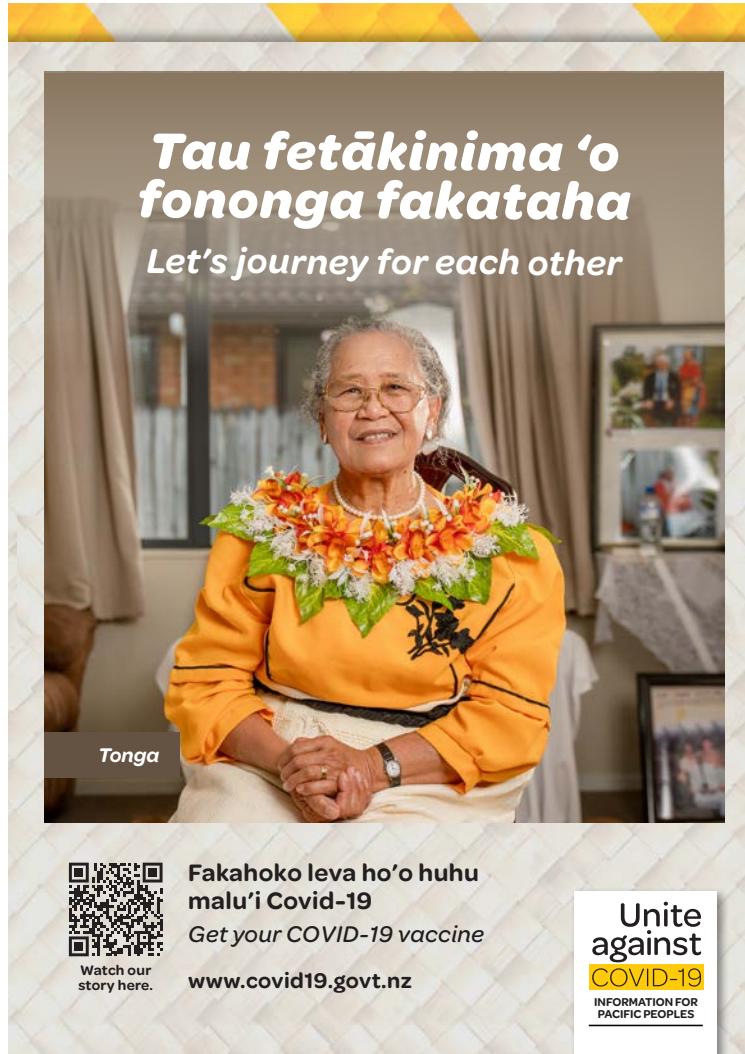


Digital

Instagram



MINISTRY OF HEALTH: COVID-19 PACIFIC RESPONSE CAMPAIGN



Posters

# AUCKLAND COUNCIL: AK HAVE YOUR SAY

## BACKGROUND

Auckland Council had a visionary plan for the future of Auckland – for its people and for the city's growth. This brief was about the next 30 years, and specifically, the 30 days of March 2018. In March, 2018, Auckland Council was bringing together its four key plans for Auckland into one public consultation.

This was an opportunity for Aucklanders to 'have their say' on the 30 year Auckland Plan, Long Term Plan for Auckland, Waste Management Plan, Regional Pest Management Plan.



## OUR OBJECTIVE AND GOALS

Our goal was simple: To engage a diverse range of Aucklanders and make sure they were aware that 'now' was the time to "have your say".

### Auckland-wide engagement

#### Ensure:

56% of Aucklanders 15-76 are aware of the opportunity to "have your say", delivering core measures of Council's Trust and Confidence.

### Segment engagement

#### Gain feedback from:

Maori (870)  
Pasifika (1600)  
Asian (2600)  
Youth (1600)  
Disability (Benchmark)  
Rainbow (45)

### Campaign Metrics

#### Achieve targets by:

Leveraging insight  
Communication strategy  
Cultural relevance  
Media strategy  
Digital and social



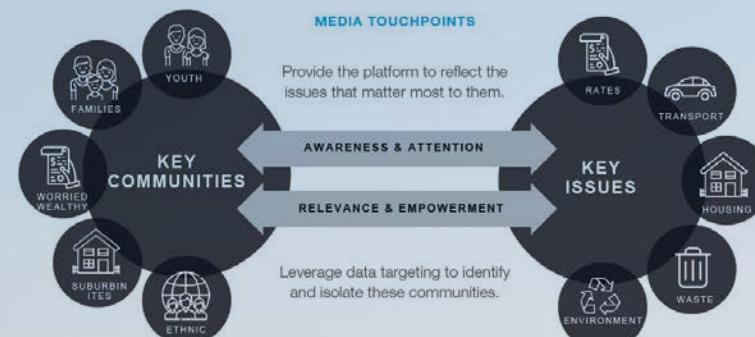
## OUR STRATEGY: A CONSULTATION BRAND PLATFORM

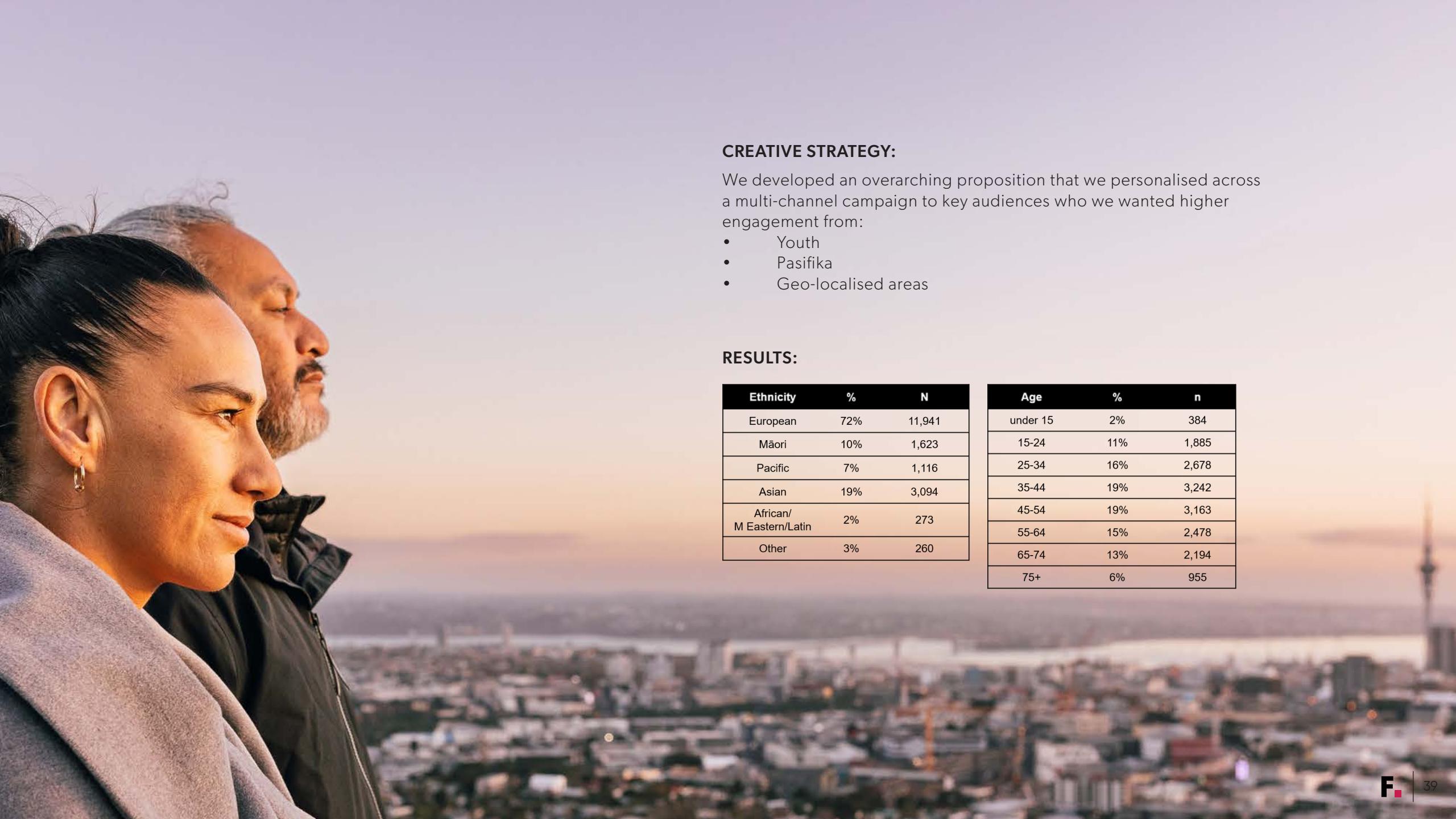
We knew that the idea of participating in an Auckland Council Consultation wasn't of immediate interest to your average Aucklander.

The challenge therefore was to build a "consultation brand platform" that was fresh, honest, exciting and most importantly relatable.

By utilising a creative execution that incorporated real people with real consultation issues, we were able to illustrate "every Aucklander's opinion does matter, and that now was the time to speak up."

With a multitude of issues being consulted on across a full spectrum of media channels we decided that developing a creative template was the best way to produce the multiple creative outputs.





## CREATIVE STRATEGY:

We developed an overarching proposition that we personalised across a multi-channel campaign to key audiences who we wanted higher engagement from:

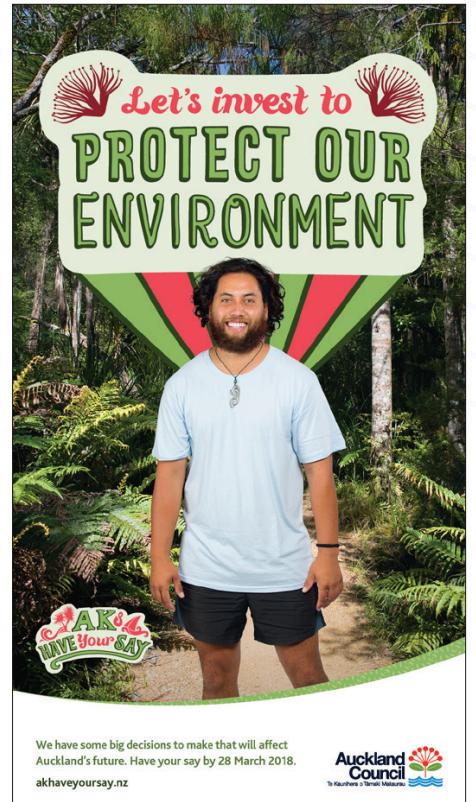
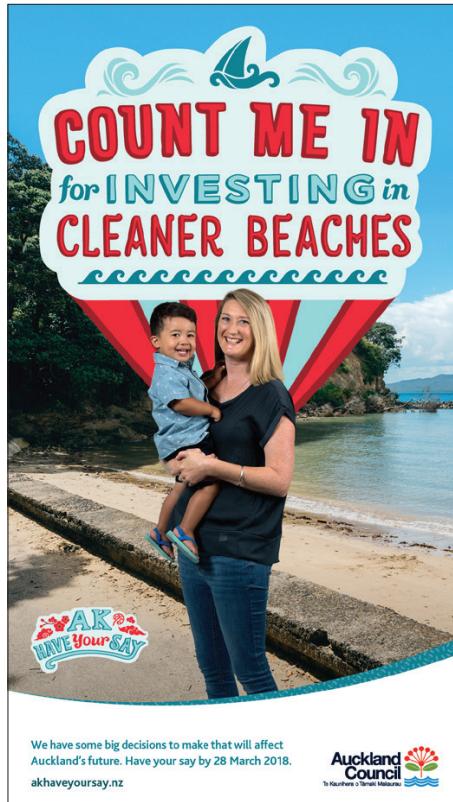
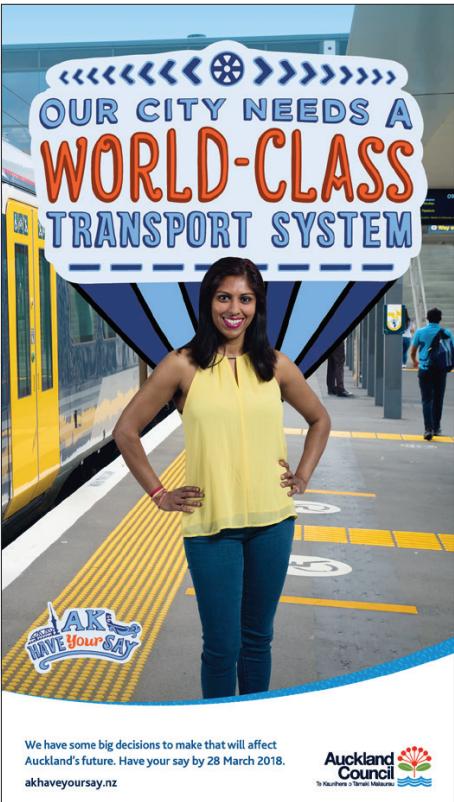
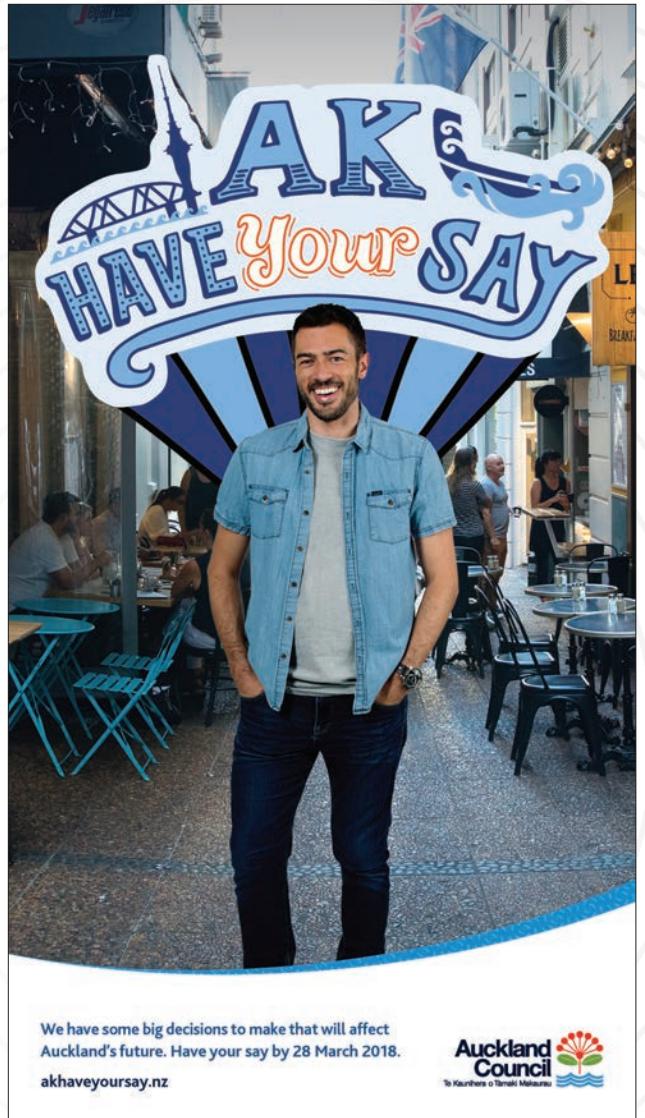
- Youth
- Pasifika
- Geo-localised areas

## RESULTS:

Ethnicity	%	N
European	72%	11,941
Māori	10%	1,623
Pacific	7%	1,116
Asian	19%	3,094
African/ M Eastern/Latin	2%	273
Other	3%	260

Age	%	n
under 15	2%	384
15-24	11%	1,885
25-34	16%	2,678
35-44	19%	3,242
45-54	19%	3,163
55-64	15%	2,478
65-74	13%	2,194
75+	6%	955

## AUCKLAND COUNCIL: AK HAVE YOUR SAY



Adshels

# AUCKLAND COUNCIL WHANAU

## BACKGROUND

There was a real need to increase the Auckland Council Group (ACG) brand equity - creating more recognition, awareness and positive attribution back to the ACG. The task was to introduce Aucklanders to 'the Auckland Council whānau'; the collective group working together to provide the services that make Auckland a great place to live and a city we can all be proud of.



### OUR APPROACH

Our solution was to reveal the surprising 'gigantic' numbers of Aucklanders who participate in all that our whānau has to offer, adding up to something far bigger, something certainly worth celebrating - and all under the umbrella of 'part of the Auckland Council whanau'. By connecting the things we love about our city, with the sheer number who get to regularly enjoy them, the 'ohh so many...' campaign was born. Allowing Aucklanders to really connect emotionally with the whānau for the first time.



Every year

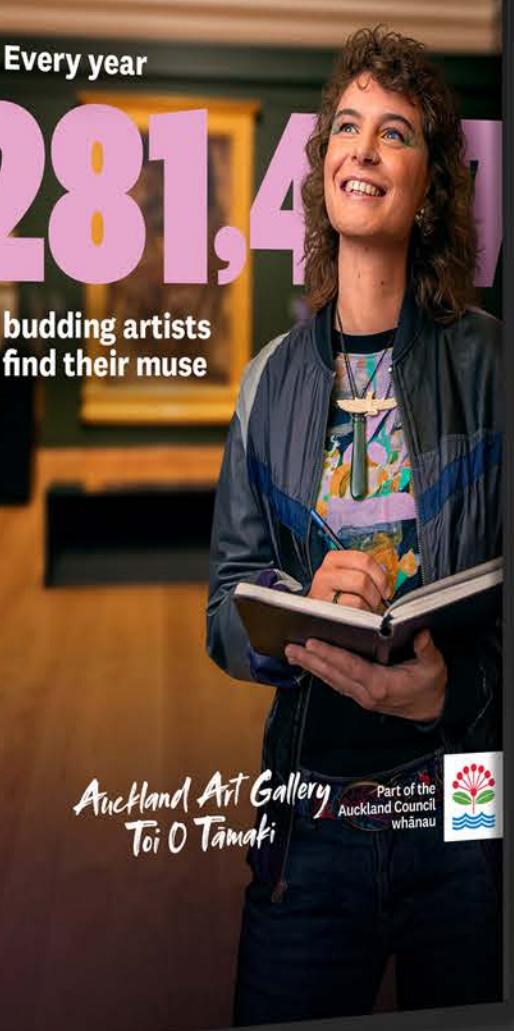
**281,411**

budding artists  
find their muse

Auckland Art Gallery  
Toi O Tamaki



Part of the  
Auckland Council  
whānau





# TRUE HONEY: WEBSITE

## BACKGROUND

The True Honey Co. is a New Zealand owned business specialising in premium-grade Mānuka honey. They even produce the world's most expensive honey. The brand required a new aesthetic that aligned with their premium status. They also required a secure e-commerce platform that would integrate with European and Middle Eastern markets, and connect with different fulfilment, inventory, social and marketing backend systems.



## OUR APPROACH

We began with a photoshoot in the most remote parts of New Zealand. This allowed us to create a new look and feel that elevated the True Honey brand.

We also explored a range of different e-commerce options. Looking at the existing site analytics, user testing results and incorporating clear success metrics, we redesigned and built the site from the ground up. We were able to tell the True Honey story, as well as create seamless consumer journeys from arrival to purchase.

All with spectacular results.

The image shows a MacBook and a smartphone displaying the website for "THE TRUE HONEY CO.". The MacBook screen shows the homepage, featuring a large headline "The world's most rare & precious Mānuka honey.", a product image of a jar of "Rare Harvest" Mānuka Honey (1700+ MGO) next to its packaging, and a "SHOP NOW" button. The smartphone screen shows a page titled "Which Mānuka honey is right for me?", asking the user about their usage (Cooking, Everyday Wellbeing, Topical Care, Beauty), and comparing two products: "300+ MGO UMF00" (250g \$51.91) and "300+ MGO UMF00" (400g \$95.13), each with a "VIEW" button.

THE  
TRUE  
HONEY  
CO.

SHOP OUR HONEY OUR STORY OUR PARTNERS FAQ BLOG CONTACT

**The world's most rare & precious Mānuka honey.**

At 1700 + MGO / 31 UMF® – Rare Harvest has been tested and measured to be the highest rated Mānuka honey... Ever.

SHOP NOW

Rare Harvest MĀNUKA HONEY 1700+ MGO

LIMITED EDITION 187 of 1000

MĀNUKA HONEY 1700+ MGO

Rare Harvest MĀNUKA HONEY 300+ MGO UMF00

MĀNUKA HONEY 300+ MGO UMF00

300+ MGO UMF00

300+ MGO UMF00

250g \$51.91

400g \$95.13

VIEW VIEW

Which Mānuka honey is right for me?

I'll be using this for:

COOKING EVERYDAY WELLBEING  
TOPICAL CARE BEAUTY

RESET

MacBook

# TRUE HONEY WEBSITE PHOTOGRAPHY





# AUCKLAND UNLIMITED: ICONIC EATS

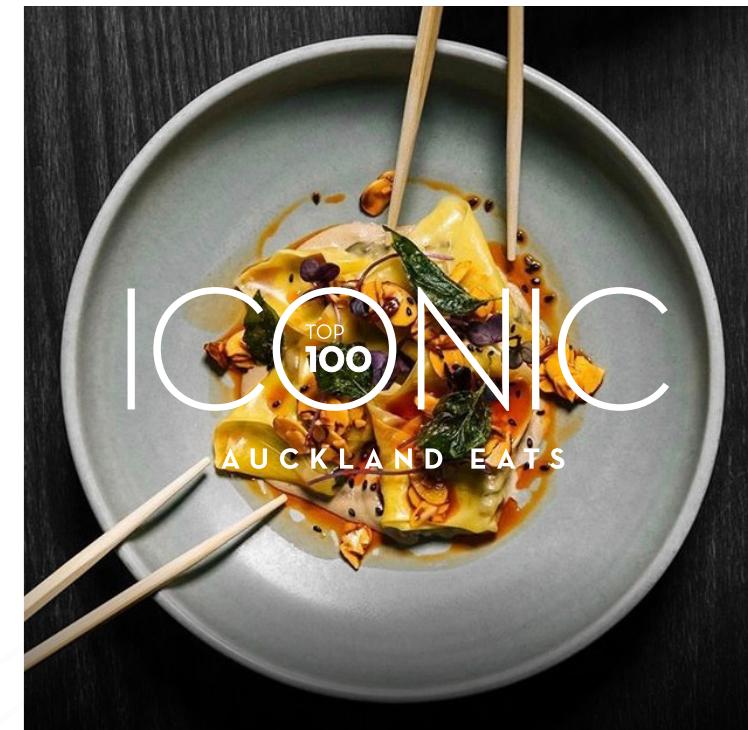
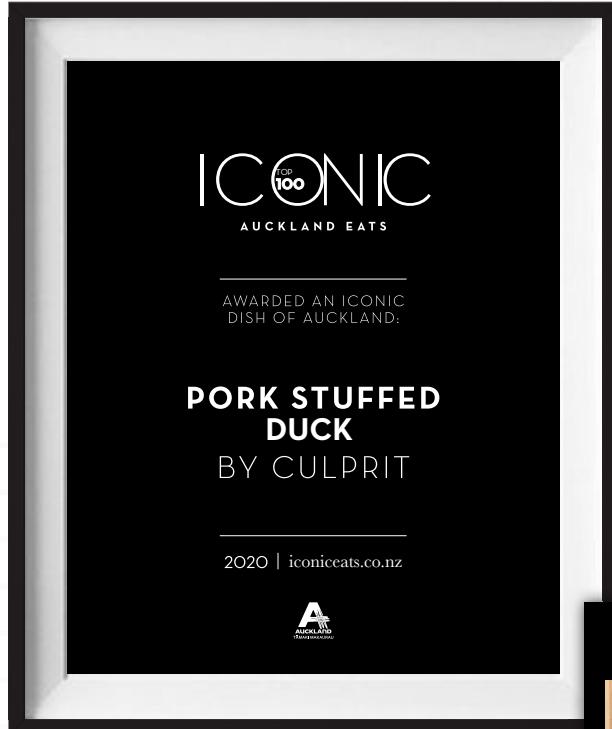
## BACKGROUND

With a business strategy to encourage domestic and international tourism to visit, invest and live in Auckland, we needed to deliver a campaign that shone a light on the Auckland food scene, driving success in the gastronomy field.

### OUR APPROACH

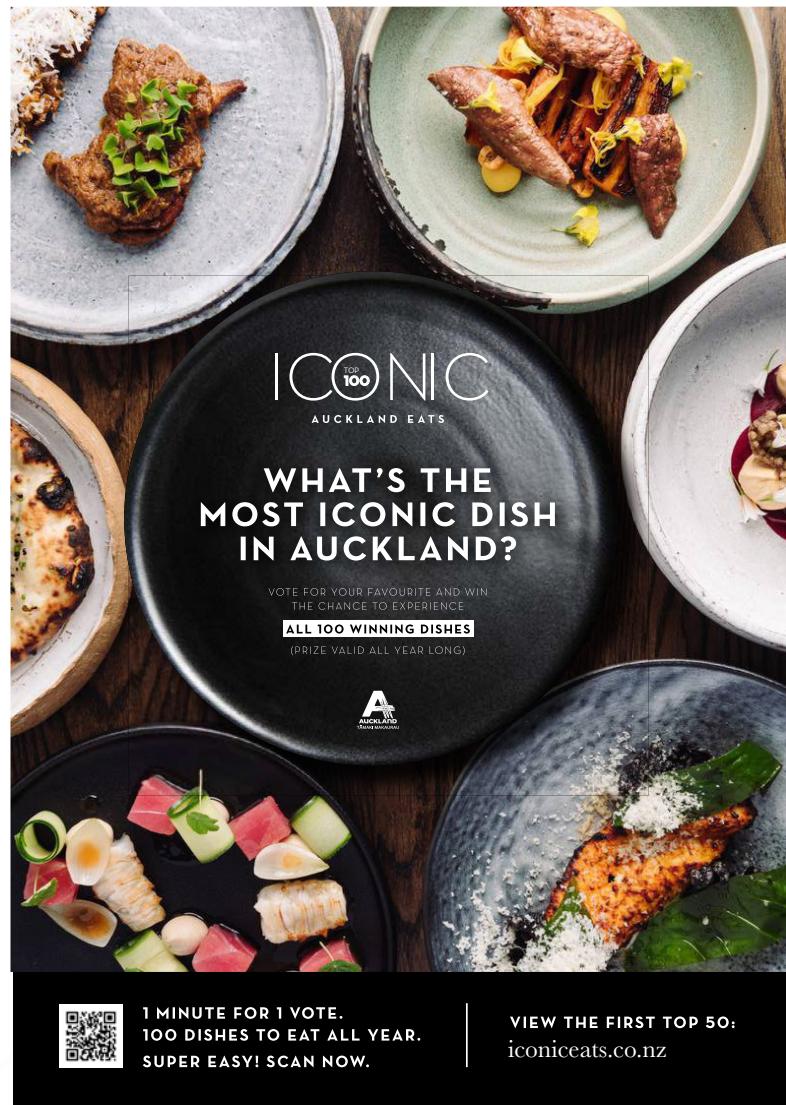
To develop a new brand platform based on 100 iconic eateries across Auckland, using and leveraging 50 ambassadors / editors / personalities to launch the idea. In communicating this brand to the target audience, we created a visual identity for this curated list of 'Iconic Eats', making the platform an icon amongst foodies.







The poster features a close-up photograph of a dish served in a light green bowl, garnished with green onions and a drizzle of sauce. Two wooden chopsticks rest on the edge of the bowl. The background is a dark, textured surface. At the top left is the Auckland logo (A with 'AUCKLAND' and 'TĀMĀR MAKĀURAU' below it). In the center, the word 'ICONIC' is written in large, bold, white letters, with 'TOP 100' in smaller letters above it, and 'AUCKLAND EATS' below. Below the dish, the text 'WHAT'S THE MOST ICONIC DISH IN AUCKLAND?' is displayed in large, white, sans-serif capital letters. At the bottom, the text 'VOTE FOR YOUR FAVOURITE AND WIN THE CHANCE TO EXPERIENCE ALL 100 WINNING DISHES (PRIZE VALID ALL YEAR LONG)' is shown in white. A QR code is at the bottom left, and 'VIEW THE FIRST TOP 50: iconiceats.co.nz' is at the bottom right.



The poster features a grid of five different dishes arranged on various plates (light green, dark grey, black) against a dark wooden background. The central dark grey plate contains the same text as the first poster: 'ICONIC TOP 100 AUCKLAND EATS', 'WHAT'S THE MOST ICONIC DISH IN AUCKLAND?', 'VOTE FOR YOUR FAVOURITE AND WIN THE CHANCE TO EXPERIENCE ALL 100 WINNING DISHES (PRIZE VALID ALL YEAR LONG)', and the Auckland logo. At the bottom, there is a QR code and the text 'VIEW THE FIRST TOP 50: iconiceats.co.nz'. The dishes include what appears to be a piece of meat with vegetables, a fish dish with a lime wedge, a salad with a dark dressing, and some rolls or skewered items.

# Ngā Mihi