

"FOCUS AND SIMPLICITY. ONCE YOU GET THERE,  
YOU CAN MOVE MOUNTAINS." *steve jobs*

FEDERATION.



**On behalf of our team at Federation, thank you for inviting us to share our vision and ideas for the future of the TSB brand.**

**One of the greatest visionaries of the modern world summed up the opportunity in front of us perfectly when he said, 'Think different.'**

This is a moment in time for TSB to claim your future and influence an entire nation, even lead the world of banking with new optimism and a new attitude.

Since taking your brief, we've talked with your audience for

critical insights and influences into our approach. We've listened closely to you and your partners. Collaborating, stress-testing and adjusting our approach continually.

**We've also brought together some of New Zealand's most acclaimed and internationally awarded creative and brand thinkers into one team. And we're dedicating them to you.**

Creative leaders. Digital and Design leaders. Customer Strategists. Digital Automation and CX Specialists. Channel multi-

disciplinarians. People who will work closely and collaboratively with your people to deliver this amazing once in a lifetime opportunity for TSB.

**Together, we'll provide you the genuine agility and intellectual horsepower needed to move at speed, with excellence and intellectual acuity.**

**Welcome to tomorrow.  
A new world for TSB.**

# Shapeshifting TSB.

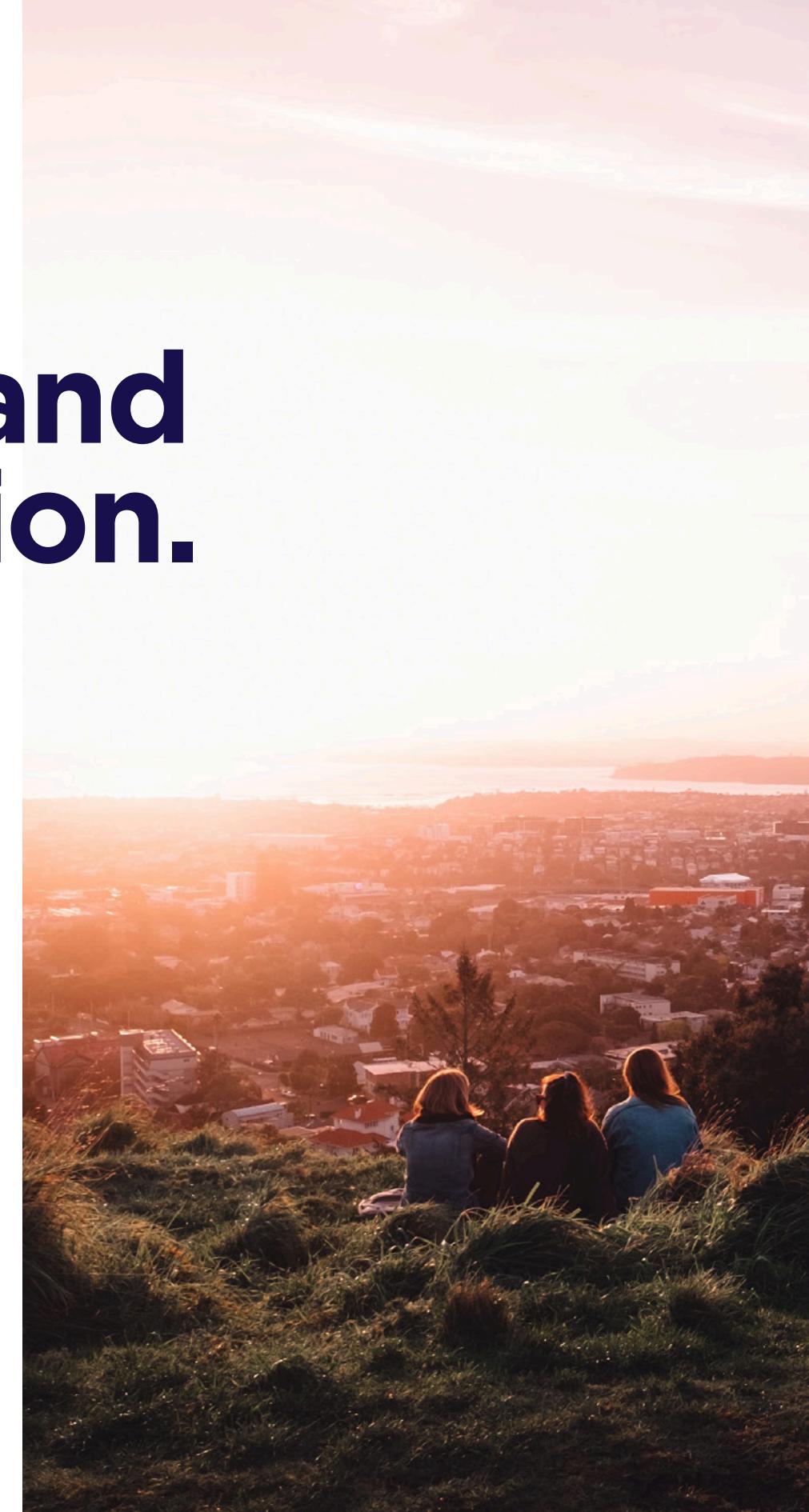
# A time to be courageous and lead with vision.

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The foundations of this brief started in 2020 when the world changed forever. Suddenly, everyone in the world found out what a success story New Zealand is.

This little-known country of ours at the bottom of the world, used its abundant cache of smarts to shift itself ahead of all of the smartest nations. And suddenly we were there. At the top. Our island nation went global, big time. As a country. As people. As brand New Zealand.

This is the same opportunity TSB has with this incredible, once in a lifetime brief. For all New Zealanders to see that there's something about TSB that's ahead of the world too... ahead of the other banks. And hell, while we're at it, why not get ahead in the world of banks and carve a name for ourselves.





# A time to shape-shift the future of your brand.

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Your opportunity starts with a problem. New Zealanders may know about TSB but are not choosing you.

**They need to be inspired with a compelling new brand platform that shifts awareness into active consideration and choice.**

Your brand connects with a stereotypical, heartland Kiwi audience that reduces your brand appeal to progressive new customers.

**A single unifying idea is needed to consistently build expertise, confidence and mana in the TSB brand.**

# A time to dare and win.

A highly focused play to steal home lending share will reap HUGE rewards over the next 5 years.

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BANK	NET PROFIT \$M	
	2021	2026
ASB	811	711
BNZ	957	857
ANZ	1017	917
Westpac	1041	941
Kiwibank	57	457
TSB	?	→ ?

# How TSB will win.

An exciting new growth-driving strategic and creative brand platform for a world-class bank.

# Exciting and Pragmatic.

The TSB brand challenge is large and complex. We need to define the problem in a way that makes it seem as simple and, perhaps ironically, as small as possible.

Then be equally focused in articulating the solution. If we can't sum up the strategy powerfully and succinctly, and separately from a communications idea, then we haven't got a solution that's built to last.

Equally, we only have a solution if it can then easily explode into the myriad ways a modern service brand needs to express itself. A great brand marketing idea must be both exciting and pragmatic. We have to grab attention, but it's not enough to grab attention once. Especially

when we need to significantly change existing brand perceptions.

Our core strategy has to be easily applied across messages, audiences, channels and, very importantly, time. Consistency and longevity are a marketer's greatest friend and, as unsexy as it might sound, both depend on the brand idea being 'easy to use'. This is why so many new brand platforms don't achieve their goals.

We now present to you our problem-solving approach, and an 'Exciting and Pragmatic' recommendation...

# It's all about Identity and Expertise.

From a brand marketing perspective, TSB's challenge comes down to two very basic aspects; 'Identity and Expertise'. Or more usefully, perceptions of 'Identity and Expertise'.

Perception is, of course, everything. And when the tangible differences between the products and services of various brands are quite small, as they are between TSB and your five biggest competitors, perception becomes even more important.

**Identity;** (your audiences' identity) is a much more important way to consider a brand's appeal than simple emotional connection, or likability. For any potential customer, a big part of choosing a brand is what that brand says about you, even if this important thought often goes unspoken. 'Does this brand project the identity I want to project?'

**Expertise:** This is very much intertwined with identity. It's tempting to think it's the entirely rational part of your challenge, as it tends to lean more heavily on tangible substantiation. But for brand marketing the main role of substantiators is usually symbolic. The most effective approaches don't depend on detailed explanations of tangible points of difference or, equally importantly, having numerous product and service differentiators fighting for mind-space. It's generally best achieved with fewer, more memorable examples. Many of these substantiators are often features that the audience might never take advantage of, but they still help strongly position the brand.

**TSB has many great product and service features and benefits to talk about. The opportunity is in selecting a few, particularly distinctive examples that TSB can own. And to link these to the compelling identity we create.**



**MITRE 10**



#### EXAMPLES OF IDENTITY:

The Subaru brand says 'I love the great outdoors. It is my playground.'

Mitre 10 says 'I'm capable and independent, I can do it myself'.

Red Bull says 'I am young, energetic, and pushing myself to live on the edge'.

#### EXAMPLES OF SUBSTANTIATORS:

Subaru All Wheel Drive. A useful feature with important benefits, although not unique, and most drivers rarely go off-road.

Mitre 10 Easy As. Used in large numbers by a particular audience segment, but EA awareness boosts brand preference for all.

Vodafone Ninja. A 'trick' for branding expert staff that, with focused, high-profile advertising, dramatically boosted service and expertise perceptions, plus many other measures.

Mercury e-bike programme. Whilst uptake of e-bikes has been strong, most customers will never buy one. But this high-profile, integrated marketing focus drove brand measures and profit.





# and welcome to our world.

**The next 3 years are TSB's. A one-off moment to seize  
your advantage, disrupt the banking landscape and lead.**

**The world is a different place. Your category is ripe for  
the taking.**

It's why for TSB, we've consulted, collaborated and ideated.  
To bring you a brilliant solution that seamlessly brings to life  
a compelling new beginning for your brand. And an exciting  
new journey for TSB customers.

**Welcome to our world. And welcome to the future of  
TSB with FEDERATION.**

# TSB's ambition is to be recognised as the easiest bank in New Zealand to deal with.

TSB customers absolutely love you for your low rate products and highly personal customer care. But your brand is suffering from 'short-termism'. When you don't advertise, nothing happens.

New Zealanders don't know what to think, when they think of TSB, or they think the wrong thing altogether and think of you as an oldish small bank from a town

somewhere in New Zealand. This is reinforced by the current age of your customers too which is 51!

**You're on a mission to become known for being the easiest bank to deal with. Transforming from the inside out to become New Zealand's leading edge in digital and customer experience.**

# So we wanted to start with our ambition for you: **From 2.7% to 5%** **within 3 years.**

Becoming the bank of choice for more New Zealanders within 3 years. Success for TSB will start right at the start...

**With a killer proposition and creative platform that gives TSB the X factor to break the category and LEAD.**

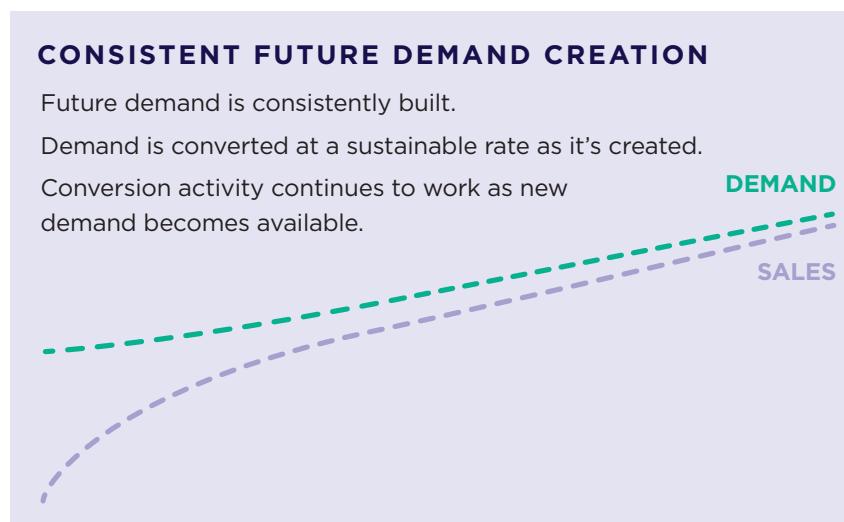
**It's a once in a lifetime opportunity.  
To find the cultural tension.  
And take a strong point of view.  
Deliver it clearly and consistently.  
Building an iconic brand world.**



# Capturing existing and future demand.

Truly valuable and successful brands are not built overnight. Our strategy for TSB is designed to harvest existing market demand while building ‘compounding interest’.

**A consistent, future demand pipeline of customers already converted via a distinctive, purposeful brand.**



## Existing demand is people who are ‘in the market & ready to buy now’.

They are a relatively small group at any one time and TSB’s brand already talks to them through performance-based, bottom-of-funnel marketing. This perpetuates a vicious circle of interesting the audience in rate only.

**Our bigger goal is creating future demand. Which connects people to TSB’s brand at the top of the funnel. A future demand strategy ensures they’ve been primed to prefer TSB, even if they’re not in the market for some time.**

They are a much, much larger audience. Shifting their preference through awareness and interest, the top of the funnel, enables TSB to shift to Power Player in the category within 3 years.

To get there, they need to become familiar with the brand and develop a connection with it, so that when they enter the market, they’ll choose TSB.

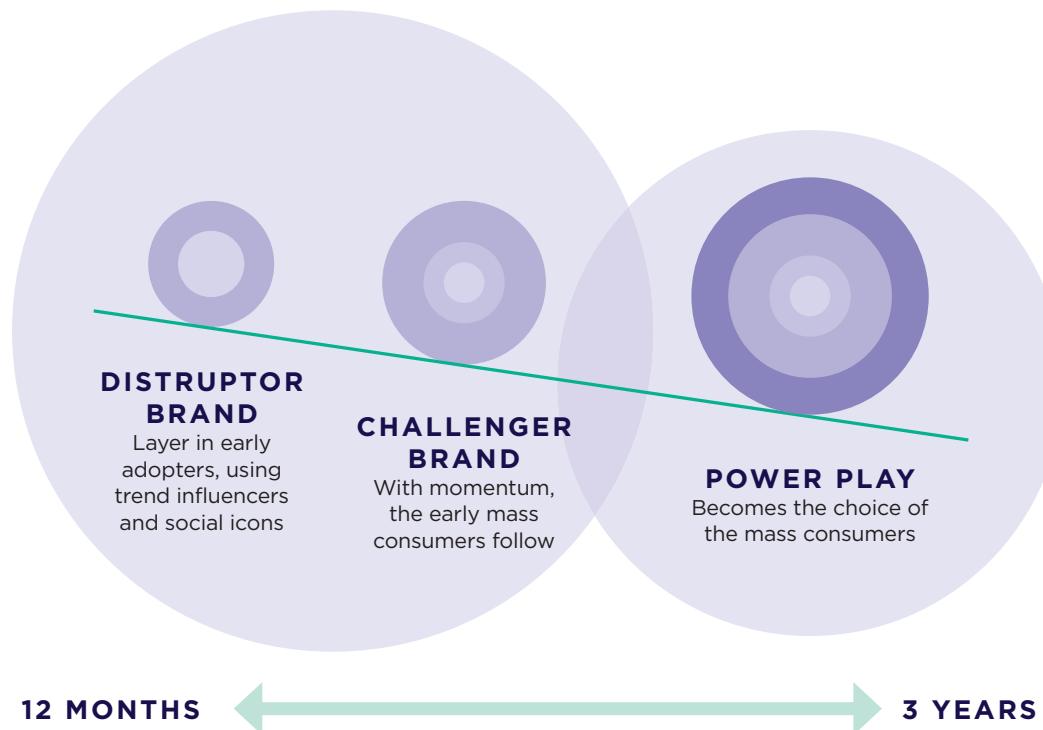
AND OUR 3 YEAR GOALS FOR YOUR BRAND

# Shift TSB to category Power Player.

We've leveraged the 'breadcrumbing approach' of your brief by creating a transformation over 3 years that harvests both your existing demand while building future demand. Shifting your brand from 'follower':

**To the Disruptive Challenger of the category over the next 12 months.**

**To become a Power Player within 3 years.**



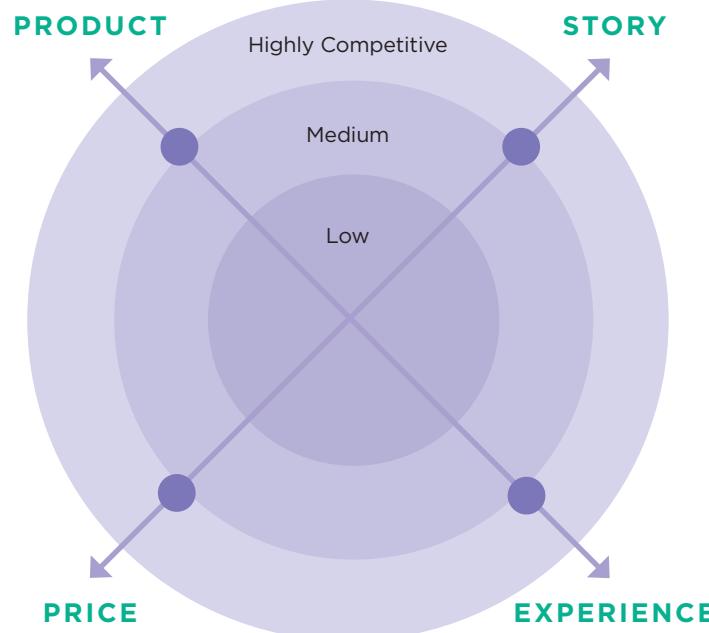
# Transformation into a Power Player starts with the truth.

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Our brand platform starts the truth about who you are.

**The proof points of what TSB makes, how you deliver to customers, and why you do what they do.**

The proof points and brand truths that shift TSB to 'highly competitive' in your category.



### CHALLENGE #1

**You're not (yet) famous for the 3 things that matter most to people choosing their bank.**

**Easy.** Is the white space for TSB to own as a leader challenger brand.

But 'easy' has to be backed up with clear proof points that stand up to the challenge...

Easy is a rational promise.

You need depth and emotional resonance baked in too.

A genuine emotional umbrella/hook, that builds in best-in-class functionality.

### CHALLENGE #2

**You're perceived as a small bank. But maybe we can separate 'small' from 'regional'.**

**We'll take the attitude of agile and nimble, but leave the label of small behind thanks.**

Agile and nimble are authentic proof points. They're your brand truth behind 'quickest and easiest'.

Easy and nimble set you apart from the rest (Westpac big monster).

And as you grow, it's your attitude that remains, rather than a context to your size.

**The hallmark of many challenger brands too.**

### CHALLENGE #3

**Can you be more 'Topp Twins' than 'Bene'? Can you down-age from 51-35?**

**Yes. And yes.**

Younger audiences have been primed already. They've embraced a new generation of 'easy' with the likes of Afterpay, Skinny & Sharesies.

We'd like to see TSB's brand fronting up as a more youthful challenger with genuine attitude.

The Enlightened Zagger. The Democratiser. The Real & Human Challenger. The Next Generation Challenger.

**How do you feel about challengers as disruptors?**



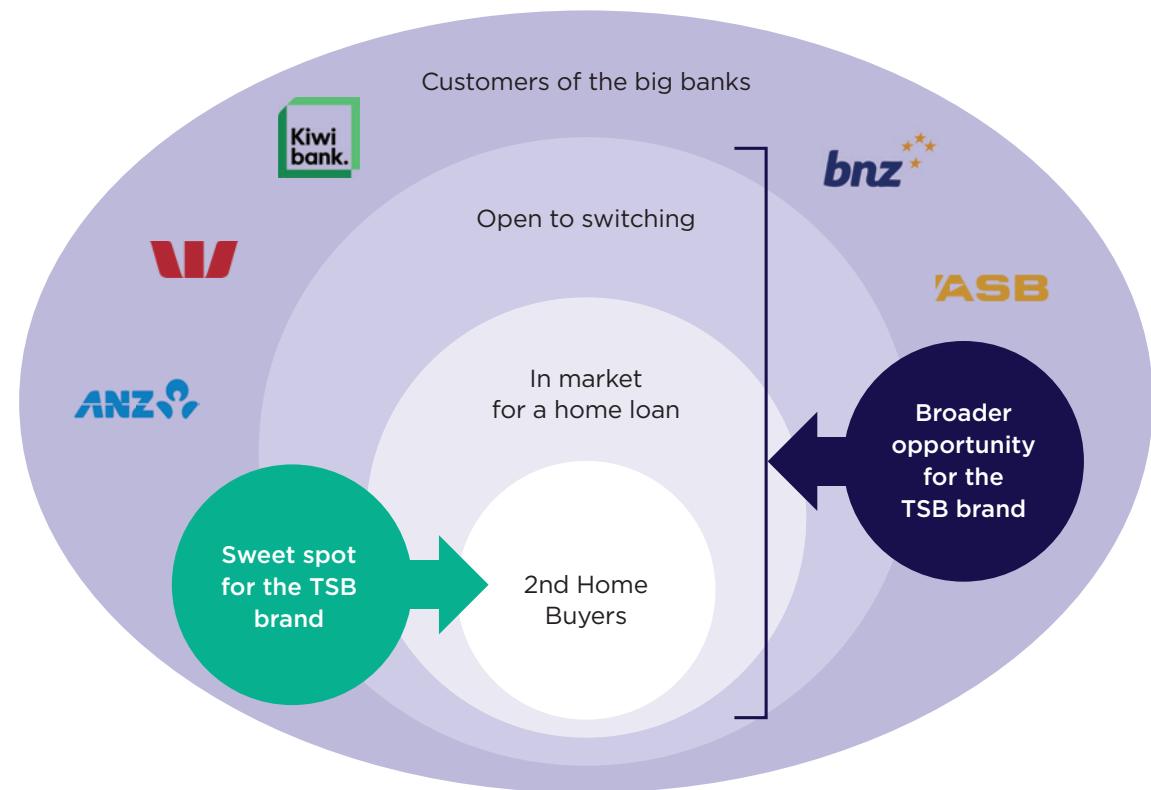
# Target Audience.

# Our strategy targets customers of 'the big 5'.

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When it comes to getting a home loan, they have done it before, know what's involved and are confident enough to consider switching their mortgage to another bank, if it feels right and the offer is good enough.

To make sure they choose TSB, we need to demonstrate we understand them, their lives and their unique emotional and rational drivers.

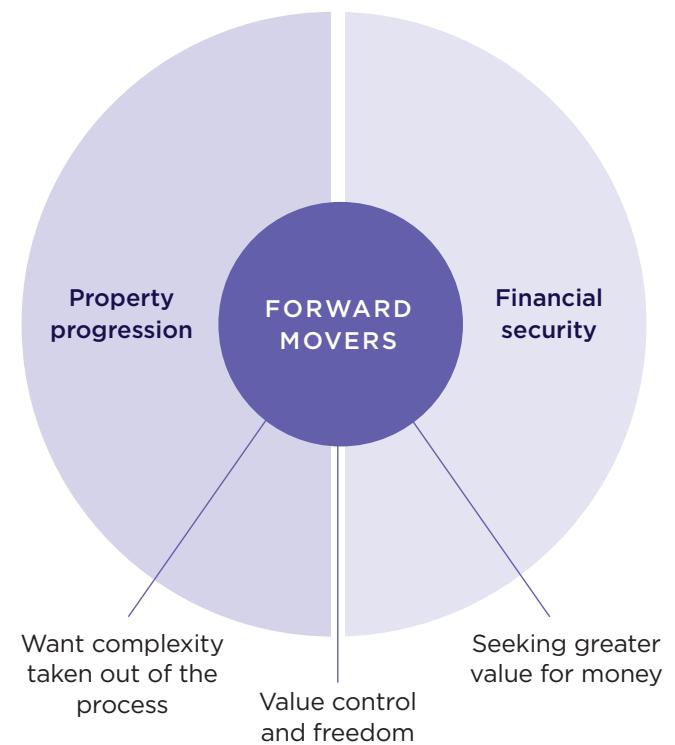


# The brand target: A psychographic bullseye.

Our ideal customers want to progress in life. Their focus is on bettering their lot and they believe in the idea of earned success.

**They work hard for their money and they're proud of their first home. They want to make sound decisions because they get overwhelmed by the home loan application process. They feel uncertain and lack confidence.**

They are looking for the right advice and help to help them get to the next stage of their lives. They are confident but know they don't have all the answers and they understand it's smart to seek out those who can help them make the right decisions. **They are looking for a bank who will empower them on their journey, give them the confidence they are getting value and who they feel they can rely on.**



WITH A BRAND BULLSEYE OF:

## Second Time Home Buyers

# Life.

The last few years have been full on. But have also been a time of self-reflection, thinking about what we really want out of life, what really matters to us.

Recent events including COVID, rising cost of living and geo-political instability have led to a sense of gloom where economic optimism has been slipping: just 28% were optimistic about the economy and 53% pessimistic. *Kantar Public poll 2022*

### Doubling down on what really matters

Despite the uncertainty of this backdrop, the last few years have been a time of self-reflection, thinking about what really matters and how we expend our energy, time and money. Now more than ever, people want to make sure they are making choices which are the right ones and they want clarity and honesty from brands to do so.

Essentially customers want answers to 3 simple questions when they choose a brand:

**Do I like and trust you?** Be authentic and real - no smoke and mirrors, no clichés.

**Do I matter to you?** Acknowledge you've understood their needs and provide reassurance they've made the right decision coming to you.

**Will you make my life better?** Consider how you talk to people (and make them feel) and what you do (products and services).

WITH A BRAND BULLSEYE OF:

## Second Time Home Buyers

# Brands.

They expect more from brands, thanks to the introduction of a new breed of digitally enabled services and seamless customer experience from brands like Uber and Netflix.

And the benchmark is continuously getting higher with people comparing great experiences across categories.

Not only do great experiences cement loyalty, truly meeting customer need and making life easier leads to an uptick in trust.

Traditional service organisations like banks are now struggling to keep up. We need to put customers first and deliver products and services that will delight, in a fast paced and ever changing environment.

It's not enough to get by on being Kiwi or being better for New Zealand - they want better prices, products and customer service.

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“

**During the hardest of times throughout the pandemic, the most trusted NZ brands have continued to build their customers' trust, not only by consistently responding to their customers' concerns, but also by expanding their services and product ranges to better meet the changing market and customer needs.**

”

*New Zealand's Most Trusted Brand survey 2022*

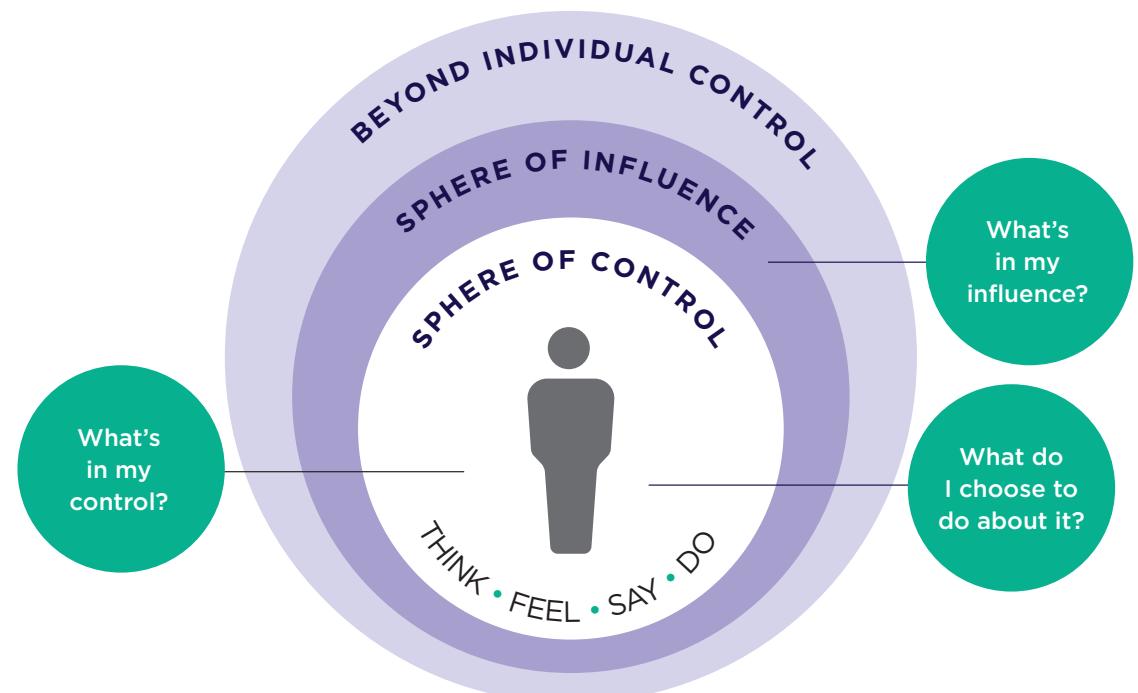
WITH A BRAND BULLSEYE OF:

## Second Time Home Buyers

# Finances.

While our audience is inherently confident in managing their finances, they want to make sure they are putting their money to good use in moving forward to achieve their goals, both short and long term.

Feeling secure for the future is an important dimension of financial wellbeing in New Zealand. Not only does this include an ability to meet everyday commitments it's also about how comfortable they feel about their financial situation and their resilience to sustain financial shocks, especially in an everchanging and uncertain environment. Making banking easy (and TSB an easy choice) will lead to a greater sense of financial control which will naturally buoy their innate confidence and optimism. All of which will contribute to a sense of financial wellbeing. Making our second home buyers feel their housing goals are within reach.



WITH A BRAND BULLSEYE OF:

## Second Time Home Buyers

# Banking.

However, when it comes to banking, they aren't feeling the love.



“  
**My bank hasn’t been that supportive. They changed their hours and there was no way I could go into the bank. I find that really unsupportive.**

”

“  
**There’s no clarity around stuff. They’re just like, no, sorry, you can’t do it.**

”

“  
**They were really happy to give me an overdraft but didn’t explain the impact on credit rating and their charges are really high. You know, they don’t really care.**

”

Source: Federation ‘Qualie’ Research

WITH A BRAND BULLSEYE OF:

## Second Time Home Buyers

# Home ownership.

Moving home is part of the plan. They have done it before so know how it works.

However while they may think buying a second home would be easier than buying the first that is not necessarily the case; the finance process might have changed, it might be difficult to get a loan approval and it might be hard to find a bank that suits your changing needs. While it's true that they might have more insight into the process and have a better idea of what to expect, second-time homebuyers actually face a whole new set of challenges ahead which can be made even more challenging if the process is a hard and stressful one.



“

**When we were selling our house they made it very difficult to process bridging finance. When we did sell they were bugging us about what we're going to do with it. So yeah, when they wanted something from us, they wouldn't leave us alone.**

”

Source: Federation ‘Qualie’ Research

# TSB's brand opportunity.

# The brand context.

## WORLD INSIGHT

Emerging from the pandemic, the world still feels unstable, out of control. Fake news is dominating our feeds and it's hard to know what's true anymore.

## TSB'S OPPORTUNITY

**Be the brand that connects with a sense of change to simplicity and honesty.**

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## CATEGORY INSIGHT

Getting harder, barriers, rules and regulations are on the rise.

## TSB'S OPPORTUNITY

**Be the brand that works hard to remove the friction, not add to it.**

#### BANK BRAND INSIGHT

Banking brands are overclaiming their role in people's lives.

#### TSB'S OPPORTUNITY

**Be the honest & authentic bank, that proves its worth through its actions.**

#### TSB BRAND

People only discover the TSB difference once they are a customer.

#### TSB'S OPPORTUNITY

**We need to unlock the TSB customer feeling and make people outside of the bank feel it.**

# The time is right for TSB.

**The banking category has never had more opportunity.**

The lay of the land is clear with all of the big 5 banks recently resetting their brands.

# Our brand force-field.



# We're up against this...

We need to find a unique place we can own  
that deploys big banks by default.



# and also up against this.

By reflecting the future of financial services; solving real problems,  
streamlined experience, digital centric, challenger brands driven by  
digital experience, utility.





# We want to become the new challenger of banking in New Zealand.

**Set ourselves apart from the other banks with a new attitude, boldness and sense of momentum.**

Leaving the big banks looking slow, out of touch and self indulgent.

# Be the game changer.

**Going** further than just challenging category convention

**Presenting** people with products or services that totally change how they see banking

**Shaking** the tree of the mighty incumbents

**Practising** intelligent naivety

**Questioning** everything

**Borrowing** from other categories

**Flipping** convention on its head

## EXAMPLES OF THE GAME CHANGER:

Not only do they change the way we think, Game Changers completely change the way we live our lives. Their systems, products, ways of working create an easier way for us to do something, even an easier way to live.



# A growth play in brand and customer identity.

The diagram on the facing page illustrates the essence of TSB's brand shift.

The vertical axis represents both the level of complexity TSB is moving away from and how you are moving to the easiest bank to deal with.

Horizontally, the Follower/Power Play scale represents the shift in perception of the TSB we want to achieve.

This represents the brand identity, or motivation, that our target audience are most likely to align with.

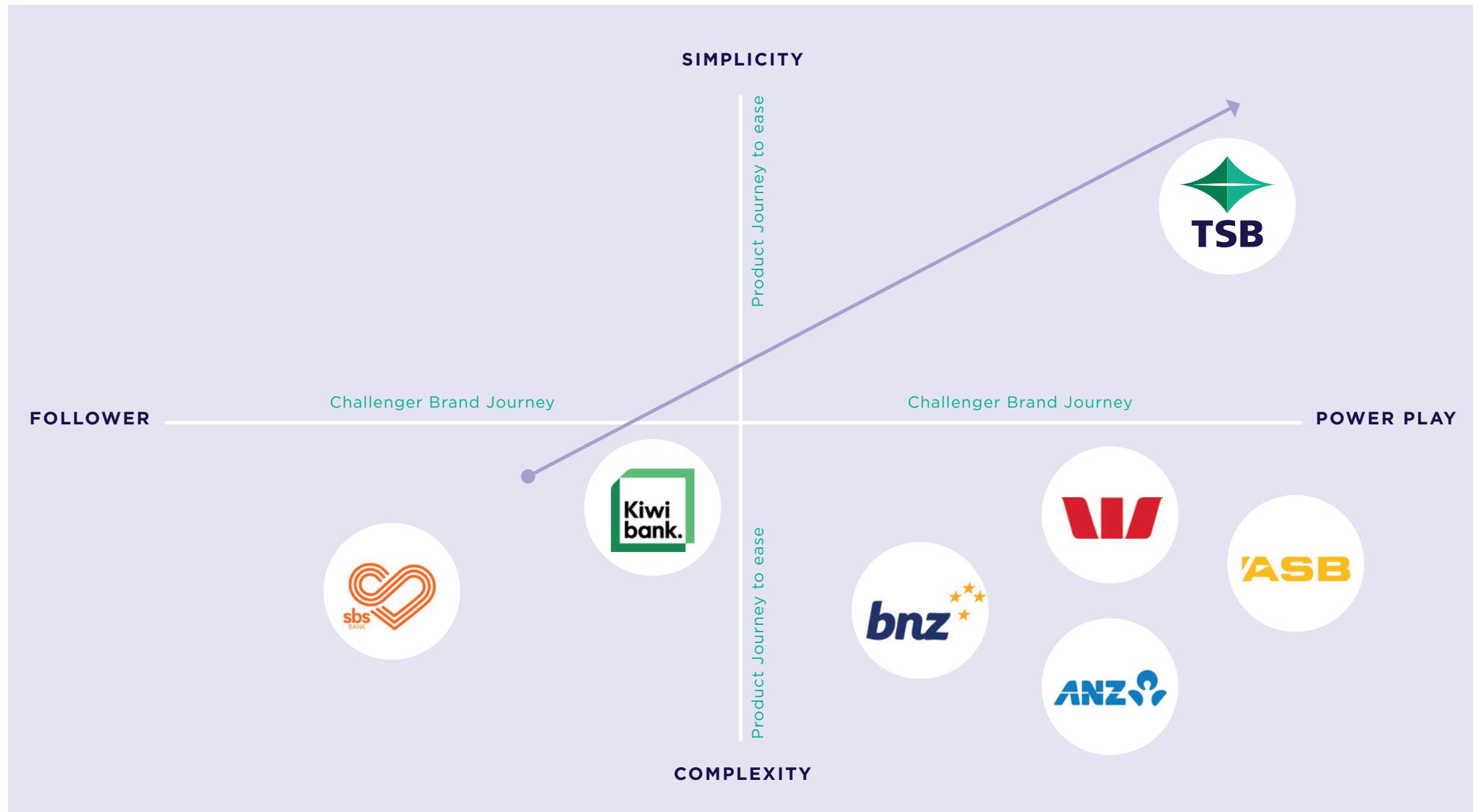
This brand repositioning opportunity is strong as the lower right quadrant is cluttered by the big four bank brands. This is where the category plays and creates a clear space for us to own.

The left-hand quadrant is where you are quickly moving out of surpassing Kiwibank.

"The brand needs to be confident, reflect a progressive New Zealand through what it does, while being proud of its people, products and services and communicating these in an unapologetic way.

**By delivering a clear brand promise to our customers, we can set the future vision for the brand that anchors our organisational journey and helps to better meet our goals.**

# TSB Customer Perception Map



# We need to elevate ‘easy’ into a category breaking **emotional space.**

It needs to stand up to challenge

It needs to give you real status as a Game Changer

It's needs to generate an emotional reaction in people  
that gets them wanting more

It needs to create something loveable that Kiwis will  
connect with more and more over time

It needs to feel natural supporting our product and  
service and rate messaging

# Elevating ‘easy’ into a brand idea.



# Our Journey to being a Power Player by 2025.

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PHASE	PROMISE	PROOF	POWER
OBJECTIVE	Creating love and likeability for TSB's 'simple' promise that sets us up as a category challenger	Proving our challenger status through unique and smart 'simple' proof points	Throwing down the gauntlet to show we are a Power Player in NZ banking
OUT-TAKE	It's refreshing to see a bank focus on the right things - I want to get to know TSB better	This is the kind of bank that makes me look like I'm onto it and ahead of the game	This bank is streets ahead of the rest, the only choice for me

**Time to answer  
a few of your  
RFP questions...**

# Scope overview.

## Ballpark scope:

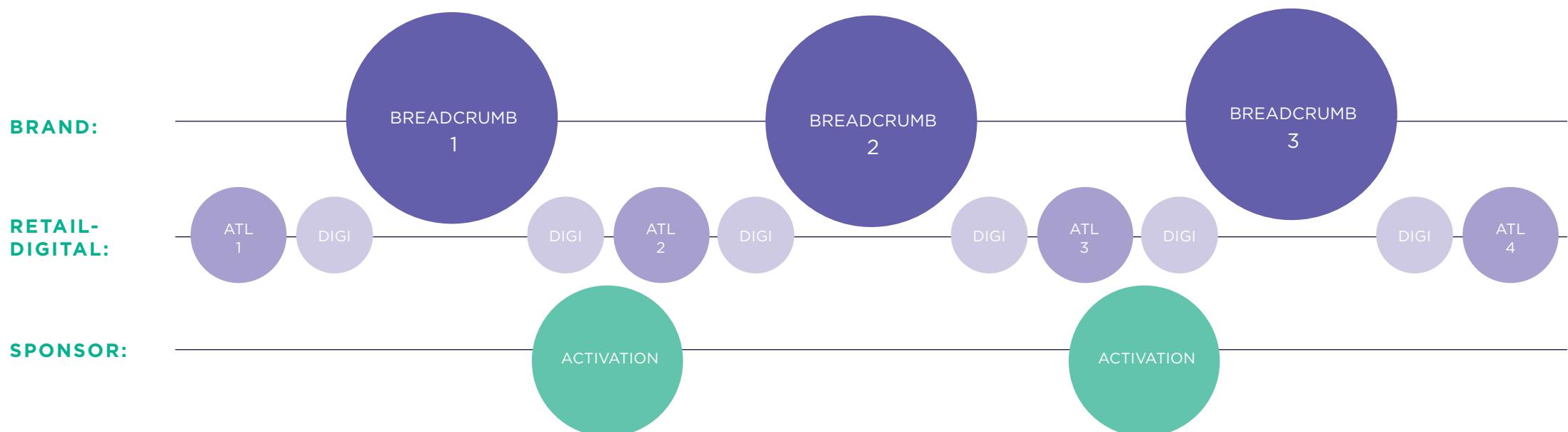
2-3 TTL breadcrumb campaigns

4-6 ATL campaigns, plus digital upweights in between

2 x sponsorship activation support (x2?)

*NB: Dec/Jan pared back.*

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# Remuneration overview.

Our approach to structuring this proposal is providing TSB true partnership, built on genuine collaboration.

Value, pragmatism and leadership at the core.

A combination of dedicated day-to-day Account Management via retainer, Senior Leadership guardianship via annual and quarterly top-to-tops, and pay-as-you-go rate card for servicing an overall Creative/Production budget of \$1.174M +gst.

NB. Within our proposal we have ballparked an external production budget of \$650k +gst.

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## RETAINED DAY-TO-DAY ACCOUNT SERVICE:

Managing Partner	20%
Account Director	75%
Account Manager	100%

## ONGOING SENIOR LEADERSHIP:

Annual Planning workshops	value add (no cost)
Quarterly Top-To-Tops	value add (no cost)

**Total monthly retainer cost:** **\$26,250 +gst**

## PAY-AS-YOU-GO RATE CARD (SNAPSHOT):

Planning Director	\$220 +gst
Executive Creative Director	\$280 +gst
Art Director / Copywriter	\$200 +gst
Designer	\$180 +gst
Social Media Manager	\$160 +gst
Digital Designer	\$160 +gst

# Your key leadership team.



**Sharon Henderson**  
CEO & FOUNDER

Founder and Owner of Federation. Formerly, Managing Director of DDB and Chief Executive Officer of Proximity NZ & AU for over 12 years. A specialist in customer engagement through Brand, CX, Digital, Data, Direct, and an expert in Behaviour Change. Extensive multi-industry category experience including Not-For-Profit, Banking, Retail, Tourism and Airline. Sharon is also proudly a board member for Variety - the Children's Charity.



**Olly Walker-Boden**  
MANAGING PARTNER

Olly has led multiple client-agency relationships for prominent and complex organisations such as Adidas, Lloyds Bank and BBC in London and BNZ and Auckland Council Group in New Zealand. Combining a wealth of Digital, Social and Mobile expertise with years of blue-chip ATL brand experience.



**Elizabeth Beatty**  
MANAGING PARTNER

Previously General Manager at FCB and Managing Partner at DDB where she led Westpac and launched the Westpac Airpoints Card. She was Head of OgilvyOne in Sydney where she led the integrated American Express business for Australia and New Zealand. Elizabeth also led Amex in London and worked on Lloyds, TSB and Barclays Bank. She started her career at the BNZ on their graduate programme.



**Tony Clewett**  
CHIEF CREATIVE OFFICER

The creative leader behind some of NZ's most-loved, well-known, and internationally-acclaimed brand campaigns of recent memory such as "Stickman" for Pak'n'Save and "Energy Made Wonderful" for Mercury Energy. Tony has earned over 100 international awards for creativity and effectiveness.



**Emma Fern**  
HEAD OF PLANNING

Emma's experience spans qualitative research, brand, digital, direct and customer experience strategy. Her focus is on using data, real human insight and behaviour to inspire ground-breaking ideas. She put Q Card on the map, introduced the world to Clever Kash, ASB's digital moneybox and has worked on BNZ, ASB, ANZ, Kiwibank, AA Insurance, Partners Life and AMI.

MANAGING  
PARTNER



# Olly Walker-Boden

Olly, one of the agency's x2 Managing Partners, will be your TSB account lead at Federation.

A brand specialist at heart, he's also somewhat of a financial services 'expert' too.

Hailing from the UK, Olly's advertising career spanned 8 years in London during which time he worked with NatWest, Royal Bank of Scotland, Halifax, Lloyds Banking Group and Geneva-based banking group Lombard Odier.

Since arriving on our New Zealand shores in 2017, Olly has led a Bank Of New Zealand multi-channel brand platform relaunch ('Bank Of New Zealanders'), was Group Business Lead for all New Zealand VISA activity and delivered a number of digital-based projects for JBWere. He currently oversees Federation's relationship with humm-group and has been instrumental in their Q-Card product becoming New Zealand's fastest-growing and largest credit card.

Olly's role as TSB account lead will see him pivot seamlessly between leadership and day-to-day teams.

Famed for his enthusiasm and fun personality, Olly's 'can do' approach is infectious. Alongside Deb at MBM, he will quickly foster a strong and collaborative culture between Creative, Media and Client teams.

**YOUR  
RETAINED  
TEAM:**



## Carolina Schwager

Carolina recently joined Federation and is the account lead on L'oreal, Auckland Council and Massey University. Carolina is constantly going above and beyond to keep her clients in the spotlight. Having over ten years experience in experiential, events, brand and retail, she is passionate about achieving quantified outcomes through memorable and relatable campaigns. This recently included facilitating NZ's first virtual store on behalf of Spark.

Through her enthusiastic, hands on approach and unmatched work ethic, she's earned a high level of respect both within the agency, clients and the wider industry.



## Mikade Barns Graham

Since joining Federation, Mikade has worked across the L'Oreal, Suncorp, NZ Opera and Quest account - racing through large workloads with exacting precision and speed. Mikade joined Federation from working client side for the previous two years at Christchurch City Council, a highlight being involved with the award-winning behaviour change campaign, Bin Good.

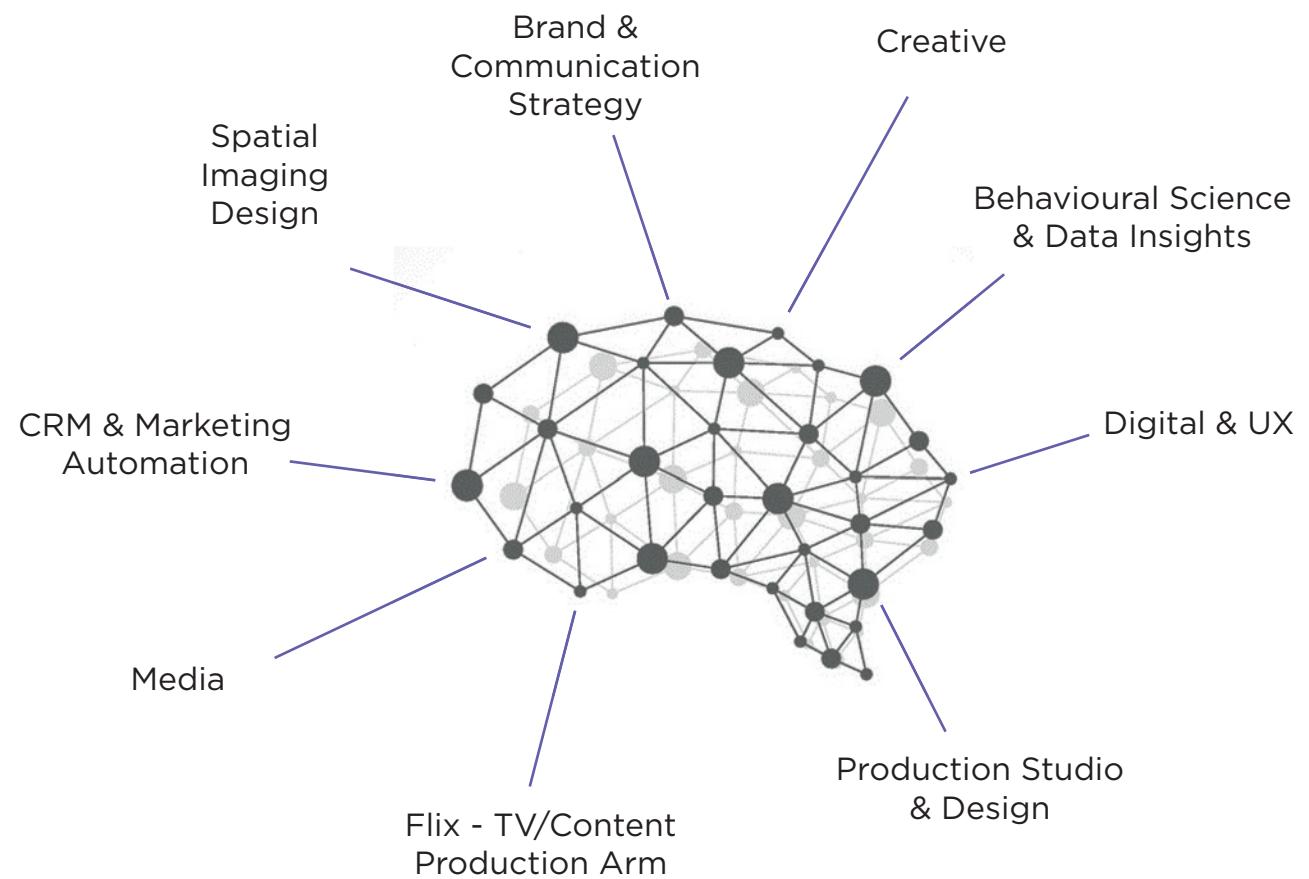
Mikade's been involved in several national and international change agent programmes including GHD's Smart Seeds and Common Purpose's 33Sixty programme. Her team won the Christchurch Smart Seeds programme with their three-horizon concept, Wao Pods which has been picked up by social enterprise, Green Labs. She is fascinated in creating innovative solutions across public, private and non-profit sectors.

OUR MODEL:

# One seamless team, many specialists.

## Core Agency Departments:

- Business and Account Management
- Strategy and Planning
- Creative and Design
- Digital and Social



# Our production capabilities.

CRAFT	RETAIL	DIGITAL	DIGITAL DESIGN	FLIX PRODUCTION
<p><b>The craft studio ensures that work produced for clients is always fully compliant with brand and corporate identity guidelines.</b></p> <p>The craft studio includes Mac Operators who employ the latest technology to ensure production quality, efficiency and speed-to- market.</p>	<p><b>A dedicated retail studio servicing some of the biggest retailers and government departments.</b></p> <p>Our software technology puts it at the forefront of both design and production, resulting in shorter production timings for clients and better compliance/accuracy.</p>	<p><b>The digital studio is responsible for the production of all digital elements.</b></p> <p>Including banners, rich media banners, email marketing (eDM) campaign microsites, large-scale content managed websites, social media apps, mobile apps and m-sites.</p>	<p><b>Full inhouse design and delivery team.</b></p> <p>Federation has a team of digital designers and developers with a range of skills to deliver content across web and mobile campaigns. On time, on budget and to a very high quality.</p>	<p><b>Our TV and content production division responsible for all aspects of brand and retail television production, radio and non-broadcast video.</b></p> <p>We partner with independent New Zealand production company, Toybox, to provide market leading rates for TVCs, online videos, in-store plasmas, radio and post production animation.</p>

## MOSH - SOCIAL CONTENT PRODUCTION

**MOSH is Federation's fast content service partner who delivers speedy, efficient visual content that is suited for digital platforms.**

Together we are a one-stop shop from creation to output. This allows the team to respond in full to a brief from ideation and creation of audio visual and static content.

Through our partnership with Mosh we have a team of 15, who work across social media strategy, management, advertising, campaigns, and training.

Key capabilities:

- Relevant, engaging, targeted, and promoted **social media content**
- Regular, relevant, engaging and targeted **giveaways**
- On-brand, responsive and personalised **community management**
- Conversion optimised, targeted, and measurable **social media advertising**
- Regular, brand-aligned, relevant **micro-influencer activation**

- **Brand-aligned, relevant**
- **Influencer engagement and activation**
- **Photo shoots at the Mosh Studio**
- Collaborative **social media consulting and support**
- Objective-focused monthly reporting
- **Social media driven activations**
- Individual or group **social media training**
- **Conference or event speaking and presenting**

# Working in a way that works for you.

At Federation, we have a planned and structured approach to working with clients including agreed deadlines and outputs, yet we maintain an attitude of flexibility to work around potential problems or to be able to take advantage of unexpected opportunities.

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Our process is adapted for the size, scope, and executional requirements of each client, project or task. We separate briefs into ‘Campaign’ and ‘Task’, so we can quickly identify which level of involvement is required from our strategic, creative, and account service teams – and how much time needs to be spent on each job. This ensures the right level of expertise is applied.

## TASK BRIEF

- A Task brief is used for projects with clear parameters that must be produced with maximum efficiency and lowest cost. These are most commonly used for existing creative ideas where new material is required.
- Usually works with existing assets and templates, and does not need strategic input.

## CAMPAIGN BRIEF

- A Campaign brief is used for large, significant, new campaigns using multiple channels. For example, a long-term integrated campaign or a product launch where a new direction is required. It will usually require strategic planning.

PHASE	SCOPE & PREPLAN (PP)	COMMS BRIEFING	JOINT STRATEGIC RESPONSE	CREATIVE CONCEPT/ MEDIA REC	CREATIVE DEV / MEDIA SHED	PRE-PROD	PRODUCTION	LIVE & MONITOR	POST & ANALYSE	
OUTPUT & WHO	Agree brief with stakeholders Agree KPIs & objectives Agree budget	Kickstart briefing for big challenges to help from brief  All agencies at briefing	Strategic document  Reverse brief containing media inputs  Guiding channel principles  Approve brief	<b>CAMPAGNA BRIEF</b>  Initial tissue session with up to 3 creative territories  One idea selected & refined to a final concept 4-5 page deck for stakeholders/research	<b>TASK BRIEF</b>  Scamp, reference & copy	Present concept worked up across different channels  Develop art direction & copy  Production feasibility checks  Allows two rounds of client amends  Approve creative dev  Present media schedule  Approve media schedule	Output depends on channels and deliverables (may require a full S.O.W on project plan)  Full production estimates  Full production timings  Implement schedule	Produce the work as defined in the pre-prod stage e.g. TV, digital, eDM, outdoor etc  Full & final approvals of produced elements prior to launch  Implement creative into market  Tagging & testing digital	Completing re-sizes, final outputs, media instructions etc  Executing activations, installations etc  Creative amends for optimisation  Monitor & optimise creative in market  Social implementation & tracking	Review tracking & results  Case studies  Provide business results  Process learnings

# Our campaign delivery process.

We have a proven working process and methodology based on collaboration with both with our media partner and clients alike.

We believe that working closely together from the strategic stage of a campaign through to creative development and implementation helps us deliver impactful communication solutions which deliver the best possible result.

This way of working is based on trust and respect and ensures we can leverage the specific expertise everyone brings to the challenge.

# The first 100 days - Hitting the ground running.

To ensure we kick-off new relationships in the best way, we use our tried and tested approach to starting a new client/agency relationship: 'The First 100 Days'. This is a process designed to ensure the core agency team become totally immersed in a client's business and to help successfully transition the account.

Using this process, every necessary plan and procedure is put in place to ensure excellence in campaign delivery and client satisfaction. The stages below outline some of the key steps we believe are necessary. But we always make sure the final approach incorporates the specific needs of each client.

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01

## IMMERSION & ON BOARDING

To ensure we quickly get up to speed with a client's business, and to agree robust working practices. This means we can hit the ground running as well as building a solid foundation for long and successful working relationships.

02

## PROJECT PLANNING

We aim to quickly establish project plans for ongoing campaign development, providing clarity on roles and responsibilities as well as timelines.

03

## PROJECT MANAGEMENT

Agree clear account management and project management processes which are key in delivering campaign excellence.

04

## EVALUATION AND REPORTING

Define measures of success and regularity of strategic and campaign reviews/check-ins.

05

## 100 DAY REVIEW

At the end of the 100 days, we will conduct a review of the account together based on the agreed processes. Following this, we identify what has worked well and areas for adjustment/improvement.

A question  
of our own;

Why Federation?

# What makes us, us...





OUR  
CULTURE:

# No layers, no fluff.

As an agency – and as individuals – you'll find us authentic, proactive, entrepreneurial and tenacious.

Our Kiwi culture is at the heart of how we do things and what we look for in our people. We work hard, and we do what we do because we love it.

We are a collective of senior creative and strategic thinkers, from a variety of backgrounds. Diversity and equality matter to us a lot - culture, gender and ethnicity.

We are an agency of equals.

# Smarts + action.

**'Working Agile' means different things to different people.**

**What will our TSB and Federation version look like?**

Sometimes it'll be 2-week sprints to arrive at an answer faster.

Sometimes it'll be user-testing a CVP we think instinctively might be right, sometimes it'll be a design-led thinking workshop to refine a product in development.

Sometimes it'll simply mean working together to a deadline and asking the right questions at the right time to move swiftly into the next challenge of a brief (much like the process of this pitch).

Sometimes it's all of these things and more. Sometimes it's knowing when to do only one of them.







OUR  
MINDSET:

# Collaboration is key.

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We believe wholeheartedly that genuine partnership from clients, creative and media is the way to truly great work. It fosters:

**Insight-rich strategy**

**Inspiring and relevant creative ideas**

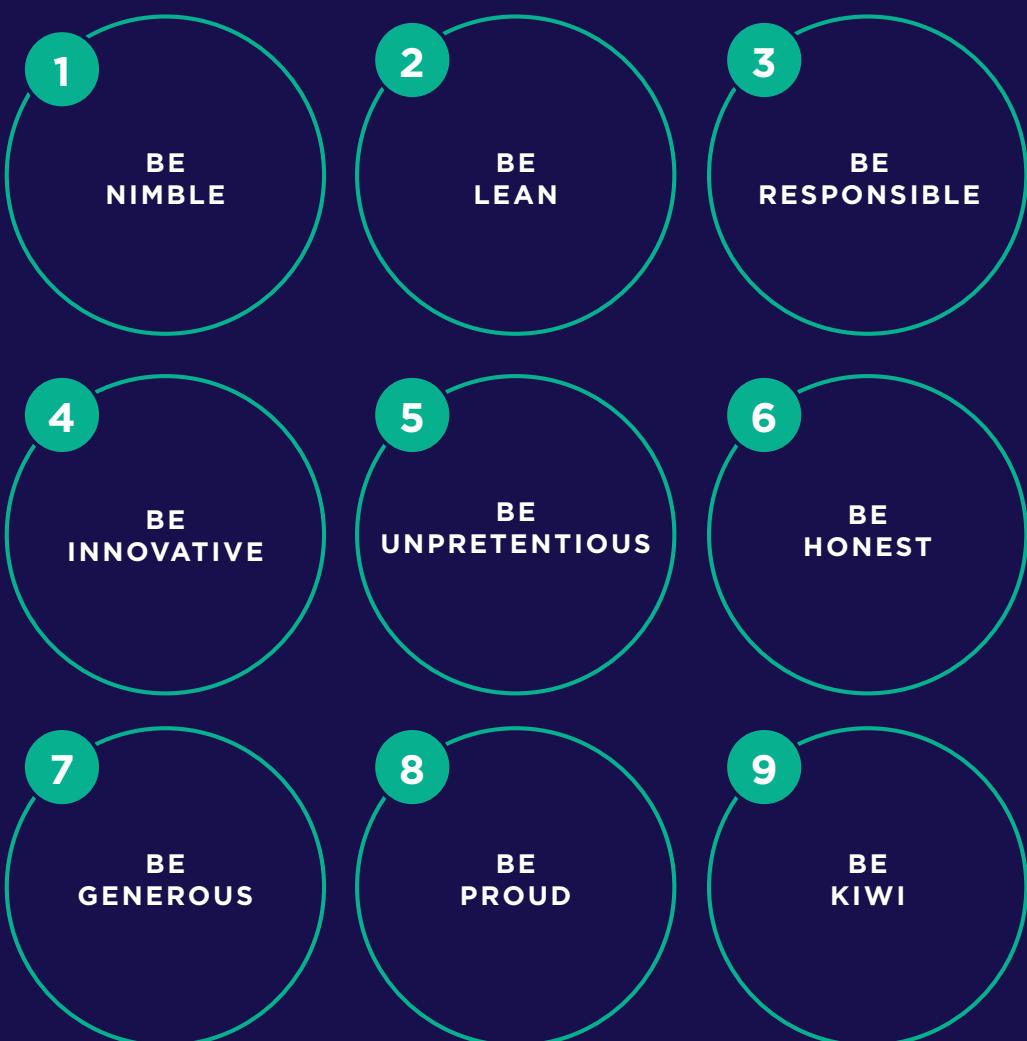
**Highly sophisticated media solutions**

**Razor-sharp implementation**

# Our values make it easy to work with us too.

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Our values are ingrained in our DNA and will form our contract and commitment to you at TSB Bank.



# Don't just take our word for it...

CLIENT AND PARTNER TESTIMONIALS



## Will Tran

CLIENT SERVICES DIRECTOR

"I can't recommend the team at Federation enough. They have been outstanding creative partners over the 5+ years that I've had the pleasure to work with them.

They go out of their way to integrate seamlessly with our team and with what we do. So much so, that many of our shared clients don't even realise we're two independent agencies. We know it's their business model to work in partnership with media companies in that way and it's benefited our joint clients enormously.

We've never had any of the traditional land grabbing that can exist within the media, creative dynamic, which is really refreshing. Rather, we've had one of shared respect and trust which is rare in this agency landscape.

I've worked extensively with Olly, Sharon and the team at Federation and their own strategic approach is one that amplifies both creative and media alike and makes the resulting output all the more stronger. They are leaders and genuinely hands-on so there's a real duty of care in their approach to maximise value and results for clients.

I can honestly say that the team at Federation is one of the smartest and most professional we work with, and most importantly of all, really nice people with it!"



## Quentin Lehembre

MANAGER-ADVERTISING EUROPE & APAC

"Emirates has been working with Federation in New Zealand for over 10 years and the agency has been a key contributor to the growth of our Brand and our business in the market.

Federation looked after all our Brand and tactical activities - their scope ranges from local brand strategy, adaptation of global brand campaigns, local brand campaigns creation, and development of tactical and retail activities throughout the year.

We also strongly value the agency's ability to work with other agency partners both from a planning and executional point of view - they are a truly collaborative team with a strong knowledge across the communication spectrum.

Fantastic account servicing team, they have managed to build a strong and trustful relationship with the marketing team based in Dubai, despite the distance and the time difference.

The team has been extremely diligent in driving the global brand strategy and voice in the market, yet ensuring campaigns looked and sounded endemic to the Kiwi consumers.

The various teams on the account are all channels agnostic and work with the same passion across all type of campaigns from retail and tactical activities to large brand campaigns.

Last but not least, their position as a small independent agency gives them an edge in terms of agility and responsiveness as well as being extremely cost competitive.

I strongly recommend Federation and would happily provide further views should any prospect require client referrals."



## Kevin Leith

**GM MARKETING & CUSTOMER ENGAGEMENT**

"During the first COVID-19 lockdown, Auckland Transport started the process of repositioning our brand for the future. From Board level down, we have a huge ambition to transform AT into one of New Zealand's most loved brands, to make a major step-change in how Aucklanders see and experience our brand. We want Aucklanders to be really proud of their transport network."

We selected Federation to partner with us on this brand repositioning journey. With the major game-changing outcomes we are achieving together, I cannot recommend Federation highly enough.

Olly, Sharon and Tony are very hands-on, consistently demonstrating true partnership and accountability at every level. Working with our organisation right up to our Executive Leadership Team and CEO of Auckland Transport. They genuinely and often over-deliver against our expectations.

What differentiates Federation from previous agency partners is their unique combination of creativity, strategic horsepower, business experience and commercial acumen. They've recently delivered an entire inside out Brand Platform and Playbook for us, which our whole organisation is excited about.

The nature of our business means we have multiple marketing layers in play at all times, from the big strategic demands of our brand layer to retail and customer activation layers. The volume of work is big, but balls are never ever dropped. We're proud to call them our creative agency partner, and would be happy to recommend them to anyone."