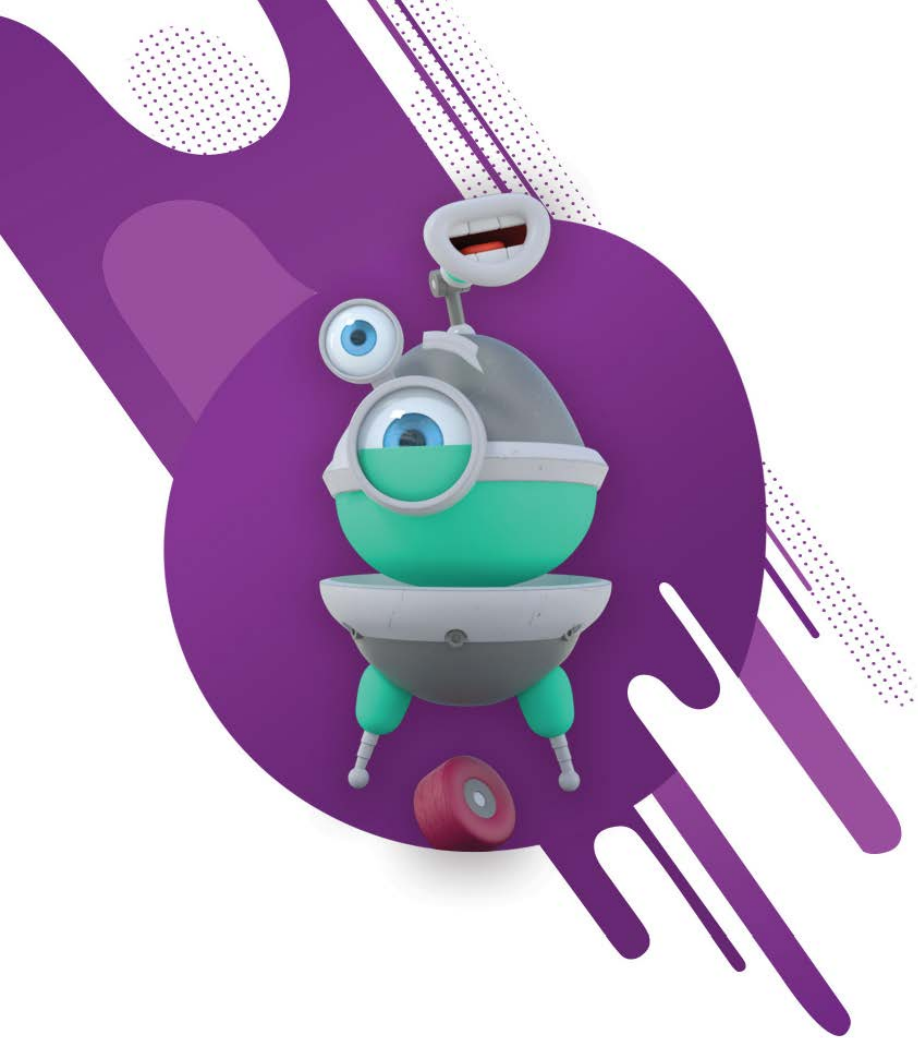


HEI
I3H

MARKETING OBJECTIVE

- Drive significant awareness of the product
- Drive app download
- Drive active usage across web and app





TARGET AUDIENCES

- Media wary parents with young kids (primarily aged 5 – 7)
- Kids aged 5 - 7

COMMUNICATION STRATEGY

Grow young imaginations

Media-wary parents

1. **BRAND-LED**
 - “HEIHEI”: a new content platform for Kiwi kids aged 5–7 that will spark curious kiwis and grow young imaginations
2. Supported by PLATFORM proof points:
 - TVNZ / NZOA collaboration
 - Breadth and diversity of content hand-picked and crafted to inspire Kiwi kids to make and create with a local lens
 - Local content creators
 - Quality international content
 - A quality viewing and gaming experience that is safe and ad-free
 - A free platform

Kiwi kids aged 5-7

1. **CONTENT-FIRST**
 - Showcase flagship formats and hero characters
2. Supported by PLATFORM proof points:
 - An interactive website and app that will include video, audio and game content
 - Quality content to discover and explore
 - Be inspired and entertained
3. Filter the eggies throughout to build affinity amongst kids

CREATIVE APPROACH

The world through kids' eyes



COMMUNICATION PLAN

Saturday 26th May 2018: Publicity event

28th May 2018: **Launch campaign**

Delivering awareness of the product, app downloads and active usage (web + app)

July School Holidays: **Activation**

Driving engagement and interaction with HEIHEI through a themed event at targeted shopping malls, further driving awareness, engagement and app download



LAUNCH CAMPAIGN

Media-wary parents

LAUNCH - AWARENESS:

Deliver significant awareness of HEIHEI, nudging platform trial

Owned:	On-Air (45", 30", 15", promos) OnDemand (as above) eDM Social TVNZ.co.nz (display, highlights)
Paid:	SEM You Tube Social (r&f, owned and Narrative) Kidspot NZME digital

Kiwi kids aged 5-9

Owned:	On-Air (30", promos) Display Digital Video
Paid:	You Tube for Kids
Earned: key	Mass publicity Cross communication across TVNZ peak and kids shows

ACTIVATION

July School Holidays (7th – 22nd July 2018)

Week 1: Manukau Westfield Mall

Week 2: Riccarton Westfield Mall

Saturday 28th & Sunday 29th July 2018: Queensgate Mall



ACTIVATION CONCEPT



SUSTAIN & ACTIVATION CAMPAIGN

Media-wary parents

Owned: On-Air (45",30",15", promos)
OnDemand (as above)
Westfield Owned Media

Paid: SEM
You Tube
Social (r&f)
Kidspot
Malls
Cinema
Time Out
NZME digital
Radio

Kiwi kids aged 5-7

Owned: On-Air (30", promos)

Paid: You Tube for Kids
Malls
Cinema

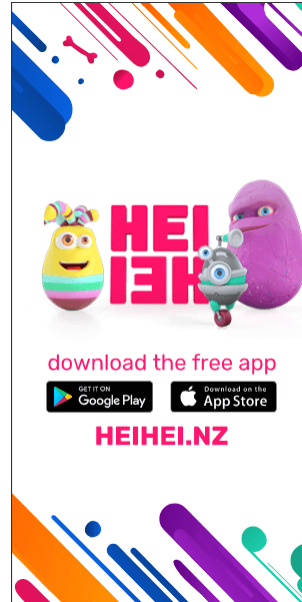
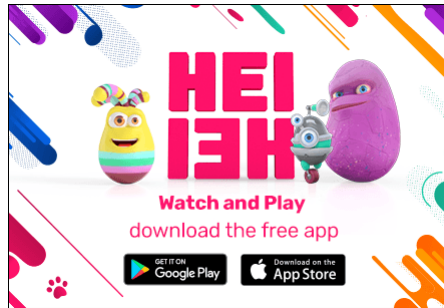
Earned: Mass publicity
Cross communication across key TVNZ peak
and kids shows

**ACTIVATION -
ENGAGEMENT:**
Activate brand
experience in real-
world maximising
visibility &
participation

The background is a vibrant pink color with a complex, abstract pattern. It features various geometric shapes such as circles, ovals, and elongated rectangles, some of which are filled with a darker shade of pink or a white dotted pattern. The shapes are arranged in a way that creates a sense of depth and movement, with some elements appearing to overlap others. The overall aesthetic is modern and dynamic.

HOW IT LOOKS

DIGITAL ASSETS (WIP)



HEIHEI Social Media Marketing

HASHTAG #NZHEIHEI

Be sure to use this on all original content pertaining to HEIHEI

- **FACEBOOK** <https://www.facebook.com/nzheihei>
- **INSTAGRAM** @nzheihei
- **TWITTER** @nzheihei
- **SNAPCHAT** @NZHEIHEI



Rule of thumb: Shows will not have individual social pages and will instead be promoted via posts on HEIHEI social pages so there is a content-rich, primary social presence that parents know to follow.

Exceptions: If producers can demonstrate why their shows require their own social media profiles then we will consider this.

Regularity of Posts					Timing of Posts		
Pre-Launch (1st May)	Content	Launch	Content	Ongoing	Content	Morning	Evening
5 posts / week (7 max)	<p><i>Key Messaging Shows available Teasing branding</i></p>	7 posts / week	<p><i>Key Messaging, shows available, tutorials (to download, using app), show hype for influencers + physical events)</i></p>	7 posts / week	<p><i>Key Messaging, shows available, tutorials (to download, using app), show hype for influencers + physical events), bespoke content from each show</i></p>	gam (post school drop off / morning coffee at work)	7pm (kids in bed - hopefully! - in preparation for the next day)
5 posts / week (7 max) (original content to Facebook)		7 posts / week		7 posts / week		Related to show's programming; giveaways, etc	Have changed algorithms back - content now shown more organically. What you love is seen more, so suggested that content is shared in the evenings (no later than 7:30pm so HEIHEI isn't seen to encourage late night use)
IG Story 1x a day		IG Story 1 - 5x a day		IG Story 1 - 5x a day		As it happens / related to shows	First thing in the morning (7am)
Tweet 2 - 3 times per day		Tweet 2 - 3 times per day		Tweet 2 - 3 times per day		Not a huge driving factor	
Content teasers		Content live		Content live		Not a huge driving factor	
Story 1 x day		Story 1 - 5x a day		Story 1 - 5x a day		Ongoing, as it happens and related to shows	