

NEW ZEALAND STORY



NEW ZEALAND
STORY

2024

MAKING NEW ZEALAND FAMOUS
FOR MORE GOOD THINGS

V1.0

OUR MOST VISIBLE STORY

**100% PURE
NEW ZEALAND**



WHO IS NEW ZEALAND STORY?

The New Zealand Story Group's purpose is to inspire, curate and amplify storytelling to expand New Zealand's reputation and value internationally. Our goal is to maintain and expand what New Zealand is known for to improve knowledge, consideration, favourability, and preference for New Zealand products and services.



A COLLABORATION



**Māori
Advisory
Group**



Inspire, curate and
amplify storytelling

**Brand NZ
Ambassador
Group**



Bring visitors to
New Zealand



Bring students to
New Zealand



Exports from,
and Investment into
New Zealand



Protect New Zealand's
international relations

Ministry for Primary Industries
Manatū Ahu Matua



Protect New Zealand's
Food Sector



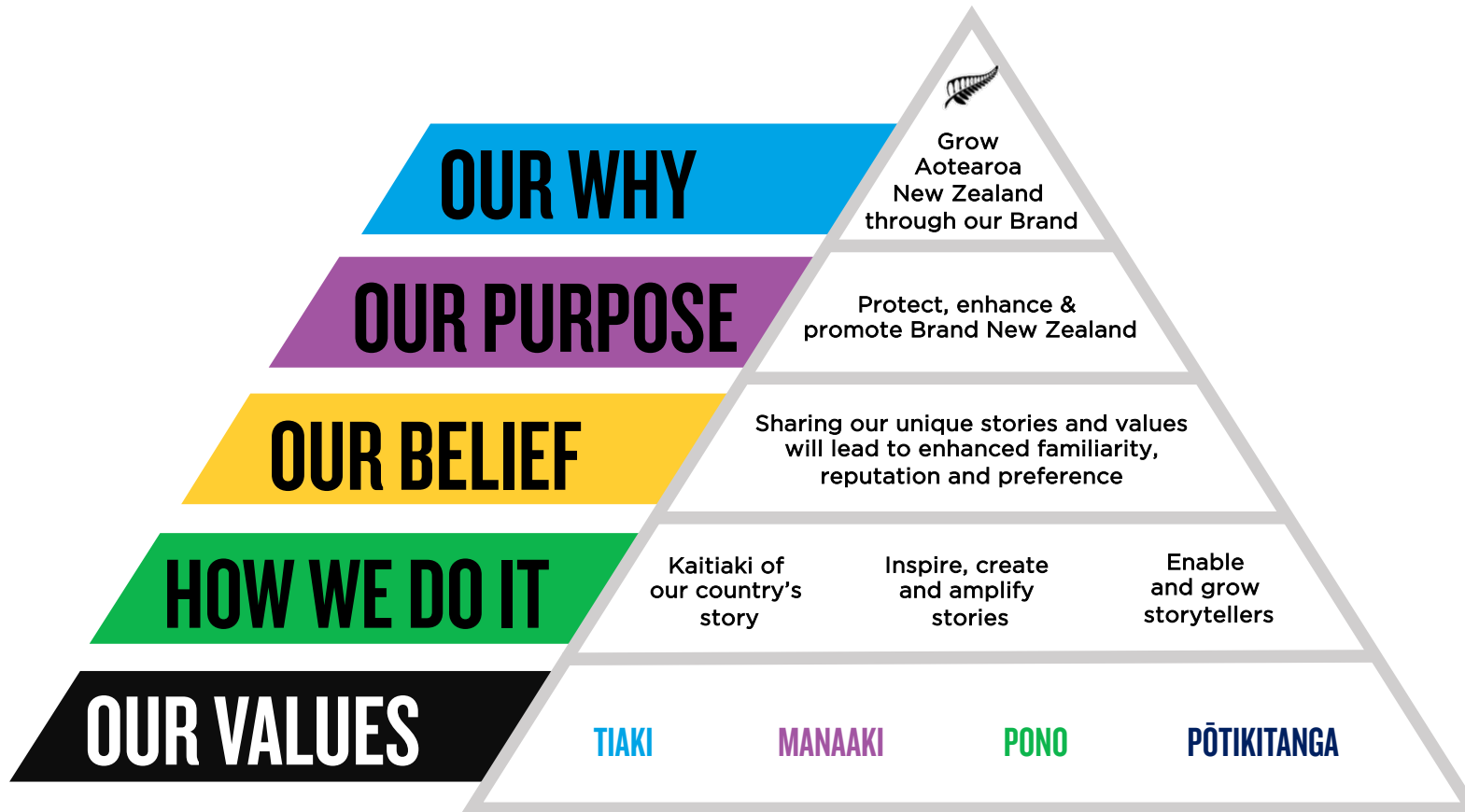
Grow New Zealand's
Māori Economy



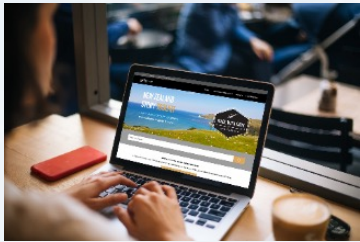
Grow New Zealand's
Economy



OUR STRATEGIC FRAMEWORK



WHAT WE DO TO BRING NEW ZEALAND'S STORY TO LIFE



TOOLKIT

We produce a wide range of royalty-free images and videos, infographics and key messages, all free for use to help tell your story.



CONTENT

We create and curate stories, videos and campaigns that tell New Zealand stories, in a variety of formats.



RESEARCH

We commission and share international research on how New Zealand is perceived in key overseas markets.



CONSULTANCY

We work with government agencies, companies, industry groups, and major events on how to use the New Zealand story.



FERNMARK

The FernMark Licence Programme helps promote and protect New Zealand products and services on a global scale.



OUR RESEARCH PROGRAMME



2023

BRAND FINANCE GLOBAL SOFT POWER INDEX (GSPI): COMPLETE

Annual globally validated, foundational quantitative insight providing clarity on 'what' the New Zealand nation brand stands for – its strengths and weaknesses.

2023

MARKET PULSE RESEARCH: COMPLETE

Qualitative research to understand the why behind the Brand Finance GSPI insights. to inform and shape narrative across NZ Inc and exporters to tell impactful, relevant and focussed stories about New Zealand globally.

2024

CHINA & USA MARKET PERCEPTIONS: MARCH 2024

Qualitative deep dive into the China and USA markets with consumers and B2B to understand perceptions of New Zealand as a place to live, study, visit, and do business with.

ONGOING

MEDIA & SOCIAL MONITORING

Aways-on media and social monitoring in key markets to understand opportunities to proactively influence perceptions.



GLOBAL PERCEPTIONS OF NEW ZEALAND

Shows our score increased overall, but our ranking and reputation for Education & Science is decreased.

	2023		2022	
	SCORE	RANK	SCORE	RANK
GLOBAL SOFT POWER INDEX	49.8	26	48.4	21
Familiarity	6.3	30	6.3	28
Reputation	6.9	16	6.8	13
Influence	4.0	36	3.8	33
Business & Trade	5.8	21	5.2	19
Governance	5.4	13	4.5	12
International Relations	4.9	28	4.5	23
Culture & Heritage	4.5	29	3.8	22
Media & Communication	4.3	17	4.2	17
Education & Science	3.6	23	4.4	21
People & Values	5.0	11	4.4	5
Sustainable Future	8.4	14	-	-

KEY AREAS OF ACTION



GSPI research identified that to deliver maximum impact and influence in our key markets, New Zealand needs to:

IMPROVE

Our international reputation in areas of significant global impact, that New Zealand has capability in, but is not widely known for...

- ✓ Innovation
- ✓ Technology
- ✓ Science
- ✓ Space
- ✓ Food the world loves
- ✓ Arts & Entertainment

MAINTAIN

Our reputation in areas the world cares about and New Zealand is already known to excel in...

- ✓ Strong + stable economy
- ✓ Easy to do business with
- ✓ Brands and products the world loves
- ✓ Helping countries in need

LEVERAGE

Areas New Zealand currently has a strong reputation to help build our reputation in others...

- ✓ Sustainability initiatives and investment
- ✓ Stable government
- ✓ Friendliness
- ✓ Great place to visit
- ✓ Strong education system

WHY DOES COUNTRY BRANDING MATTER?



A strong country narrative is important for many reasons, and particularly so for a distant market like New Zealand that is reliant on exports, tourists and students.



Attract foreign investment, tourism and talent.



Help make products more desirable and valuable.

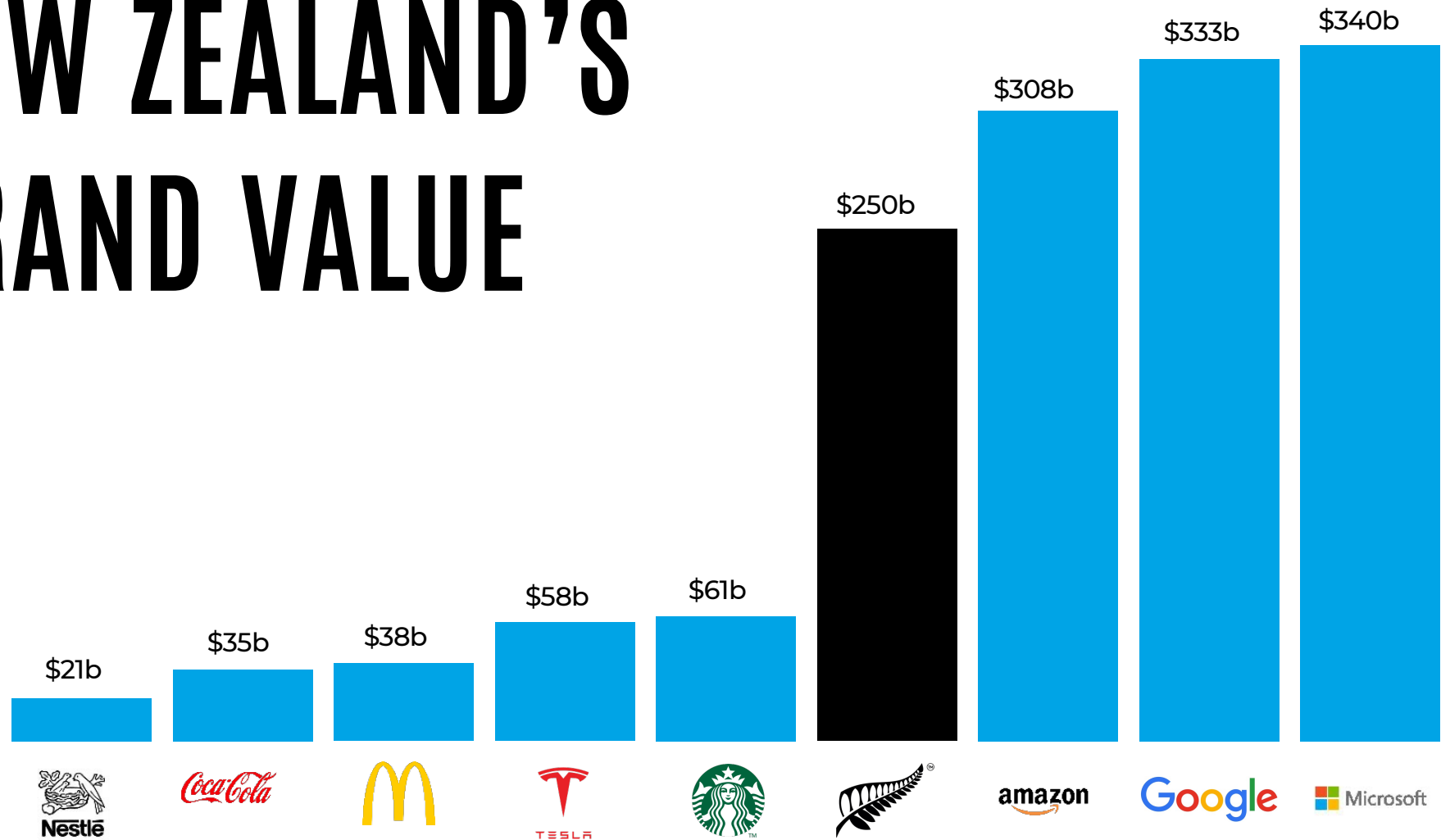


Strengthen diplomatic relations with other countries.

Country branding is most effective when government, business, expats and allies tell a consistent story.



NEW ZEALAND'S BRAND VALUE



Brand Finance 2024 (all values in USD)

WHAT IS THE **FERNMARK**?

- Our stylised silver fern design
- New Zealand's nation brand logo
- A registered trademark owned by the government



FERNMARK'S PURPOSE

As our nation's brand logo, the FernMark provides:

- An internationally recognised brand for New Zealand government, events and industries
- A Country-of-Origin accreditation for New Zealand exporters, to help promote their products and services
- A symbolic connection to our New Zealand values



FERNMARK PORTFOLIO

- Coverage across all classes of goods and services in New Zealand
- Applications in our Core classes of exports in 33 international jurisdictions
- Core classes include our most important exported goods plus tech and education services (classes 3, 5, 9, 29, 30, 31, 32, 33, 41 and 42)



**DID YOU
KNOW?**



**THE FERNMARK TRADEMARK
IS REGISTERED IN**

**30+
JURISDICTIONS**

THANK YOU NGĀ MIHI



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