



100% 'Pure' New Zealand

With a population only a little larger than Victoria's, New Zealand punches well above its weight as a tourism destination. In fact, during recent years it has become one of the world's most desirable visitor locations. Peter Jackson's Lord of the Rings trilogy catapulted the country into mega stardom, but even before Middle Earth captivated us on the big screen, it was New Zealand's 100% 'Pure' marketing campaign that kick-started the transformation.

During 1999 the New Zealand government began to work closely with its tourism operators to develop an industry that was yield-driven and one that balanced the impact of tourism on the natural and cultural environments. Concurrently, Tourism New Zealand, the Government funded promotional agency, introduced 100% Pure, which has enabled it to better target its marketing message to higher yielding markets and to broaden its image overseas.

Prior to then, New Zealand had projected itself internationally through a variety of separate campaigns, conceived in the source markets. The result was a fairly fractured marketing message, which was expensive to administer because of the decentralised control and was difficult to integrate into its increasingly important worldwide online presence.

New Zealand's international market research revealed that the purity of the product, its authenticity, the naturalness of the environment and the sublime scenery had universal appeal. While not ignoring the country's cities, it was clear that the countryside and landscapes were the greatest selling strengths.



The key message of naturalness, purity and remoteness particularly resounded within international markets after September 11, 2001.

To cut through the previous marketing clutter, the board of Tourism NZ approved the single integrated campaign. The concept needed to be simple enough to allow industry partners to rally behind it and obtain leverage from it. The campaign is essentially image-driven. The country's stunning landscapes play a much more prominent role than activities. The Maori culture is also integrated as a major complement to the purity and authenticity of the landscape.

The release of the Ring trilogy, which depicted New Zealand's scenery as Middle Earth, provided the campaign with increased resonance in almost every market of the world. Not only did the film highlight the scenery, but also the technical skill and creative artistry of its New Zealand makers.



The Hon. Mark Burton of the New Zealand Government said that all the consumer research undertaken by Tourism NZ got back to one thing

“When we boiled it all down, we found the essence of New Zealand was authenticity that was the message we had to get out to the world.

“ The multi award winning campaign has created a superlative brand that conveys the very essence of New Zealand. It paints a picture of the remarkable people, unique culture and invigorating experiences visitors – not just clean green landscape, but a 100% Pure New Zealand experience.

“ Lord of the Rings provided us with a wonderful opportunity, but all the more so because we already had our tourism industry strategy and marketing plan in place.

“The trilogy fitted perfectly with our goals in a mutually advantageous way. With our pristine environment as a backdrop, we were able to showcase our originality, creativity and, above all, our quality.

“ It was about an audacious undertaking on a global scale – about our beautiful little country daring to be a world leader”.



Key findings:

A simple integrated marketing campaign that provides the industry with a rallying point.

Research was used to discover that authenticity and purity were the key international perceptions of New Zealand

The consistency of the message and the power of the visuals during the past eight years has provided the country with tremendous market presence and an unassailable brand.