

MEDIA RELEASE

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Decade milestone for ground-breaking New Zealand brand

The ground-breaking 100% Pure New Zealand tourism marketing campaign is turning 10-years-old this year.

After a rocky start, the campaign that was rushed through to meet the Millennium has become New Zealand's longest-running tourism campaign and one of the longest-running global campaigns in the world.

In the last 10 years, the first ever global marketing campaign for New Zealand has claimed accolade after accolade, including helping win New Zealand the title of 'Coolest country' outside of the UK, *Guardian* and *Observer* (UK) 'Best Long-Haul Destination' in four separate years, and the campaign itself taking out the Pacific Asia Tourism Association (PATA) Grand Award for marketing and placing New Zealand in the best 10 nation brands in the world (Anholt GMI Brand Index)

Tourism New Zealand chief executive George Hickton says the campaign has been resilient and is still applicable through all the external 'shocks' the world has thrown it.

"We've had September 11, SARs, global warming debates, but through all of this the 100% Pure New Zealand message is still applicable and relevant for New Zealand.

"And our brand awareness is so good in some markets that we can move on to other advertising that specifically targets our key audience's needs like 'What's On' in Australia and 'What do you say UK?' in the UK.

"It's meant that we've been able to develop and build upon our investment, rather than spend money on reinventing and recreating new marketing work."

The campaign has been able to be used for a wide variety of activity and promotions.

"We worked hard to tie in the 100% Pure New Zealand campaign with 'The Lord of the Rings' trilogy being filmed in New Zealand; we could apply it to the America's Cup; and we took it to the Chelsea Flower Show in London. We used it to give the Lions rugby tour supporters a '100% Pure Welcome' and we put it on a Giant Rugby Ball in Paris during the 2007 Rugby World Cup," he says.

"It's been revised and reviewed, tweaked and adapted, but it's proven that it can rise to meet the challenges and opportunities the travel industry has faced over the last 10 years," say George Hickton. "This is a campaign that can work for New Zealand for a long time to come."

For more information, video clips and images see:

<http://10yearsyoung.tourismnewzealand.com>

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