



**NZ
ME.**



DIGITAL MARKETING IN PRACTICE

A day in the
life of ...



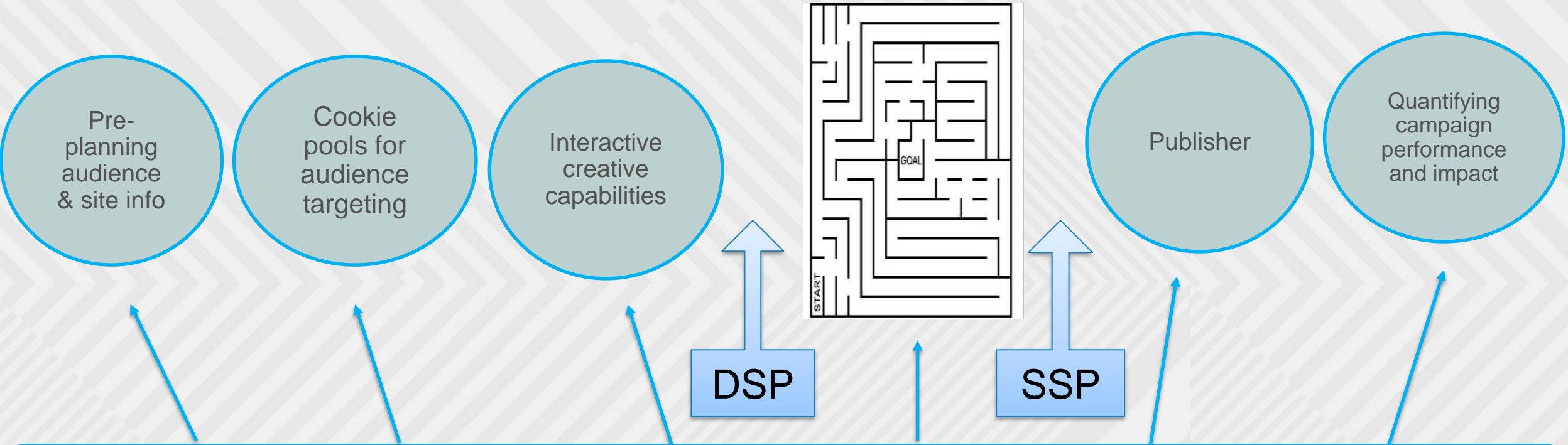


SO....

**WHAT
MAKES UP
THE NZ
MEDIA
INDUSTRY?**



NZ MEDIA INDUSTRY



Research – Data Providers – Rich Media – Exchange – Publisher – Measurement

E-COMMERCE INBOUND MARKETING SOCIAL MEDIA MARKETING AFFILIATE MARKETING

DIGITAL MARKETING SEM MOBILE MARKETING

MARKETING

MARKETING

NATIVE ADVERTISING E-MAIL MARKETING VIDEO MARKETING ONLINE PR PPC VIRAL MARKETING SEARCH ADVERTISING DISPLAY ADVERTISING

CONTENT MARKETING

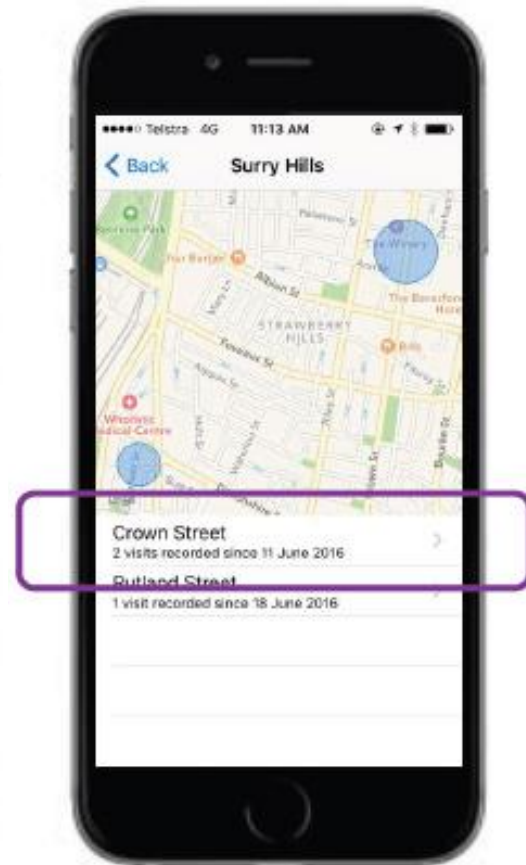


GROWING IMPORTANCE OF **DIGITAL**

In the last 24hrs 8 out of 10 NZ'ers have used the internet. More than have watched TV

Smartphone usage up 132% YOY

Growing ability to target the individual based on our exact location [HIJAK by Meat Pack](#)

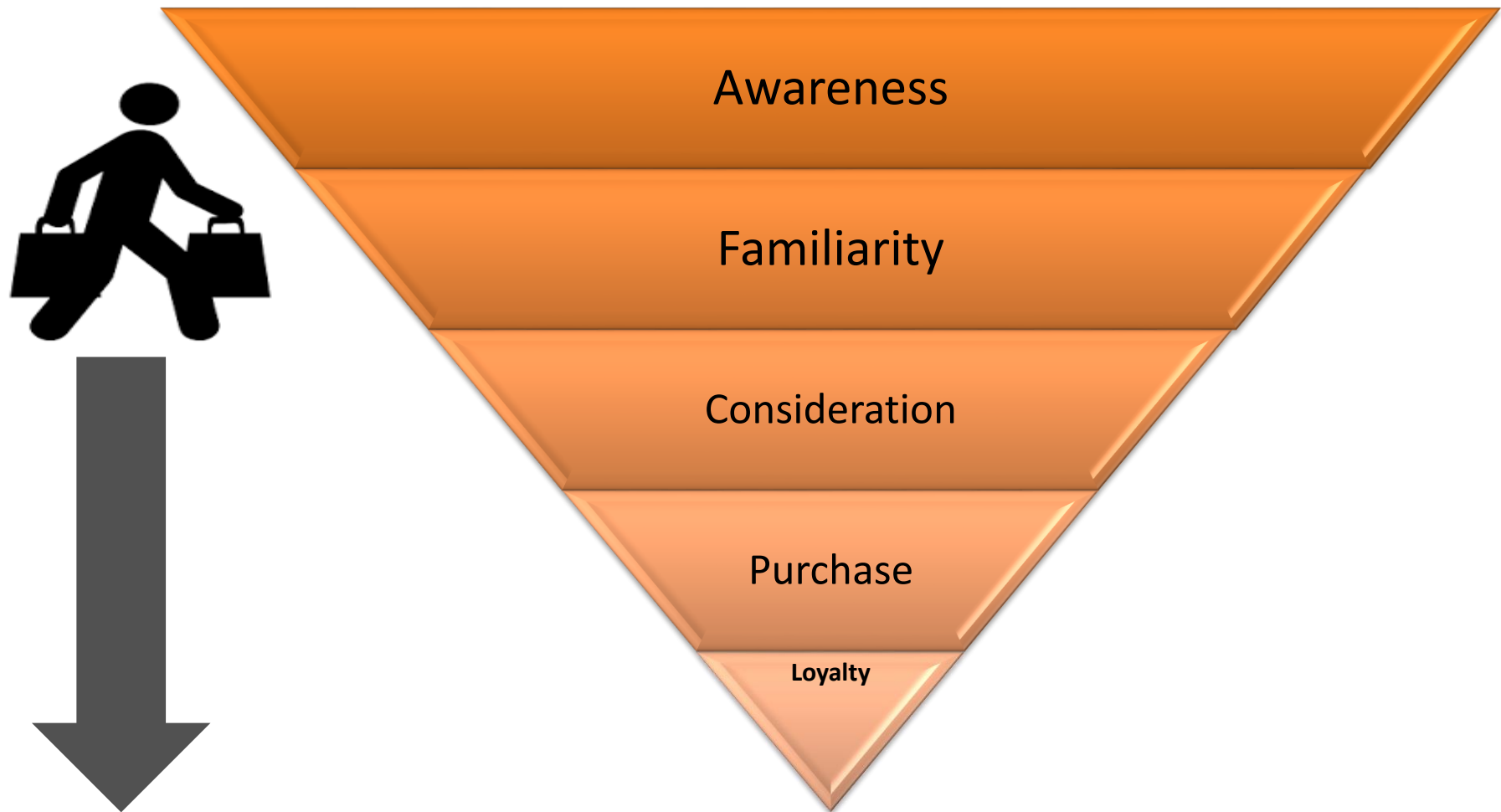


BUY INDIVIDUALS & THEIR ACTIONS





TRADITIONAL **FUNNEL**





NEW BUYING JOURNEY



07:00



ON WAY TO WORK

BARISTA MADE
COFFEE
NOW AT
DRIVE-THRU



McCafe



19:00



ON WAY HOME



ADSHL

NEW



THE SERIOUS ANGUS™ 1/2LB DEMANDS SERIOUS ATTENTION

AVAILABLE WHILE IN STOCK AT PARTICIPATING RESTAURANTS



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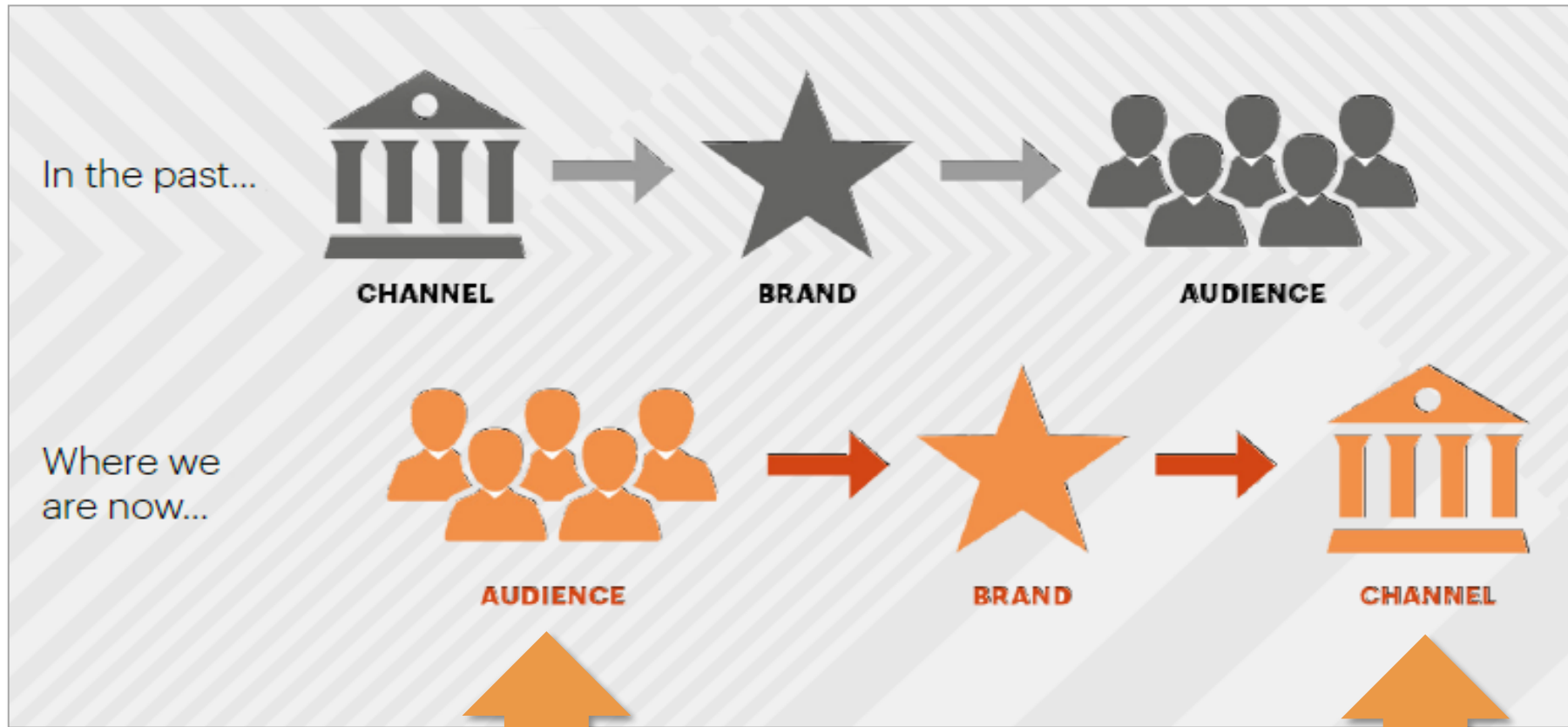
PERSOANLISED UX





1. CREATIVE
2. INTEGRATION
3. OPTIMISATION

BIG DATA



**AUDIENCE
SPECIFIC
CREATIVE**

**ENVIRONMENT
SPECIFIC CREATIVE**

WHAT ABOUT EARNED MEDIA?

We asked **current travellers and past visitors to share their #NZMUSTDO** experiences & images for the chance to do it again with a friend.

[Pepsi UNBELIEVABLE](#)



Pepsi UNBELIEVABLE · 12 May · 🇳🇿

What's your #NZMustDo? Win a trip to do it again!
1. Post a pic of your experience in the comments below
2. Tag who you'd take with you
Full details of the entry process and competition T&Cs here: nz.mustdoagain.co.nz

100% Pure New Zealand
a trip for two to New Zealand

185,770 Views
Like · Comment · Share

Richard Bryant, Tommy Bates, Nick Post and 4,135 others like this.

804 shares

Who is a comment?

Barbara Lee When I was living in New Zealand, I not only fell in love with the beauty of the land, but with a Kiwi. We now live 10,000 kms away from each other, but it would be a dream to be re-united with him once again in NZ, where I consider my second home.

Th... See More

Like · Reply · 20995 · 14 May at 09:47

Ricky Lee Barrios Never fell so alive!! Skydiving over Lake Taupo. If time travel was real I would go back and do this all over again. I had the best month traveling and camping around the beautiful North Island with 3 of my favourite people!
Mike Speed please please please let's go!!! #NZMustDo

Like · Reply · 453 · 12 May at 12:42

Raquel Camasanos What's my #NZMustDo? So difficult to choose a single place in NZ, where everything is beautiful and I had a lifetime experience traveling the whole country for 3 weeks. But I picked the Tongariro Crossing, with Flavio Moura.



MEDIA

INTERNET

TELEVISION

RADIO

MAGAZINES

NEWSPAPERS

2. CREATIVE IS AS IMPORTANT AS EVER





**BUT THE GOAL OF
ANY MODERN
MARKETER IS NOT
TO BUILD A BRAND...**



Transparent Pricing

We believe customers have the right to know what their products cost to make.



MATERIALS

\$9.61



HARDWARE

\$1.88



LABOR

\$14.85



DUTIES

\$4.23



TRANSPORT

\$.80



TRUE COST

\$31

\$78

EVERLANE

\$155

TRADITIONAL RETAIL





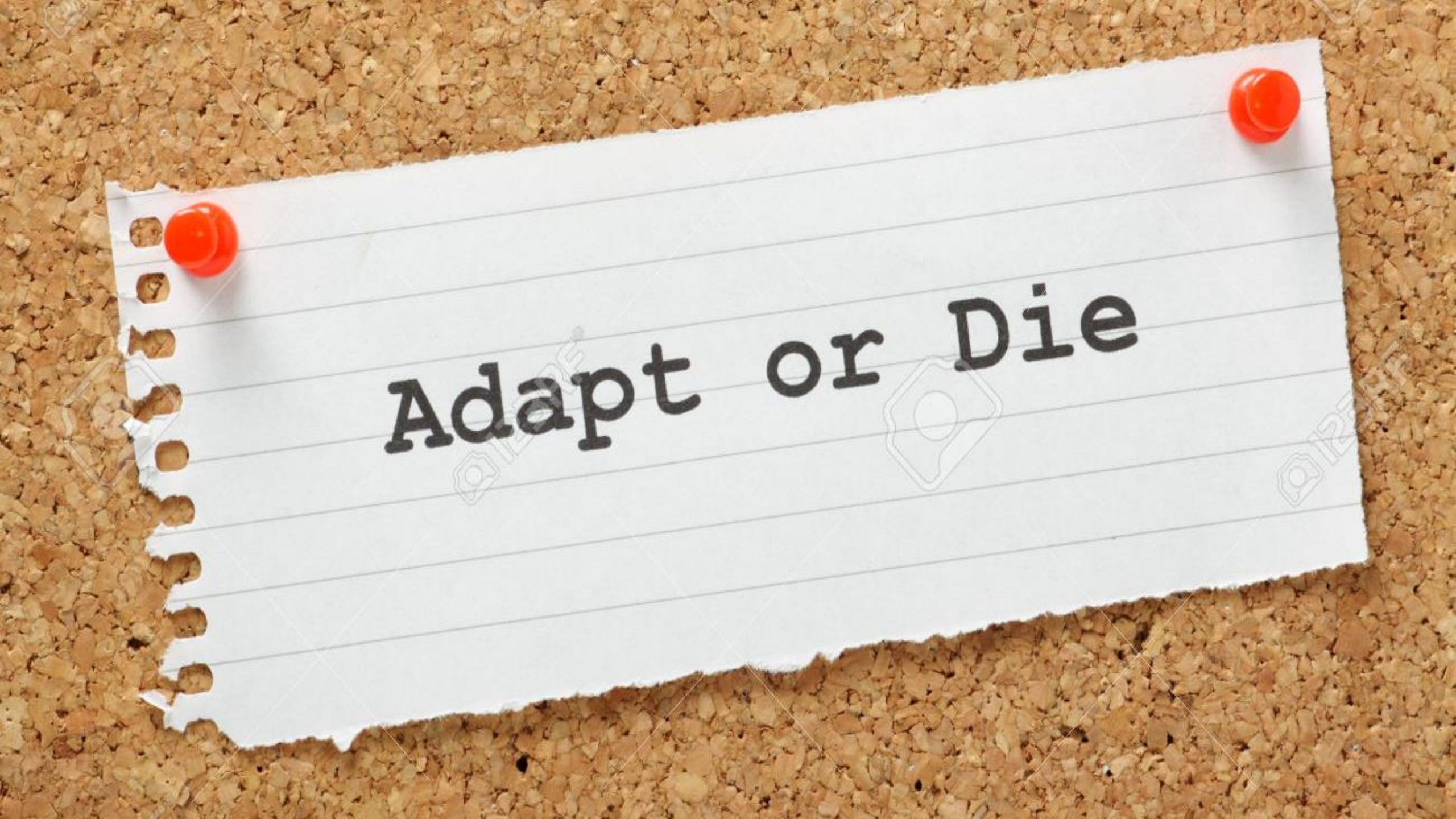
**NOT
LOYALTY
FOR A
REASON**

BUT

**LOYALTY
BEYOND
REASON**

**THEREFORE WHAT
AM I LOOKING FOR
IN A MODERN
DIGITAL MARKETER
ON MY TEAM?**



A piece of white, lined paper is pinned to a corkboard with two red pushpins. The paper has a perforated left edge. The text "Adapt or Die" is written in a bold, black, sans-serif font across the center of the paper. The corkboard background is a textured, light brown color.

Adapt or Die



QUESTIONS?