

100% PURE NEW ZEALAND FACTS AND FIGURES

- The 100% Pure New Zealand marketing campaign was launched on 31 July 1999.
- It was the first global marketing campaign for New Zealand.
- It is put together by Tourism New Zealand, New Zealand's national tourism organisation.
- Its objective was to communicate a strong, consistent message that provides potential visitors to New Zealand with an enduring image of New Zealand, an image that convinces them that this country is worth visiting.
- The campaign combines advertising, international media work, events and work with trade around the world to promote New Zealand as a unique, compelling destination that appeals to New Zealand's target market.
- In 1999, New Zealand launched its first comprehensive website – www.purenz.com. New Zealand was one of the first countries in the world to use the Internet as an integral part of its marketing.
- Currently the campaign works to push the concept of New Zealand as 'The Youngest Country' on earth.
- Market-specific campaigns taking place under the 100% Pure New Zealand umbrella are: What's On – Australia, What Do You Say UK? – UK, The New Zealand Life Back Promise – US.

RESULTS

- **In the last ten years:**
 - **Visitor arrivals** to New Zealand have increased from 1.6 million to 2.4 million. This is a 50 percent increase.
 - **Foreign exchange earnings** for New Zealand from tourism have gone from NZ\$3.5billion to NZ\$5.9 billion
 - Total **users sessions on www.newzealand.com** have gone from 1.4 million in 2002 to 10 million a year in 2008.
 - The **number of articles** published about New Zealand through the work of Tourism New Zealand's International Media Programme reached 103,245,326 through print articles, 686,637,606 through broadcast, and an estimated 208,598,337 through the Internet in the 2007/2008 financial year.
- **The brand:** a report by InterBrand in 2005 analysed the 100% Pure New Zealand brand in comparison to other global corporate and consumer brands. It calculated the 100% Pure New Zealand brand as being worth around US\$13.6 billion. This ranks it 21st in the world (Interbrand/Business Week 2005 Best Global Brands survey) just behind Samsung and ahead of Dell.

Other countries have looked at us in envy:

"...we should be consistent like New Zealand has been with the '100% Pure NZ (marketing campaign) which they have been doing for ten years." Olivia Worth, director of the Australian Tourism and Transport Forum, *Sydney Morning Herald* 11/4/09

Resources

Background resources available include images, TVCs, interviews with key players in the campaign, background info and quotes on the campaign.

See: <http://10yearsyoung.tourismnewzealand.com> for more.