

Irirangi Te Motu
NZ On Air



Tamariki & Rangatahi Producer Creative Workshop

AUGUST 2023



Welcome

NZ On Air

Kelly Davis - Tumuaki Tūhono Pūtea / Associate Head of Funding

Irirangi Te Motu
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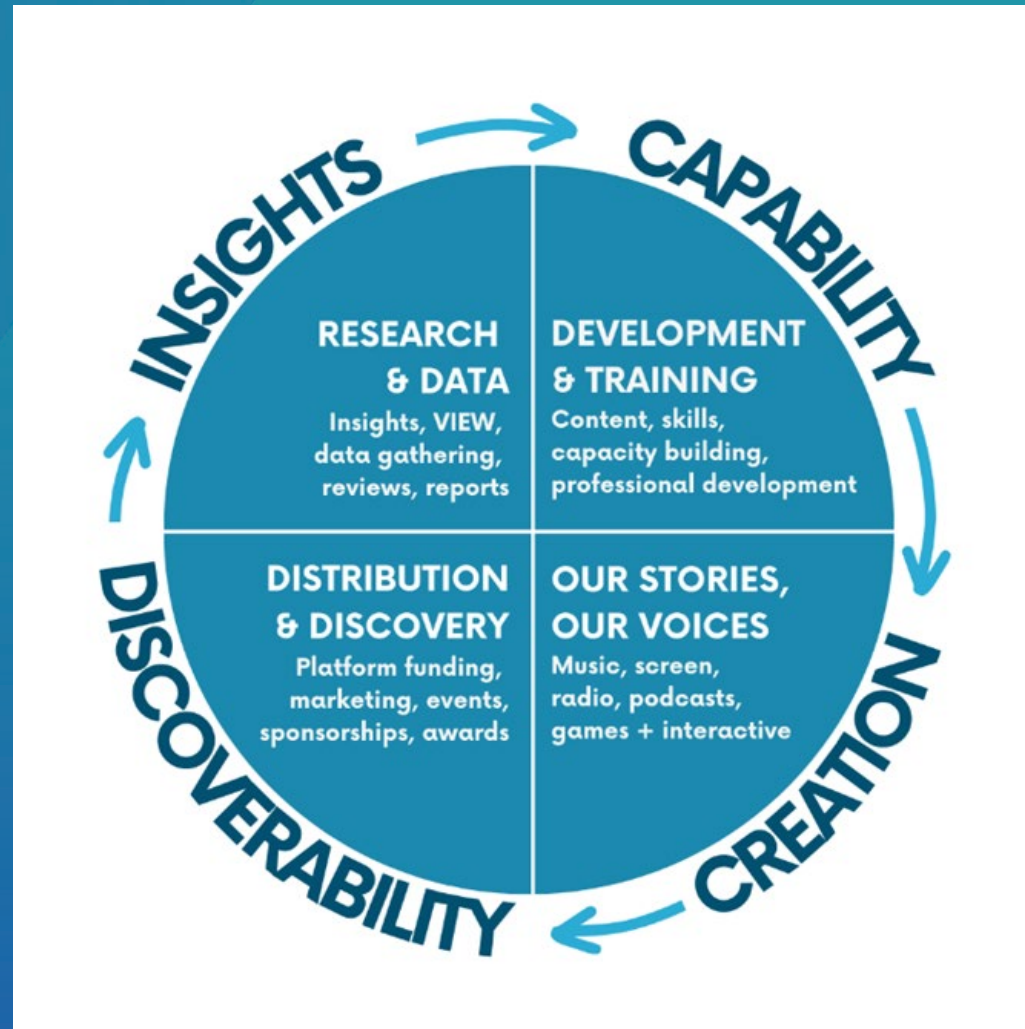




Agenda

- Welcome
- Why Discoverability campaigns are important
- The role Contagion plays in NZ On Air Discoverability campaigns
- Introducing Totally Awesome
- What makes great creative In-app, on YouTube and across Social
- Some great examples of 2023 campaigns
- Pātai / Questions

NZ On Air's new funding strategy



Tamariki and rangatahi funding

- \$14m allocated in the current financial year
- \$2m additional funding for youth content
- We expect to publish our revised youth strategy ahead of Round Toru (Jan – Apr 2024)



Discoverability

NZ On Air

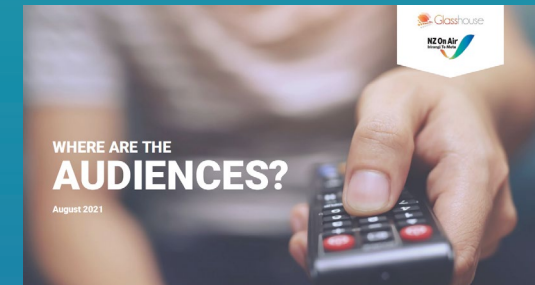
Sarah Donaldson - Kaiwhatakoto Rautaki Pāpāho / Audience and Media Strategist

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NZ On Air



Where are the audiences?

- NZ On Air research and strategy projects aim to understand how viewing trends are changing
 - *Where Are the Audiences*
 - *Tamariki Strategy*
 - *Youth Strategy*
- Rangatahi and Tamariki audiences are very diverse.
- They are online centric, they're spoilt for choice when it comes to screen-time, and it's never been harder to capture their attention.
- **This has driven a strategy shift for NZ On Air that encourages content to sit in an ecosystem with platform plurality and non-exclusivity, that is available wherever the viewer is.**





Reaching Tamariki

- Our youngest audiences are BUSY BUSY BUSY with diaries full of organized activities. Their downtime is precious - they enjoy chilling out watching kid's programmes & playing games.
- While their viewing is often directed by their parents, children are increasingly making their own choices.
- Linear TV is now just one of many platforms they view content on, and the **growth continues on digital platforms** as children become more online centric and savvy.



Reaching Rangatahi

- For our Youth Audiences it's no longer about short form or long form but the concept of having **content flow freely between platforms** with well-fed algorithms surfacing relevant content.

Reaching Rangatahi

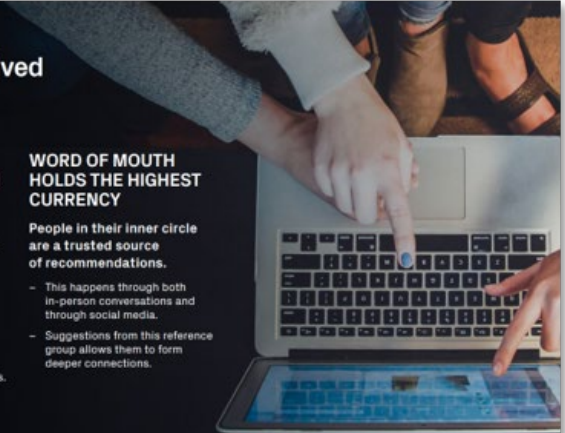
- Their **interest in content is piqued through Social Media**, and word of mouth is their most trusted source of recommendations.

- **Short-form video apps are used to discover content** that they can then watch elsewhere in longer form.

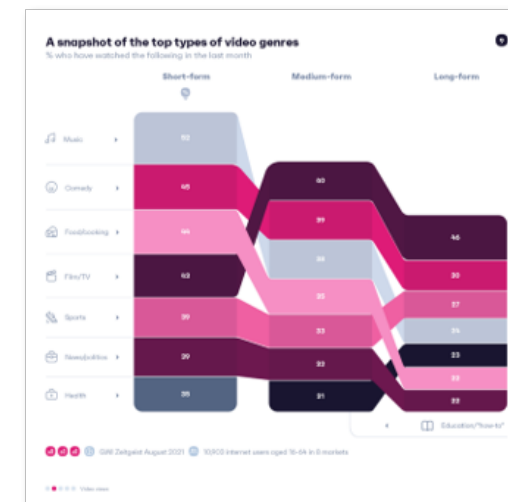
For youth, the issue around choice paralysis has been solved

Three key ways youth are discovering content:

- TRUST THY ALGORITHM**
Youth have grown up with and trust algorithms.
 - Algorithms are getting smarter and smarter.
 - They have an in-depth understanding of their preferences, they rarely fall to disappoint and are a great way to shortcut decision making.
- INTEREST IS PIQUED THROUGH SOCIAL MEDIA**
Youth use snippets of content on social media to help determine if something is worth their time.
 - It's a good way to get a sense of the content and hear about other people's opinions on it, providing additional mental shortcuts.
 - Helps youth figure out if the content suits their preferences.
- WORD OF MOUTH HOLDS THE HIGHEST CURRENCY**
People in their inner circle are a trusted source of recommendations.
 - This happens through both in-person conversations and through social media.
 - Suggestions from this reference group allows them to form deeper connections.



TRA



THIS CONCEPT IS NO LONGER LIMITED TO ANY ONE MEDIUM OR FORMAT TYPE

Cultural phenomena flow freely between short form and long form.

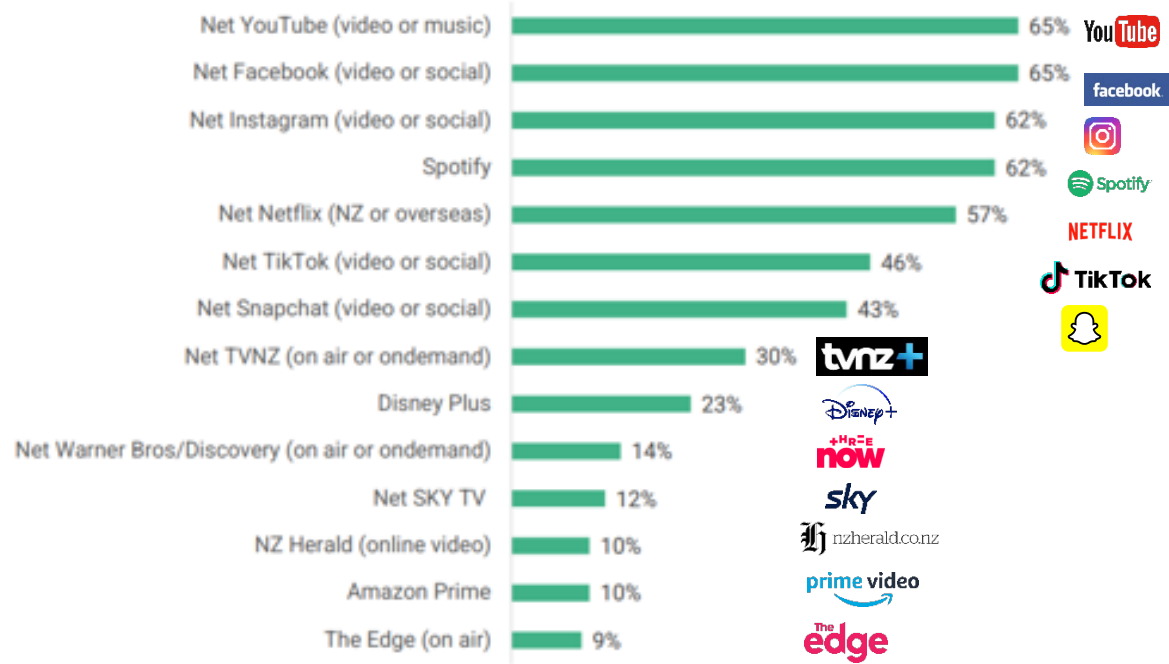
59%

of Gen Z agree that they use short-form video apps to discover things that they then watch longer versions of

While TVNZ remains the strongest local platform for 15-24s, it is dwarfed by international platforms

Summary of Net Daily Reach of Top Media Providers – All 15-24s

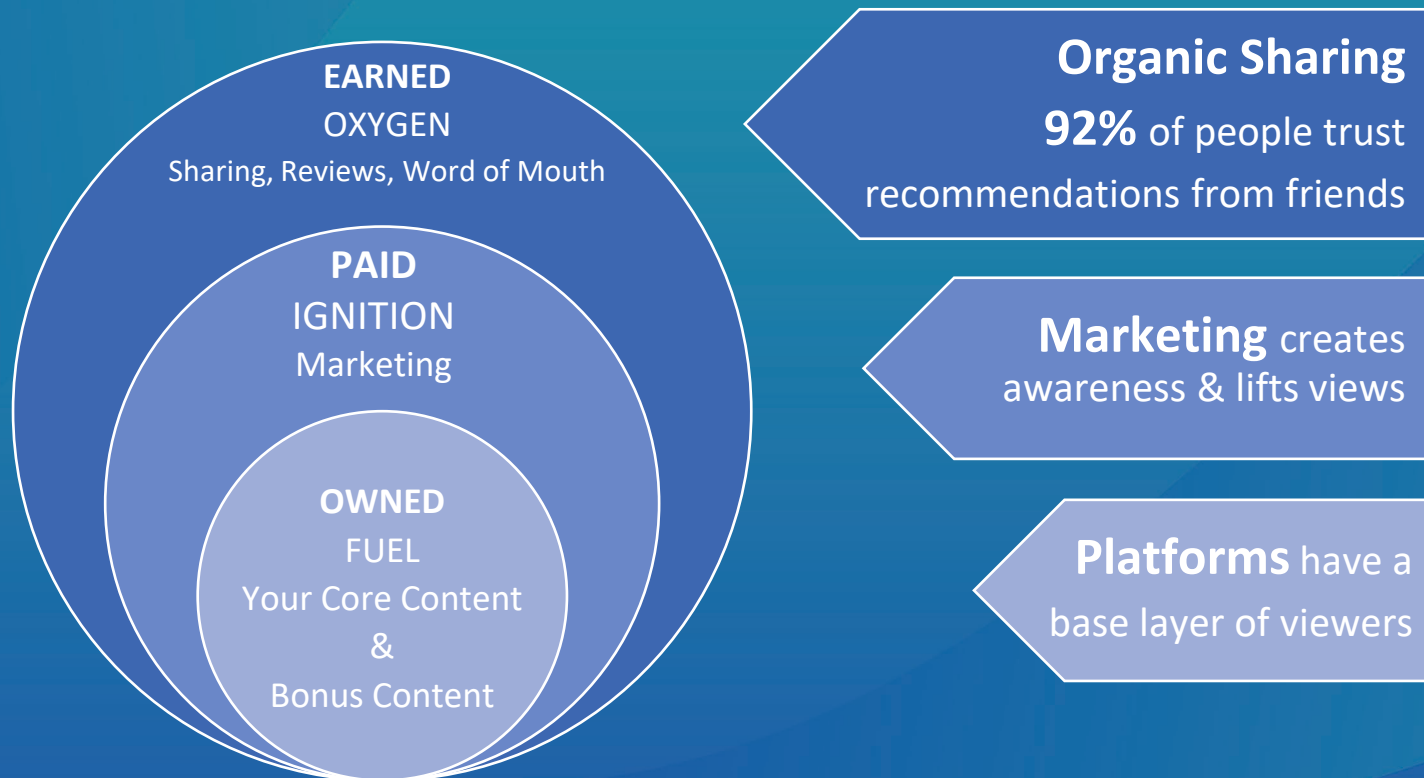
About two thirds of 15-24s use YouTube, Facebook, Instagram or Spotify each day with Netflix only slightly below those. TVNZ is the NZ based media which reaches the most 15-24s each day (30%).



Navigating the Ecosystem

Your content will be living in an ecosystem that needs to be nurtured to realise its full potential.

It sits on several platforms... and can be marketed across others to maximise audience reach.



Growing Your Audience

With NZ On Air funded content now being homed across an ecosystem of:

- Linear TV,
- On-Demand,
- Radio,
- Web,
- YouTube or
- Social platforms

NZ On Air wants to help audiences find YOUR content.

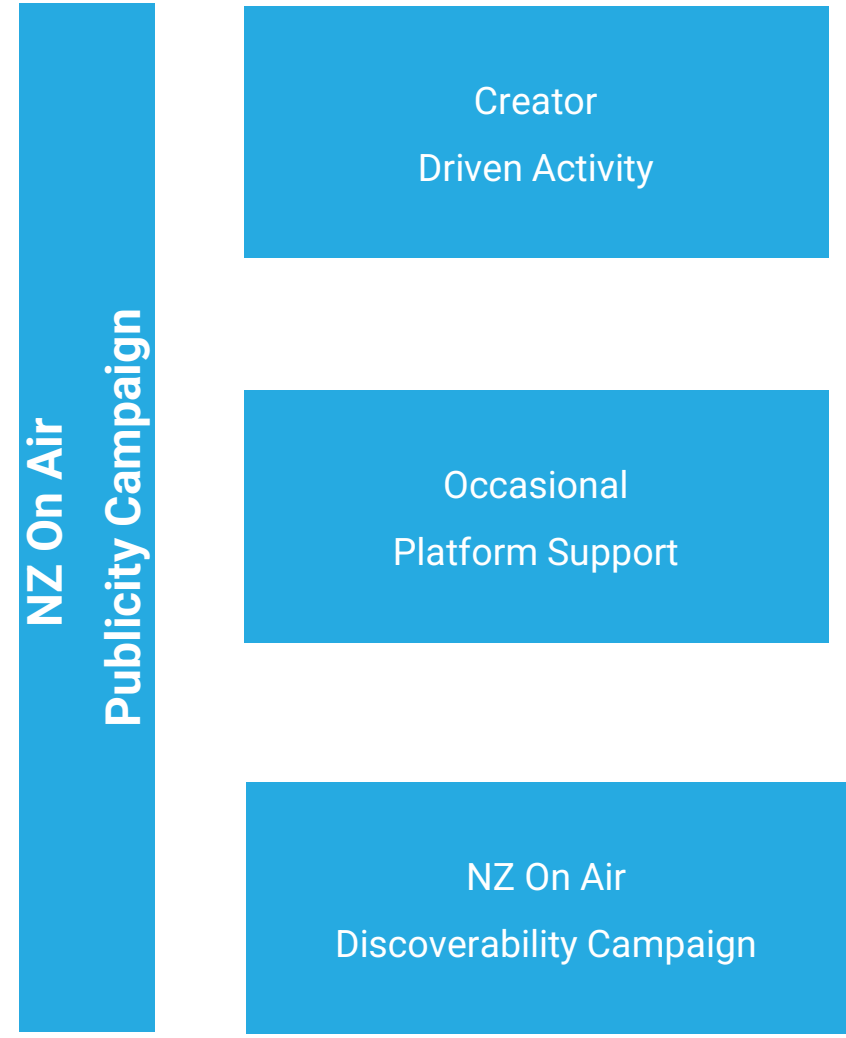


NZ On Air Support

Suzanne De Spong, Snr Comms Advisor

Alongside Discoverability campaigns, NZ On Air can provide other support to make your children's content discoverable. Through our **NZ On Air Tamariki content strategy**, we have built:

- ❖ A Directory
 - On our website <https://www.nzonair.govt.nz/tamariki/>
 - This also goes out in newsletter format beginning of each month
- ❖ Social Media
 - NZ On Air Tamariki – Facebook & Instagram channels
- ❖ **How to work with us?**
 - Provide us with content – as early as possible
 - Add to our newsletter distribution list
- ❖ **How to contact us?**
 - Communications@nzonair.govt.nz



Introducing

CONTAGION

NZ On Air's Media Partner

- NZ On Air started working with Contagion in 2022 to plan media campaigns that increase discoverability of kid's content.
- To date Contagion have planned 21 campaigns that aim to create awareness for programmes and games, & directly connect parents and kids to online platforms where they can view, listen or play.
- There have been lots of learnings along the way and we thank everyone who has been a part of this journey with us.
- Today we want to go to more detail about how well targeted, awesome creative can help lift viewership and create loyalty for your content.

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Your Contagion Team

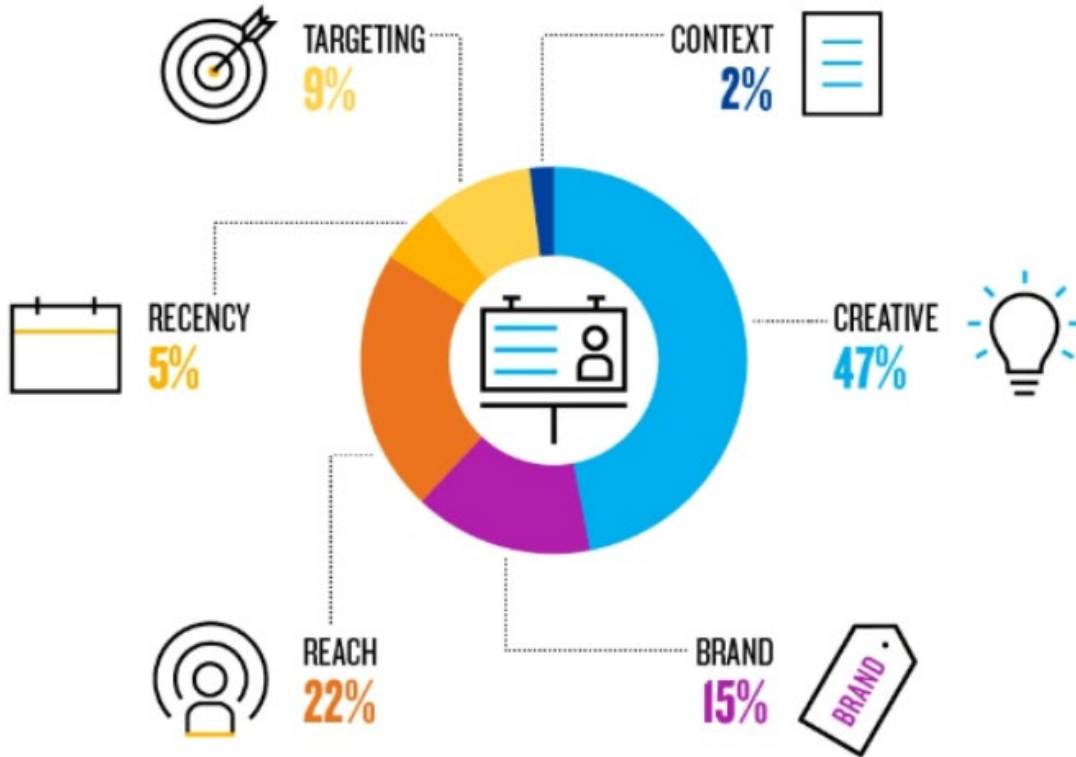


The process when content is chosen for a discoverability campaign

1. NZ On Air evaluates approved funded content & selects qualifying projects
2. Producers are advised by NZ On Air that their content has been selected & are sent a briefing form to complete, providing as much information as possible
3. Contagion create a plan for paid media support
4. The plan is sent to NZ On Air & the Producer for approval
5. Contagion provide specs & deadlines to the Producer to make the creative assets
Opportunity for Contagion to assist in the production of creative assets via their NZ On Air funding application
6. Producer provides the final assets to Contagion
OR Producer provides raw assets (6sec/15sec video + static images) to Contagion if creative assistance has been requested
7. Contagion provide the final assets to the media publishers
8. Campaign goes live and is monitored & optimised for performance by Contagion
9. Post campaign analysis is provided by Contagion outlining results & future learnings

Why great creative
is key to discoverability

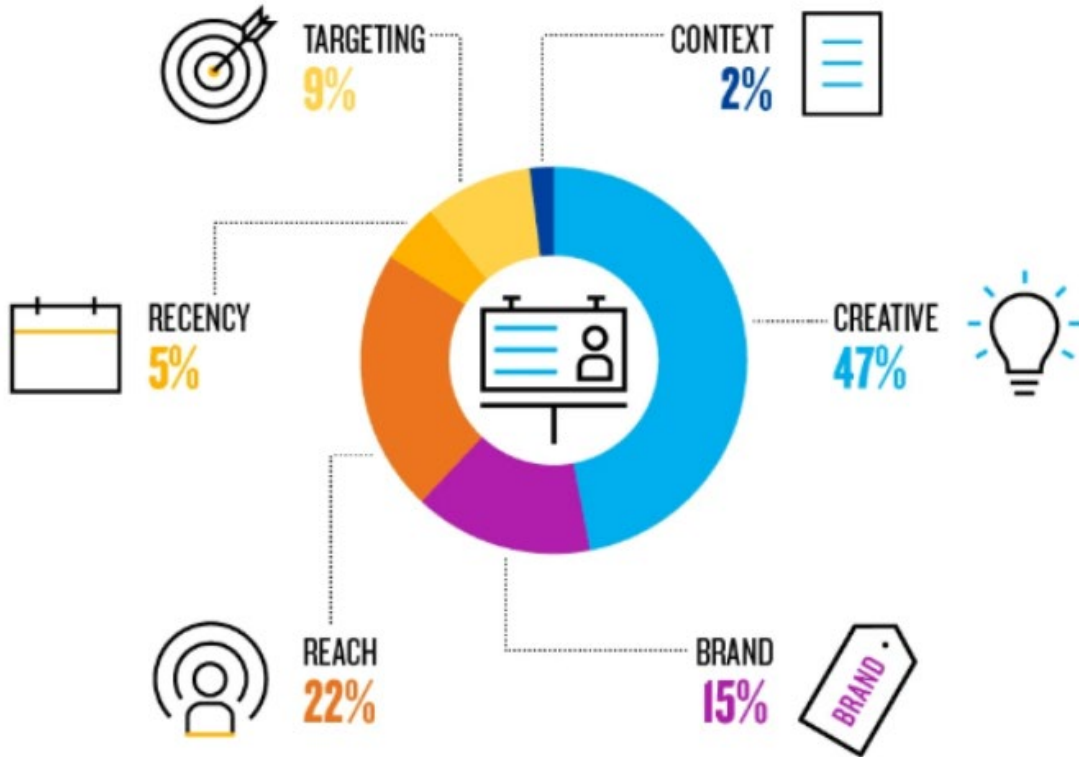
When it comes to advertising effectiveness, creative is king



Creative & Brand contribute 62% towards advertising outcome

- Ensure creative cuts through
- Ensure branding is seen

Whilst less of an effect, media elements also cannot be ignored



Reach & Targeting contribute 31% towards advertising outcome

- Know your audience

What is great creative?

Introducing Totally Awesome



Meet TotallyAwesome

A Youth-first specialist marketing and media platform focused on connecting brands with youth in a safe, relevant and effective way. We are driven to make a positive impact for our Youth in the digital world. At the heart of everything we do is Youth.



Maria Bajalica

NZ Sales Director
Totally Awesome



Marcus Herrmann

Chief Privacy Officer
Totally Awesome



Alice Almeida

Head of Research, Data &
Insights
Totally Awesome



Amanda Abel

Paediatric Psychologist
BSocSc, BAppSc(Psych)(Hons), MAPS,
MAApi, MSPS



Gary Fung

Regional Gaming Director
Totally Awesome



Creative starts with knowing Youth: First look at Youth First Digital Insights





About Youth-first Digital Insights (YDI)

Now in its **8th year**, Totally Awesome's Youth-first Digital Insights is the most in-depth annual research on youth aged 4 – 24 in Asia-Pacific. The survey was in field in July 2023.

This presentation covers **New Zealand** youth.

This presentation showcases 4 segments:

- Kids, 4 – 12
- Teens, 13 – 17
- Young Adults, 18 – 24
- Parents



In 2023, we expanded the audience from 4-18 to **4-24** and explored 3 new market-first topics: cost of living impacts, artificial intelligence and retail media



Interviewed a sample of **9,020 Youth aged 4-24** and **5,132 Parents** across 14 key APAC markets



Used a trusted research provider, PureProfile, to recruit youth via their parents' approval. Parental participation is also required



Distribution of respondents is national with the majority being from urban areas. Sample is split evenly by gender, age & distribution

Media Snapshot



Mobile-first



Tech-first

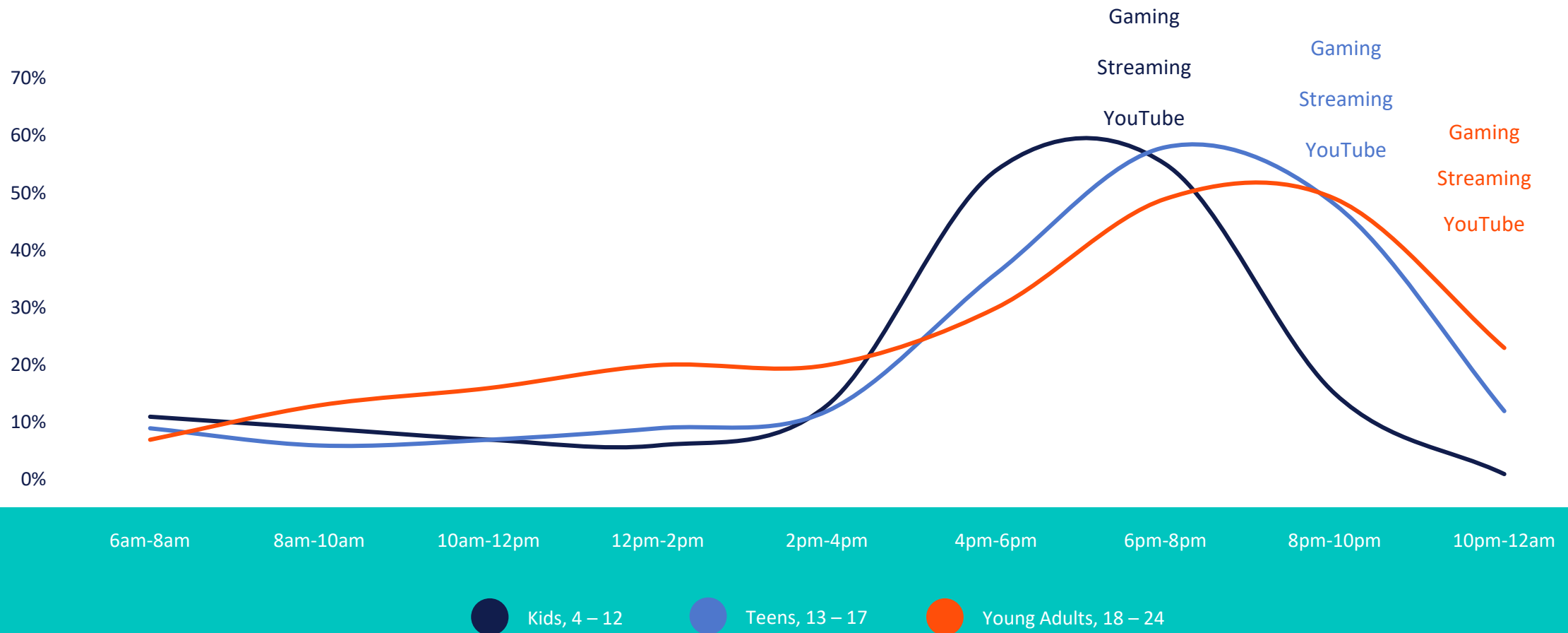


Gaming-first

Time of Day by Media: Standard Weekday



Primetime has grown. No longer 6pm to 8.30pm, it now spans 2pm right through until after 10pm for Young Adults 18 – 24, with Gaming, YouTube and Streaming leading.



Mobile-first



Mobile phones are the most accessed device for Youth, with **87% accessing it daily**



Mobile Ownership:

- Young Adults (18 – 24): 98%
- Teens (13 – 17): 85%
- Kids (4– 12): 31% with 60% owning their own tablets



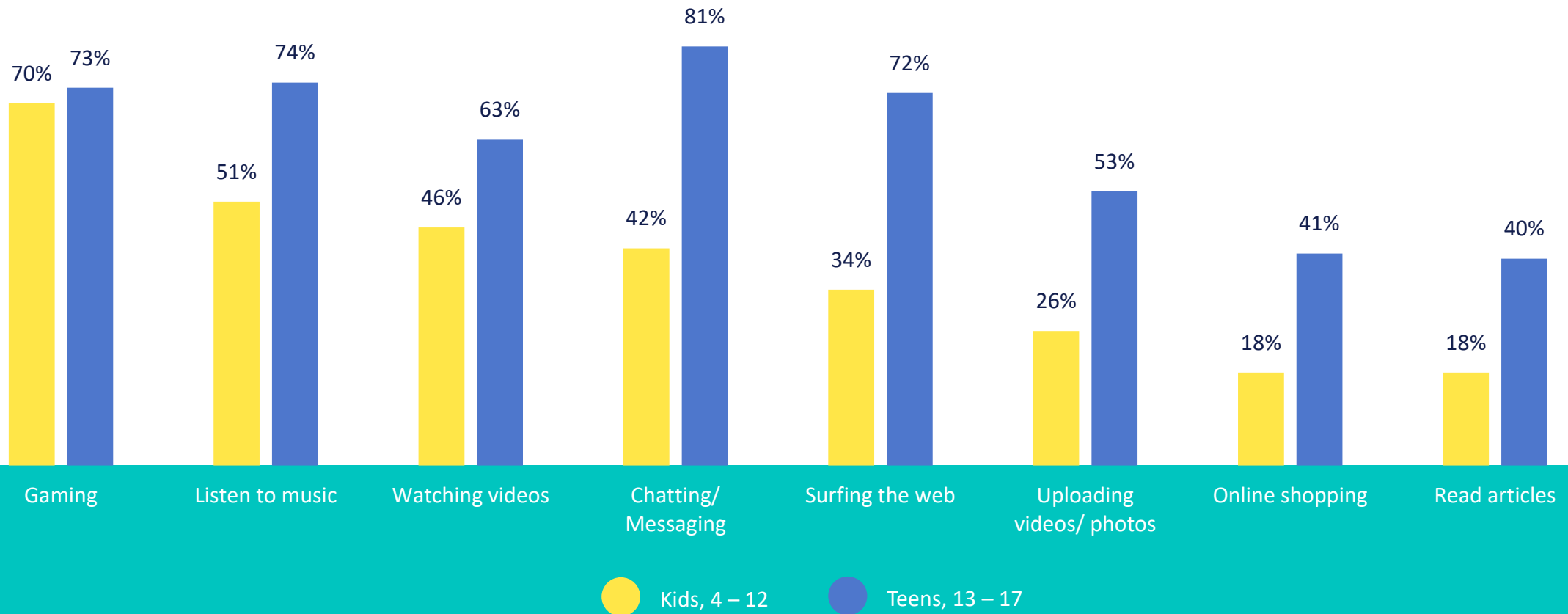
Mobile Brand: 50% have a newer model phone, highlighting their power as **early adopters of technology**



Mobile is Gaming for Kids



While Teens are doing a wide range of activities on their mobile phone, Kids are mainly using it for gaming and music.



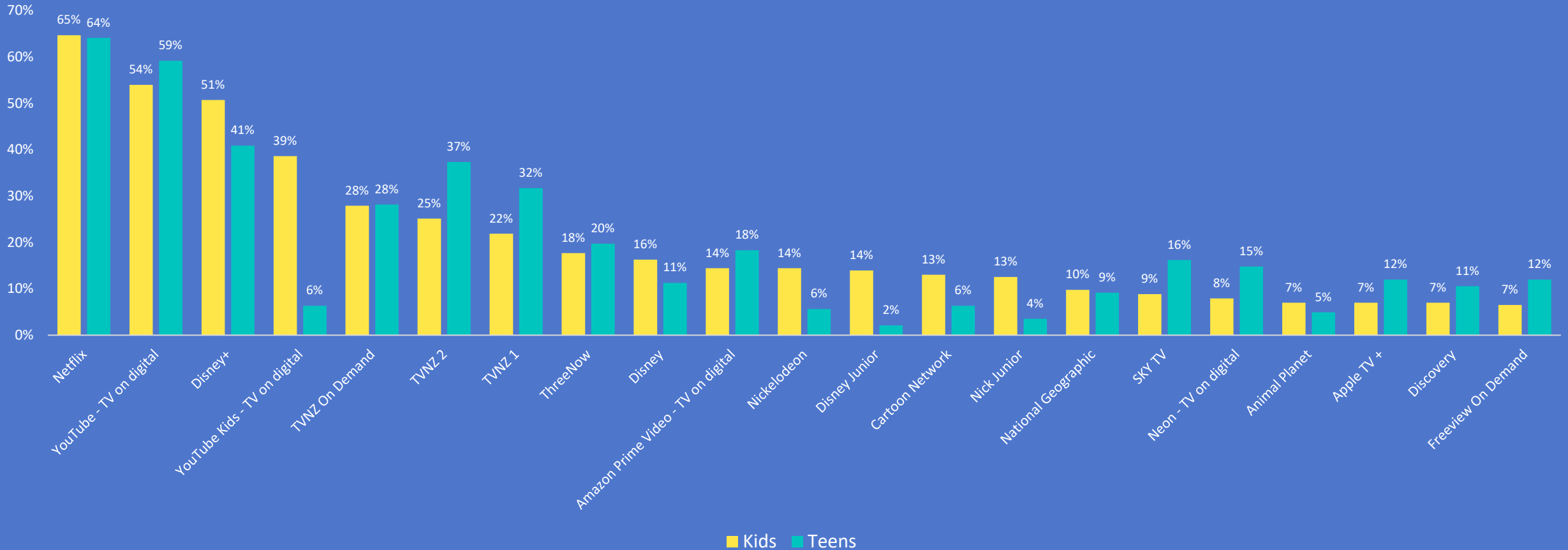
● Kids, 4 – 12

● Teens, 13 – 17

Most Watched Channels



SVOD and YouTube remain strong with youth



■ Kids ■ Teens

Most Used Video Apps



App usage differs by age, from entertainment to social; Most liked Video App for kids is YouTube (28%) and Netflix (15%). For Teens, its TikTok (23%) and YouTube (22%)

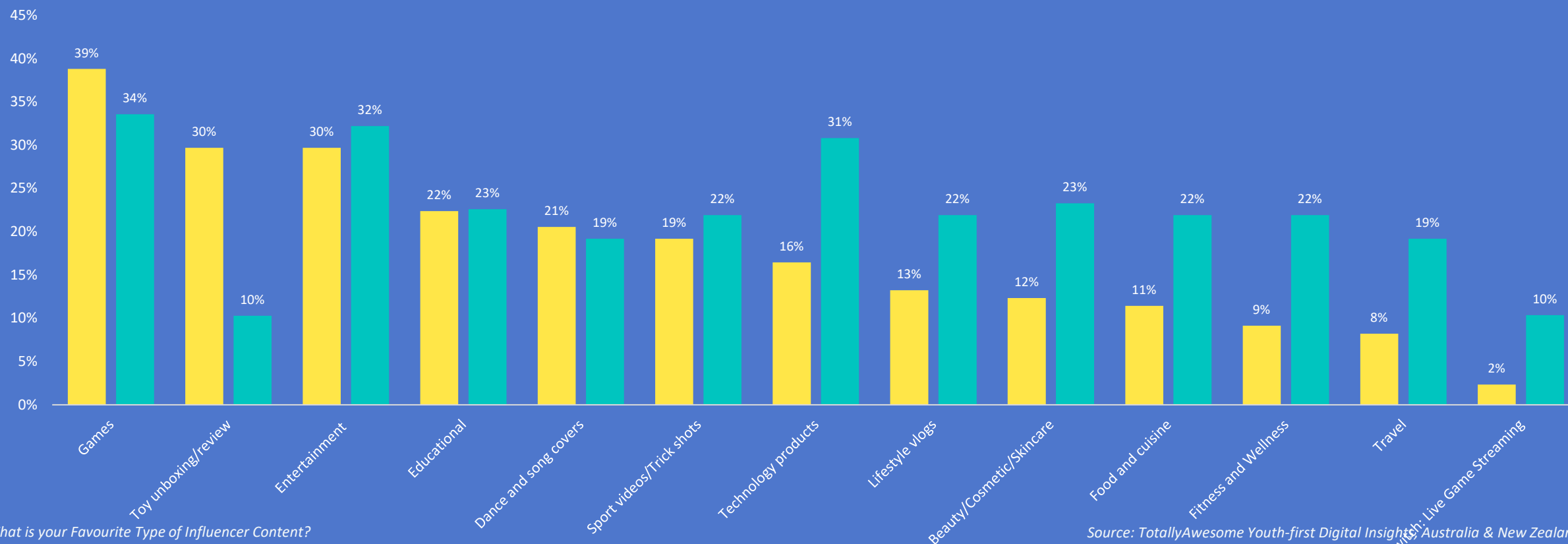




Favourite Influencer Content



Teens are more into tech, lifestyle vlogs, beauty, food, and wellness influencer content



Q: What is your Favourite Type of Influencer Content?

Source: TallyAwesome Youth-first Digital Insights, Australia & New Zealand, 2023

Youth-first is Gaming-first



Youth are gaming for **1.5 – 2 hours** each weekday and for **2 – 2.5** hours on the weekend

Reach: **84%** of Young Adults (18 – 24), **88%** of Teens (13 – 17) and **91%** of Kids (4 – 12)

49% use Gaming platforms to chat with their friends

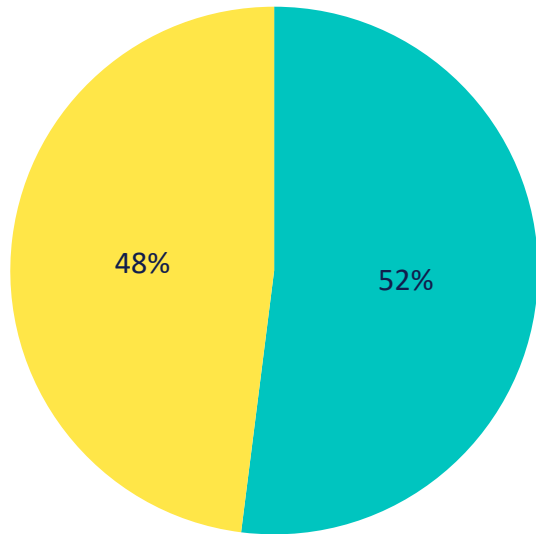


Debunking Myth #1: Only Boys Game

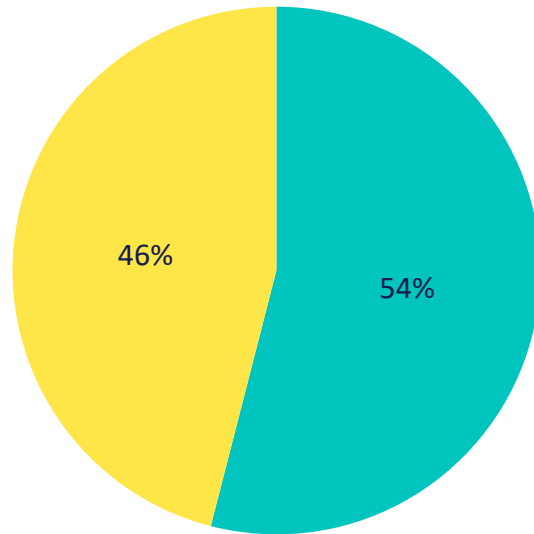


✓ Fact: Almost half of all gamers are **female!**

Kids/ Teens



Young Adults



● Male ● Female

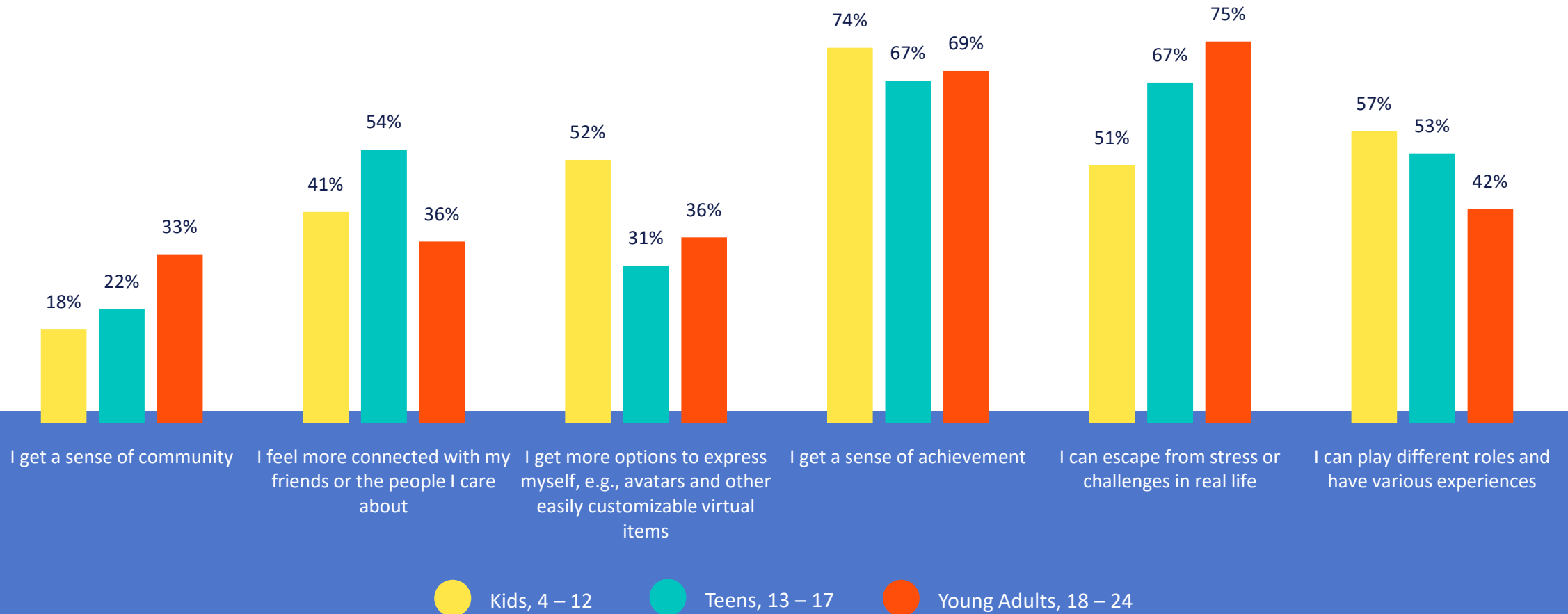




Debunking Myth #2: Gaming is isolating



Fact: Gaming can have a **positive** impact on mental health

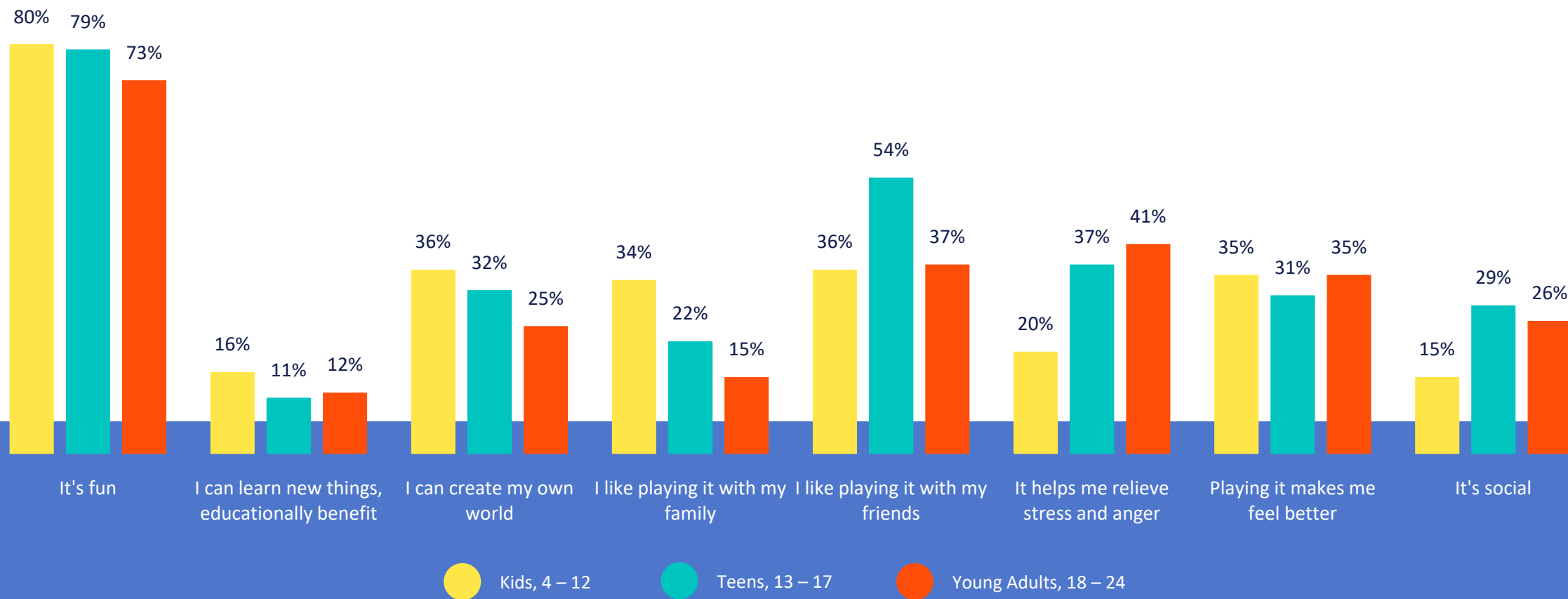




The New Playdate with Friends



Playing with friends, relieving stress and anger, and making them feel better about themselves are why **Youth love gaming.**



TotallyAwesome research frames the tone of creative

Introducing: Amanda Abel

Media trained and an experienced presenter, offering services such as live or pre-recorded sessions.

Having a psychologist demonstrates your brand's authority in the domain and is an effective way to build trust, engage your audience and/or upskill your team.



How to engage with Kiwi Youth



PRESCHOOL

SCHOOL AGE

TEENS

Focus on clear themes for this age group. Avoid presenting any complex content as they may not understand it.

Focus on themes that would be of interest of the viewing audience.

Be truthful as they can see the persuasive intent

Get their attention through playfulness

They'll feel understood if you use their language

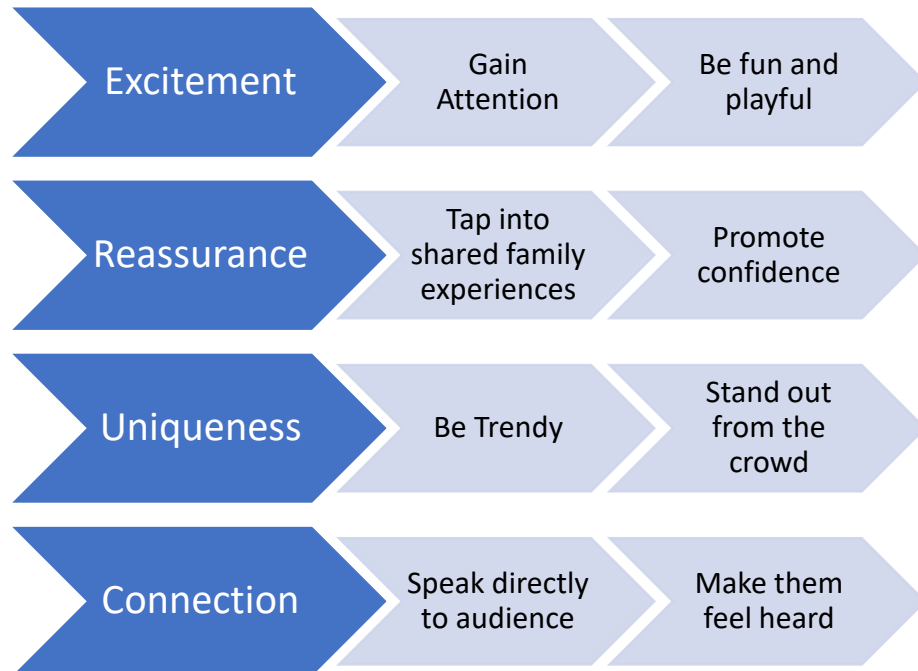
Focus on themes that are relatable to the target audience, as well as the broader social context (family, peers, friends).

Avoid underestimating their intelligence as they can now spot specific ad tactics. Respect teens as consumers who are responsible to themselves and the environment around them

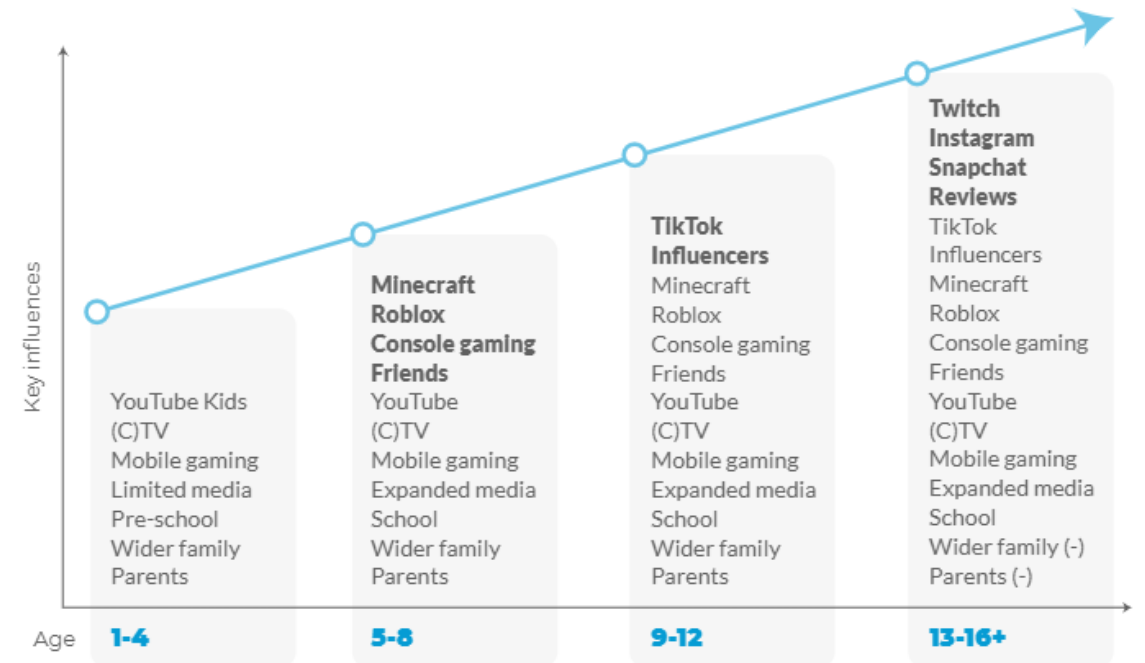
Emotional Drivers



So how can we maintain youth loyalty long term...?

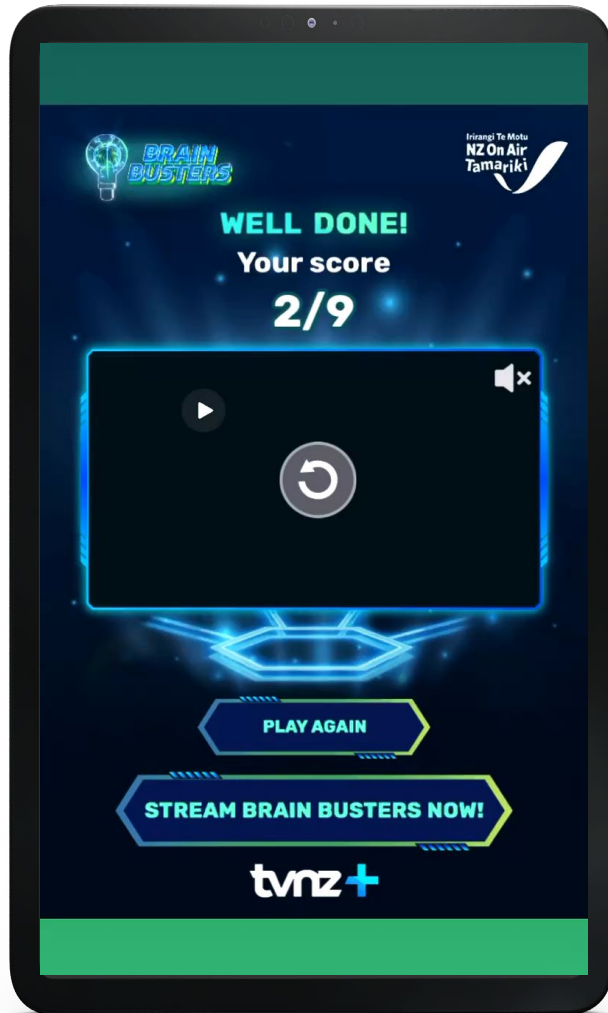


As Kids age, their influences change and wider.





Apps and Sites – Rich Media



Campaign Highlights

280,600+
Impressions Delivered

21,450+
Quiz Interactions

830+
Clicks to Site

7.65%
Engagement Rate

0.3%
Click Through Rate

Brain Busters Quiz Game

Custom Built Rich Media format, that delivered the Brain Busters show content true to its' form, through a Quiz.

Engaging and Highly Interactive, this format delivers interactive elements native to the apps environment – game play.



LIVE KPA Battle Squad – Animated Video and In Game



KPA Battle Squad

Animated Video is a 15 or 30 second video that plays before a game or video content. Kids feel like they're part of the action with a full screen experience, engaging with your content with the opportunity to discover more



In Game Video and Display

Integrated Natively into the users natural game play; Delivered as a Metaverse OOH placement. Simple and clean copy and imagery to drive best ad recall.

A tvnz ORIGINAL

What is great,
inspirational,
creative?

A successful show requires talented artists and interesting scenarios.

It also requires a marketing campaign that can help it to stand out and draw the attention of the public.

Marketing content is very competitive. To build a solid base of viewers who will be actively engaged there should be hype leading up to the content release. The hype should be built in the right time so that the viewers are enticed.

You can't build content out of data, research and algorithms.
But you must be aware of them.
Know when to bend the rules, and when to stick to them rigidly.

Why

We seldom buy things that we have not seen or tested in some capacity, which is why trailers are absolutely essential to marketing films & TV shows.

For content to spread at a compound rate i.e. 'go viral', it must push the audience to experience an emotional extreme.

This can be through humour, fear, sadness, enlightenment, anger, lust, or any other strong emotional trigger.

Think about any video, meme, or infographic you know that went incredibly viral – what emotion did it heighten?



“Do something remarkable”





Ted @WhatTedSaid

28 Dec

Had a dream last night that I was Super Mario when he WASN'T trying to save the princess. I was basically just a plumber. Pretty boring.

[Collapse](#)

[Reply](#)

[Retweet](#)

[Favorite](#)

[Buffer](#)

[More](#)

1,256

RETWEETS

365

FAVORITES



12:08 AM - 28 Dec 12 · [Details](#)



Not everyone has GoT, The Walking Dead or Ted budgets, or the benefit of multiple previous seasons with established characters to leverage:

Pre-roll video ads are an incredibly effective tool for drumming up interest and seeding your trailer online. They're relatively inexpensive, and you aren't charged if the viewer clicks 'skip' within the first five seconds.

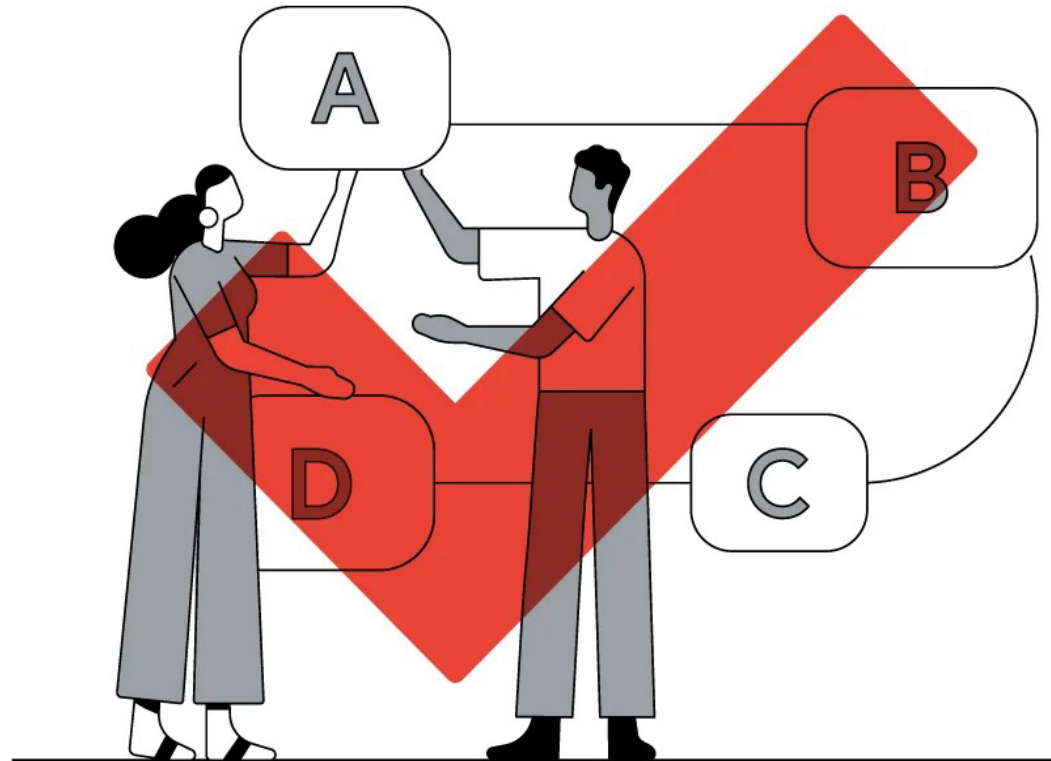
The important thing to remember with pre-roll advertising is to give the viewer a call to action i.e. something to do right now.

And in the world of social media, make sure you have a vertical version.

Capturing this content for marketing assets, for both paid & owned channels, during production will be the key to success.

EFFECTIVE VIDEO ADVERTISING

Source: Google YouTube & Nielson



A = Attention

B = Branding

C = Connection

D = Direction

On average, the ABCDs deliver a 30% lift in short-term sales likelihood and a 17% lift in long-term brand contribution.¹

Best practice

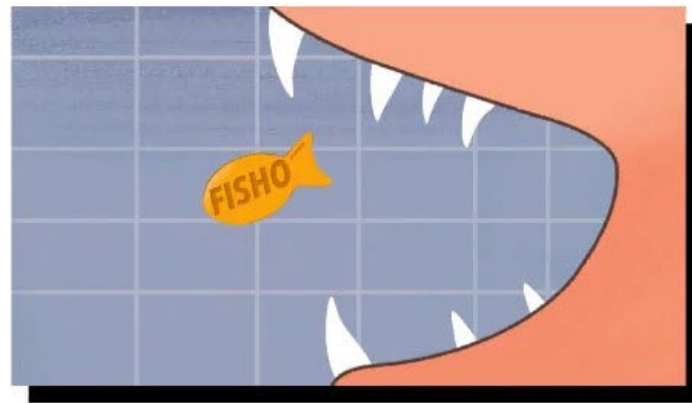
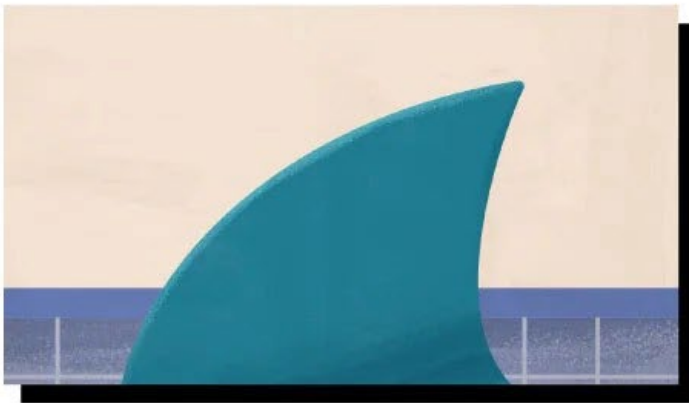
Applying the ABCDs

Imagine you're on a creative team tasked with producing an ad for a new line of fish-flavoured dog treats. Your concept was approved, and now it's time to put together a storyboard. As we go through the ABCDs, we'll explore how we might improve our ad at this early stage of execution.



A = Attention: Hook the viewer

Start big! Successful ads work hard to earn engagement right from the get-go.



B = Branding: Brand early, often, and richly

Digital is a mix of sound-on/off experiences, so take advantage of the multisensory aspect of your medium to get more impact. Below are three different ways to ensure your brand is present.



C = Connection: Help people think or feel something

Don't think of your viewer as passive. Work to educate, inspire, or entertain them. Humanise your story to help them relate.



D = Direction: Ask them to take action

Finally, with clear and simple instructions on what to do next, people will be more likely to respond to your ad the way you want.



CD



ABCDs

ABCD



Align your creative to the action you are wanting to achieve

The media strategy is built based on the action we want from our audience, with each layer playing its role in the ultimate objective of driving viewers to your content

Creative should apply the same logic, and remember the ABCD's



ORANGE

is the new

BLACK

Aligning Media & Messaging - Awareness



Awareness

Media Objective:

Capture attention in broad reaching media channels, with enough frequency to remain top of mind.

Media Channels:

Digital will skew towards Connected TV environments.
Radio & Outdoor (billboards etc) may provide support.

All campaigns will have this layer

Role for creative:

- Generating interest in your content by communicating what makes it valuable to the viewer

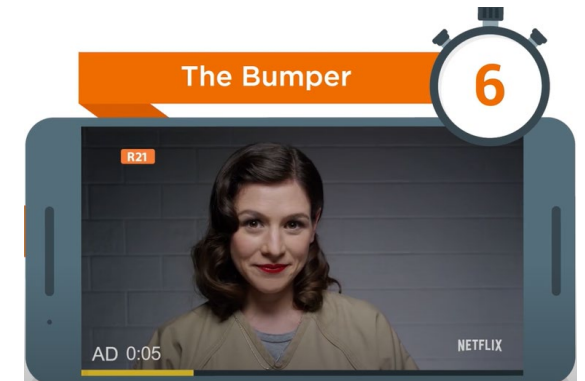
Indicative creative for nats:

- 6sec digital video, full episode video for some audiences, square/portrait static (social/OOH)



ABCD creative considerations:

- (D's) Call to Action – available now & where to view (viewer is unlikely to click through on the asset at time of viewing)



Island of Mystery – 6sec Awareness Video



Island of Mystery – Awareness Outdoor & Social



TE WĀ O MATARIKI

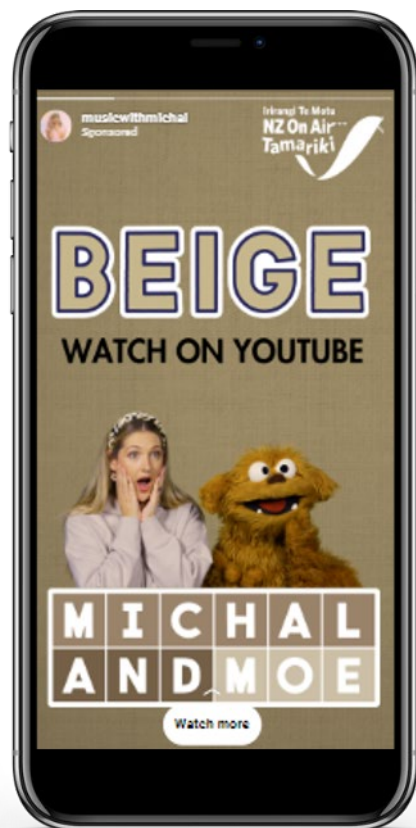
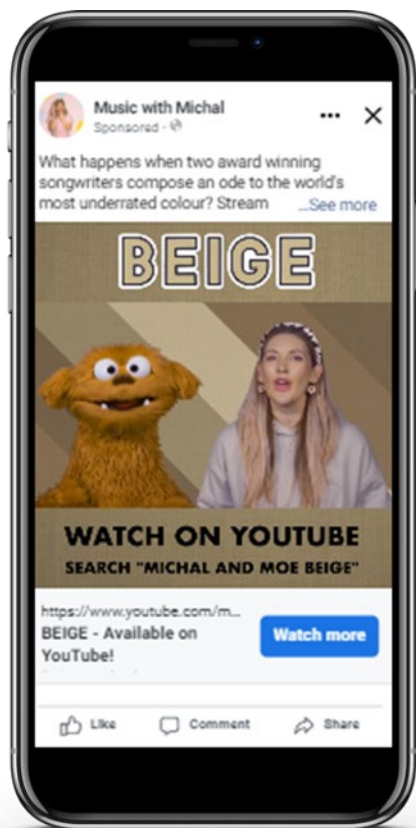
STREAM NOW
E PĀHO ANA INĀIANEI

Māori+ tvnz+ skyGO YouTube

Irirangi Te Motu
NZ On Air
Tamāriki

ISLAND OF MYSTERY

Michal & Moe – Awareness Radio



The Hits Drive with Brad & Laura • 20 June •

The Hits have teamed up with [Michal and Moe](#) for your chance to win a Michal and Moe prize pack, plus \$2,000 CASH! Check out their brand-new song BEIGE at thehits.co.nz, and answer a question about Moe's favourite colour to be into win!

Watch and Win!
THANKS TO MICHAL AND MOE

BEIGE

WATCH ON YOUTUBE

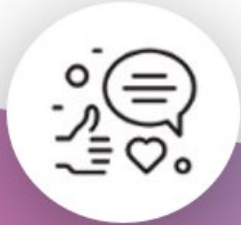
MICHAL AND MOE

The Hits Drive with Brad & Laura
Public figure

You, Jessie Matheson, Kali Pentecost and 151 others • 206 comments • 6 shares

Love • Comment • Share

Aligning Media & Messaging - Consideration



Consideration

Media Objective:

Get people thinking & talking about your content and the viewing options available.

Media Channels:

Dual screening environment of Cinema, or targeted Outdoor (malls, schools etc), to reach families/groups.

Few campaigns will have this layer

Role for creative:

- Give viewers more information to stimulate talkability and reinforce relevance & viewing options

Indicative creative formats:

- 30sec video (cinema), multiple portrait static (OOH)



ABCD creative considerations:

- (D's) Call to Action – available now & where to view (viewer is unlikely to click through on the asset at time of viewing)




Toi Time 2 – Consideration Cinema Video



Toi Time 2 – Consideration Outdoor



Aligning Media & Messaging - Engagement



Engagement

Media Objective:
Drive views of your content.

Media Channels:
Hard working digital performance channels, skewed towards mobile.

All campaigns will have this layer

Role for creative:

- Stimulate immediate action

Indicative creative formats:

- 15sec digital video, static & portrait video (social)



ABCD creative considerations:

- (B) Branding – skippable video format so early branding is essential
- (D's) Call to Action – watch/play NOW



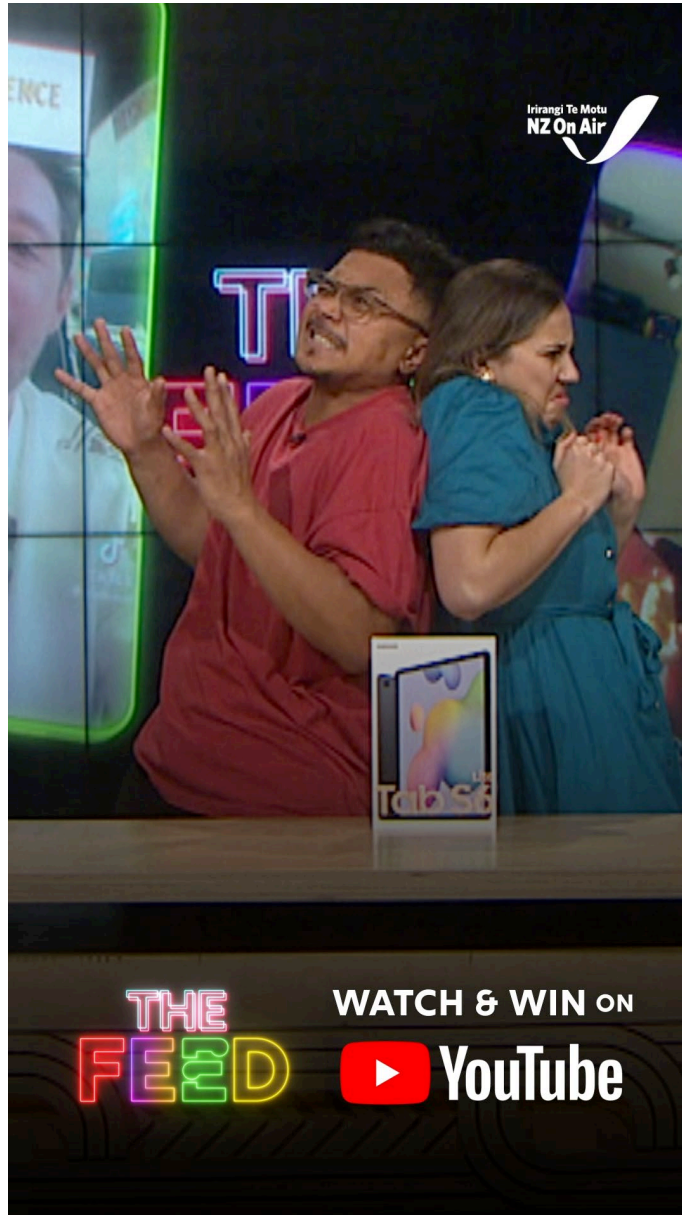
Toi Time 2 – Engagement Video Companion Banners



The Feed – Engagement Video



The Feed – Engagement Social



PRODUCTION CHECKLIST

Introducing the Digital backpack - Inspiration to pack it right

Advertising assets provided to Contagion need these

Mobile first approach

Portrait format video

Audio



Clear call to action



Remember the ABCD's



Align messaging

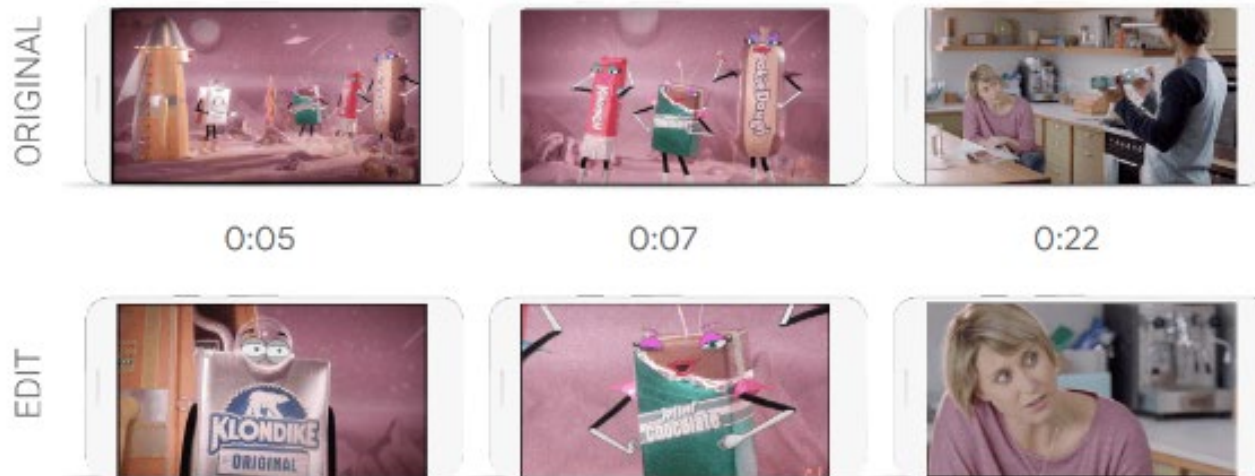
to layer in the funnel

Mobile First

- 🐾 **Fast cuts** and **pacing**
- 🐾 **Bright footage** (show up on dim phone screens)
- 🐾 **Close cropping** (zoom in on faces and key details)
- 🐾 **Big Text /Graphics** (stand out on small screens)

Klondike, an American ice-cream brand tested two ads with the same content but different framing on mobile. They saw a 15% increase in overall performance.

Klondike: edits (pacing, framing) performed +15% better



Portrait (vertical & square) formats

9:16



Vertical

On the **right**: How a vertical video appears if the viewer engages full-screen mode.

In the **centre**: The portion of a 9:16 vertical video that is cropped for the initial ad impression.

On the **left**: How the video ad appears upon ad impression.

Use the aspect ratio 9:16 for vertical videos. Avoid core messaging in the top 10% and bottom 25% of the video

What's distinctive about this aspect ratio, is that it could be seen as most immersive because it utilises the entirety of a vertical screen.

1:1



Square

On the **right**: How a square video appears when the user engages fullscreen mode.

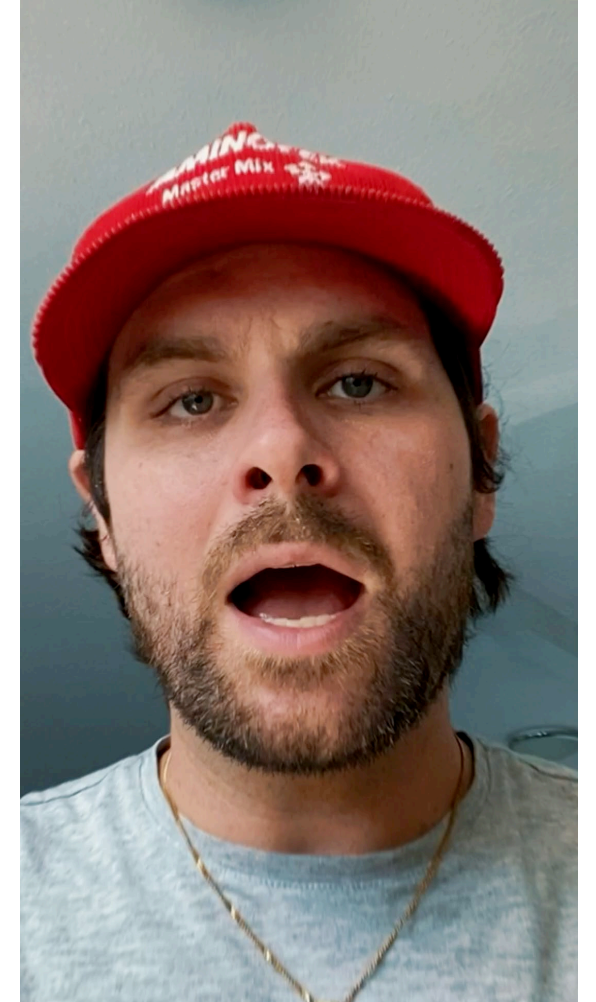
In the **centre**: Cropping behaviour (none).

On the **left**: How the video ad appears upon ad impression.

Use the aspect ratio 1:1 for square videos.

Tip: Use the *creative* space!

The advantage of using vertical videos is that you can film the subject that looks better in a vertical frame such as a waterfall. You can even creatively split the vertical space into two and show similar or merging subjects stacked on top of each other. Same for square videos. Not many viewers are familiar with squared YouTube ads so showing them out of the ordinary ad sizes could make your creative stand out.



Audio

Audio needs to be included in the video content, ideally voiced by talent/characters from the content, ideally including the call to action along with the endframe.

<https://www.ispot.tv/ad/1hnM/disney-bluey>



Clear Call to Action & Branding

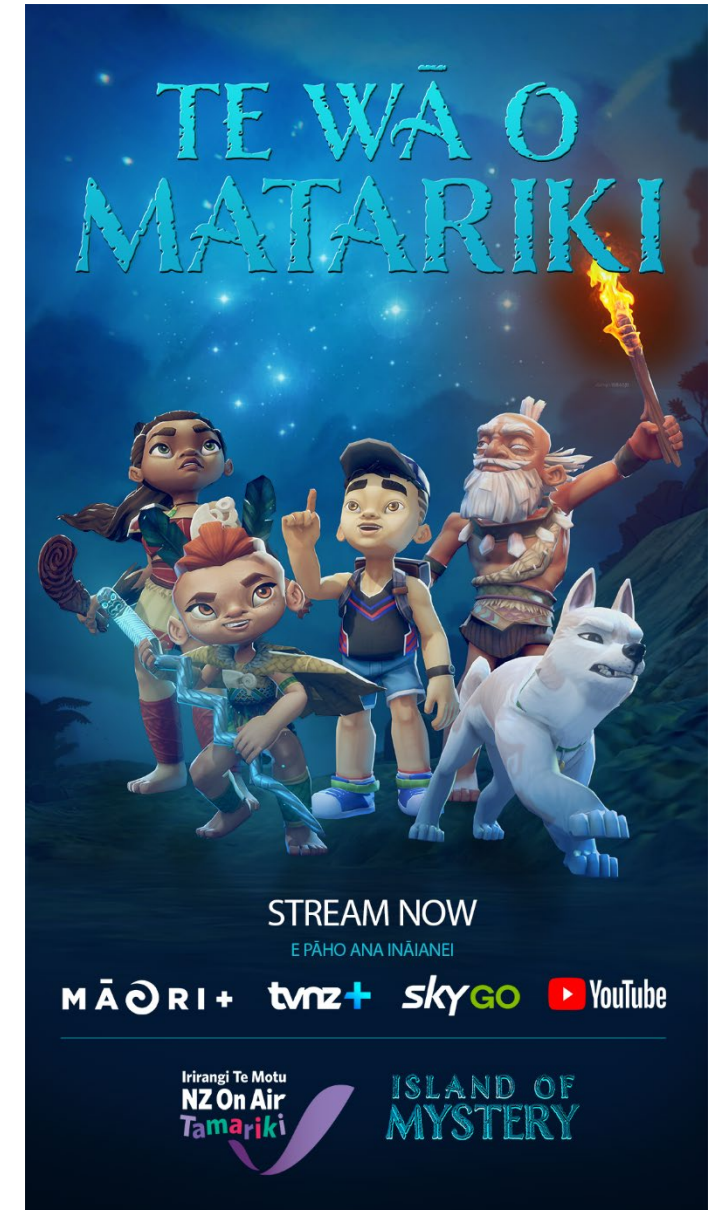
Why so many logos?

Who funded a show, who's bought it, and where it's screening are important indicators.

Think of them and the CTA as signposts for your audience.

Without them people are lost.

The NZ On Air logo, YouTube, TVNZ et al also bring credibility, and let people know your show has been seen and approved by the right folk



Final Thoughts

Marketing content is not an easy task. If you want to stand out from the crowd, do something remarkable, be ambitious with your marketing goals, work with experts, and don't believe the myth that you need a large budget to achieve great results. Money helps, but creativity is the real currency in marketing. And of course, the back pack.



Wrap Up

NZ On Air

Kelly Davis - Tumuaki Tūhono Pūtea / Associate Head of Funding

Irirangi Te Motu
NZ On Air



Pātai / Questions?

Irirangi Te Motu
NZ On Air
Tamariki

