

Scripted and Non-fiction applications:



Discoverability Guidelines

A. Marketing and Publicity

1. NZ On Air recognises that content discoverability is critical to fulfilling our core remit of ensuring New Zealanders can access and consume locally made content.
2. While marketing and promotion have traditionally been the responsibility of platforms, the reduction of internal marketing resources across local platforms has created a significant gap in audience awareness of funded content. In response, we have allocated modest funding to support paid marketing activities, particularly off-platform initiatives. This targeted investment acknowledges that in today's fragmented media landscape, funded content requires active promotion to reach its intended audiences.
3. Applicants seeking production funding can receive ring-fenced funding to create marketing campaigns to drive discoverability.
4. All productions should dedicate at least one day in the filming schedule to capturing marketing assets - including stills photography, behind-the-scenes footage, promotional video content and audio materials. We strongly recommend including budget line items for EPK (Electronic Press Kit) creation, publicity support and graphic design services to ensure the project has professional marketing materials ready for launch. Our website has resources on best practice [screen publicity guidance](#).

B. Types of Marketing Funding

5. There are three types of marketing funding available:
 - **Integrated marketing allocation** - Basic marketing/publicity budget within production funding
 - **Managed Discoverability campaign** - Campaign delivered by NZ On Air's media partner, Contagion
 - **Producer-led Discoverability campaign** – Independent marketing campaign managed directly by the producer.
6. All NZ On Air marketing funding is designed to complement the marketing commitment of the supporting platform(s). We expect all platforms to promote and market the projects they support.

C. Integrated Marketing Allocation

7. Applicants should include budget lines for the creation of marketing assets and publicity costs, and may include budget lines for basic paid media promotion. Paid media should promote free-to-air local distribution only. We do not generally allow funding to be used for launch/publicity events but will consider this on a case-by-case basis and exceptions may be granted by approval of the [Head of](#)

[Funding](#) or [Associate Head of Funding](#).

8. Funds are ring-fenced for marketing purposes only; not absorbed into the production budget or contingency. Any underspend must be returned to NZ On Air in full.
9. Applicants will be informed in their funding decision letter if their Integrated Marketing Allocation has been approved. Once approved and contracted, at the relevant funding drawdown stage producers will be required to submit a marketing/publicity plan to the [Audience and Media Strategist](#) for approval. This plan should include:
 - Marketing and/or publicity strategy: *A brief outline and breakdown of what you plan to do with the allocated funds*
 - Timeline for marketing activities
 - Target audience definition and reach strategy: *Who your intended audience is (with as much specificity as possible) and how you will reach them*
 - Platform and channel strategy with estimated costs: *A summary of the social media platforms or other media channels you plan to use and how you will use them*
 - Asset creation requirements and costs: *How many ad formats you need and what the costs are to create them.*
10. Producers can seek and combine this integrated funding option with either of the Discoverability campaign options below. However, given the limited availability of Discoverability campaign funding - with only a small number of projects approved each year - **we recommend all applicants include the integrated allocation as their foundation.**
11. Feature films co-funded with the NZ Film Commission are eligible for marketing funding from NZ On Air. These projects can receive support from both NZ On Air and the NZ Film Commission's Distribution Fund. While the NZ Film Commission's funding promotes the film's domestic theatrical release, NZ On Air marketing budget lines may be included to promote free to air local distribution only.

D. Managed Discoverability Campaign with Contagion

12. This funding is open to all production funding applicants, including those accessing the NZ Screen Production Rebate (NZSPR). The cost of this campaign is funded in full by NZ On Air. It goes directly to Contagion and is not included in the production funding total for the project.
13. A limited number of projects are selected for a managed discoverability campaign each year. Selection is made jointly by NZ On Air and supporting local platforms, typically at the start of each financial year (July - June), using the criteria outlined in Section F below and considering each project's intended transmission date. Projects with extended production periods will remain eligible for consideration in the year they plan to transmit. Please keep the Audience and Media Strategist informed of any changes to your estimated delivery timing.
14. If selected, Contagion will work collaboratively with producers and platforms to design an advertising campaign that complements and enhances both parties' existing marketing strategies. Managed Discoverability campaigns are designed to extend reach beyond what producers and platforms are already doing independently.

15. This option covers media planning and placement only. Asset creation and publicity remain the producer's responsibility (and in some cases, the platform). Producers should consider applying for an Integrated Marketing Allocation to cover these costs.
16. NZ On Air uses a media partner because centralised media buying optimises purchasing power and provides access to specialist advertising expertise and project management.

E. Producer-led Discoverability Campaign

17. This funding is open to all production funding applicants, including those accessing the NZSPR. It is not included in the production funding total for the project.
18. Applicants may request up to \$50,000 excl. GST to run their own Discoverability campaign. Applicants will be informed at the funding decision stage if their request has been approved.
19. This option is available to a very limited number of projects each year. This funding covers media planning, placement, asset creation and publicity.
20. Please include a detailed marketing plan and budget demonstrating:
 - How you will reach your target audience
 - Your strategy to create awareness and drive viewership
 - Why you are best positioned to manage the campaign independently.
21. Successful applicants will receive a separate letter outlining approved funding and conditions (in addition to a production funding Letter of Advice).
22. At the relevant drawdown stage applicants are required to submit an updated marketing/publicity plan and budget to the Audience and Media Strategist for approval. When preparing budgets, please factor in potential rate increases during the submission and contracting period. NZ On Air will fund only the amount originally requested - no additional funding will be provided if rates increase after submission.
23. This funding must be used for additional resources beyond existing in-house capacity. It cannot subsidise staff, equipment or activities that producers already have in place.
24. Funds are ring-fenced for marketing purposes only; not absorbed into the production budget or contingency. Any underspend must be returned to NZ On Air in full.
25. A detailed post campaign report will be required upon completion of activities.

F. Selection Criteria

26. Applicants indicate on their funding application form if they would like to be considered for a Managed or Producer-Led Discoverability campaign.
27. NZ On Air considers the following factors when selecting projects for Managed and Producer-Led Campaign funding:
 - **Alignment with priority audiences** - Content with strong themes and focus areas that resonate with NZ On Air's priority audiences (see our [Investment Strategy](#), page 2)

- **Platform reach and commitment** – Primary platform's audience size and confirmed marketing support
- **Digital-first storytelling** - Content designed specifically for online platforms and engagement
- **Strategic timing** - Alignment with platform schedules and timely transmission dates
- **Proven audience performance** - Track record of viewership/listenership from previous seasons (where applicable).

28. To discuss further please contact Sarah Donaldson, Audience & Media Strategist,
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Last updated December 2025