

“

The most powerful person in the world is the storyteller. The storyteller sets the vision, values and agenda of an entire generation that is to come.

”

Steve Jobs



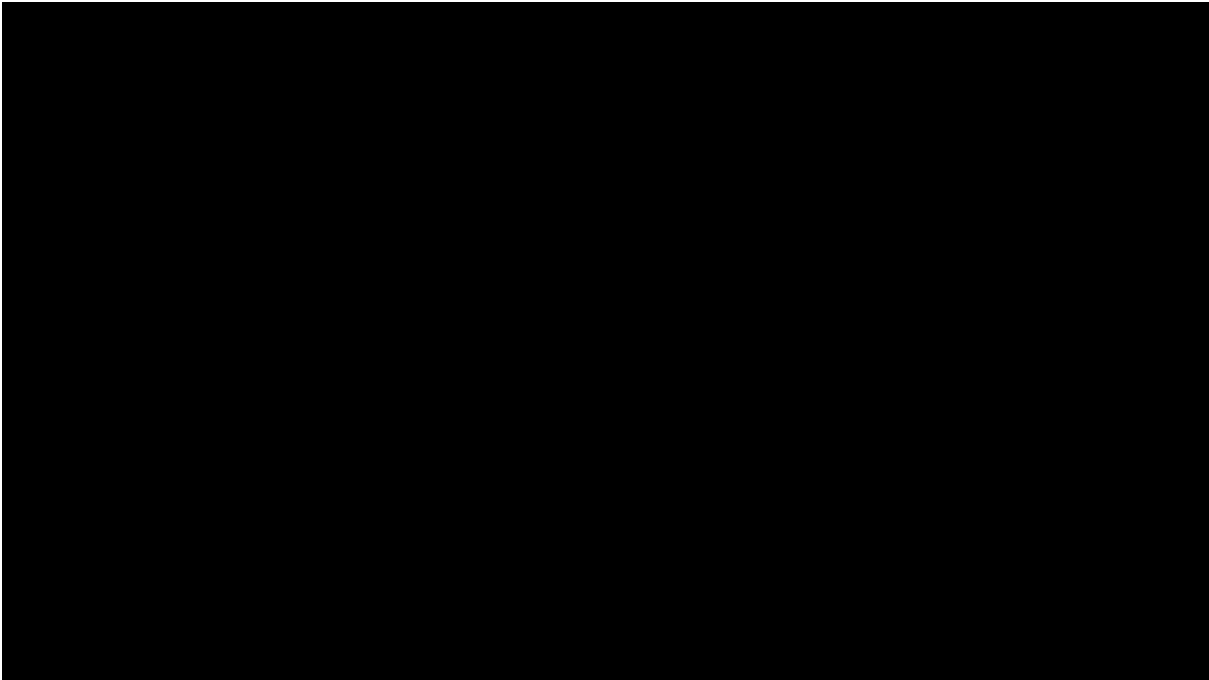
# UNLOCKING THE POWER OF OUR NEW ZEALAND STORY

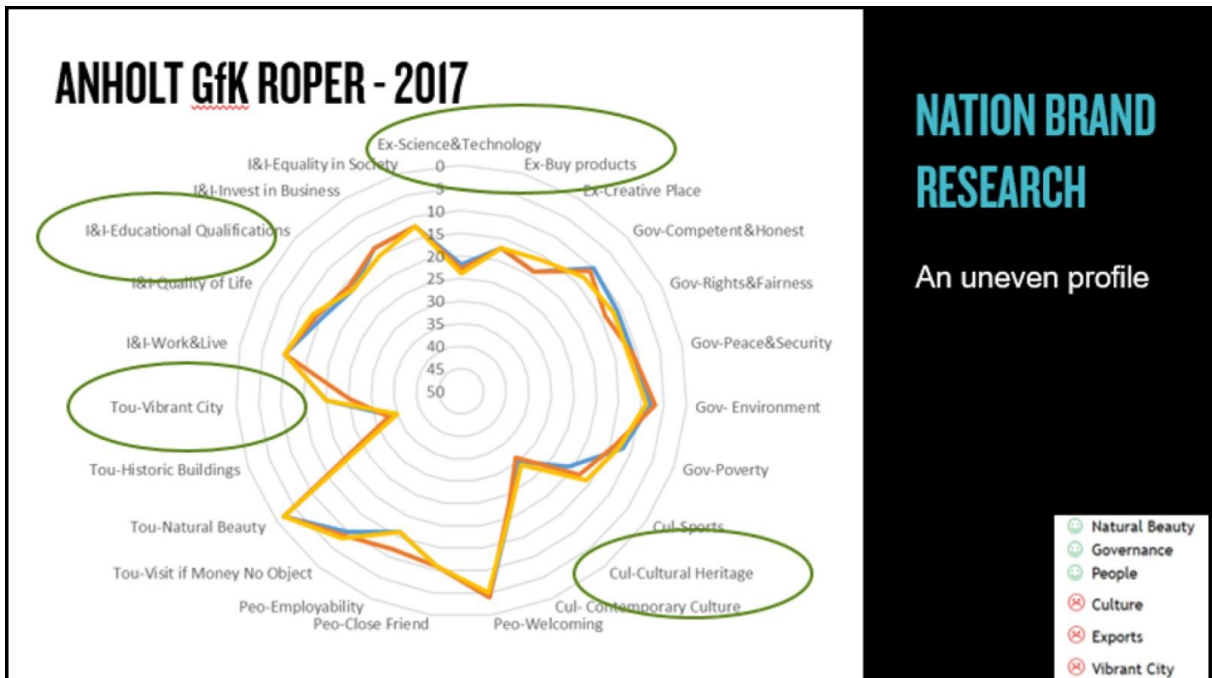
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## THE ROLE OF NZ STORY

### WHAT IS OUR NEW ZEALAND STORY?

### OUR COLLECTIVE APPROACH TO STORYTELLING







# AND REPUTATION MATTERS TO CONSUMERS TOO



*"Consumers are wanting to know the story behind the product"*

Mintel 2015



*"People actively prefer products & services when they are from specific countries"*

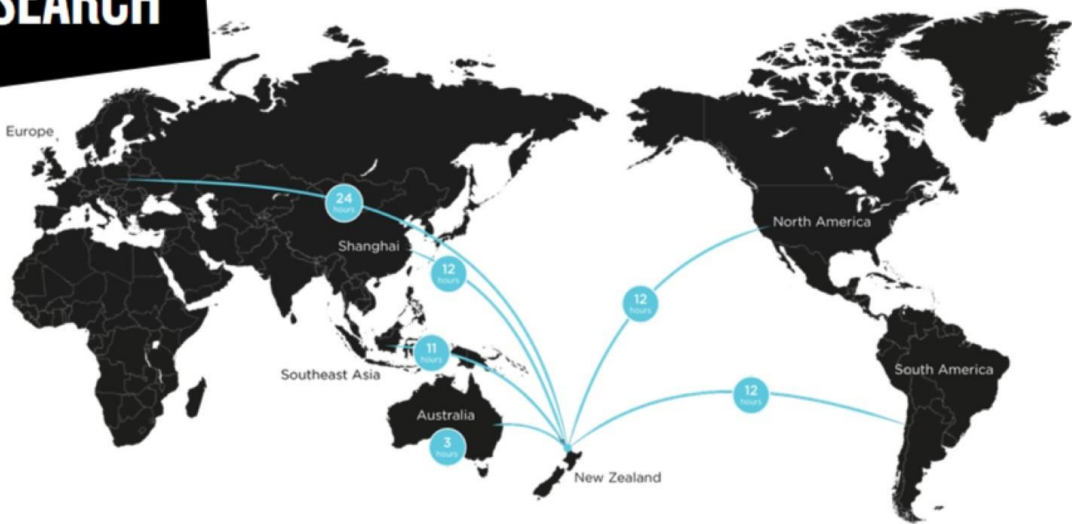
Country Brand Index 2014



*"Countries depend on their nation's brand to thrive & prosper in the world"*

Nation Brand Index 2014

# PERCEPTION RESEARCH







**NEW ZEALAND IS MADE UP  
OF THREE VALUES THAT  
MAKE US UNIQUE**

It's who we are, how we behave and what we offer.

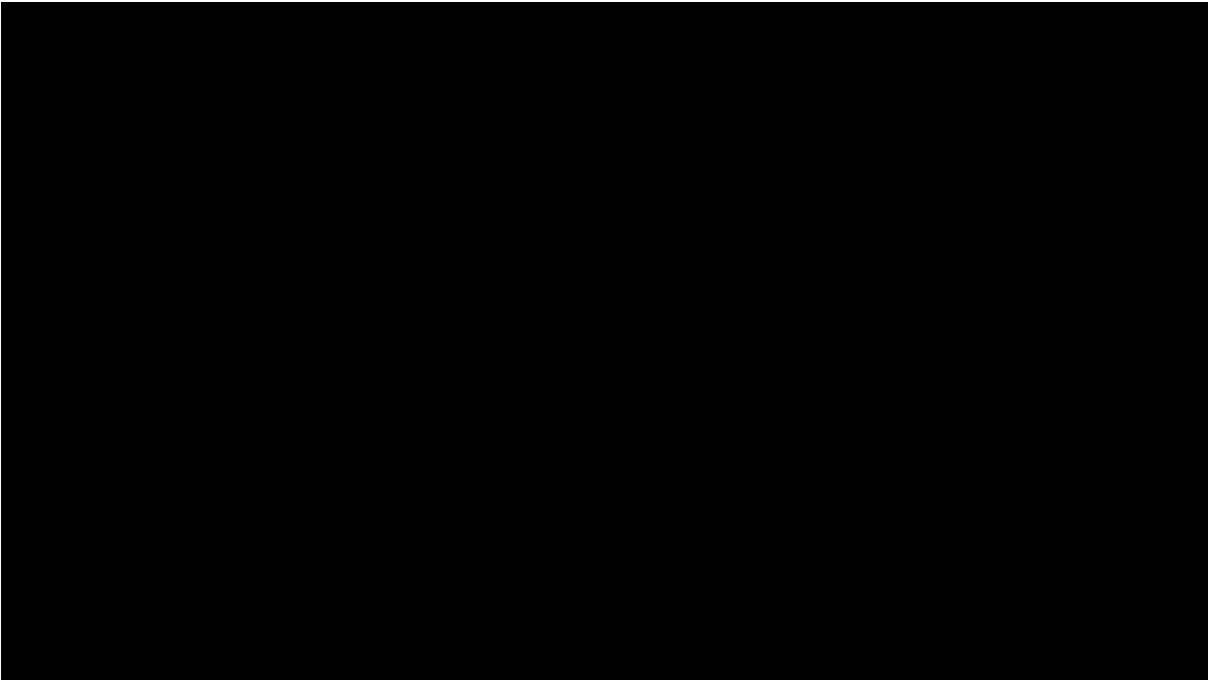
**KAITIAKI**  
We are guardians of people, place and planet.

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**INGENUITY**  
Our spirit of exploration, adventure and creativity.

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**INTEGRITY**  
We do what we say we will do.



**KAITIAKI**



We have a genuine care for people and place, not just for now, but for future generations – we are kaitiaki, guardians.



**2nd**  
out of 149 economies for  
**PROSPERITY**<sup>1</sup>

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**3rd**  
in the world for  
**HUMAN RIGHTS**<sup>2</sup>

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**2nd**  
of 163 nations measured for  
**PEACEFULNESS**<sup>3</sup>

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1. Prosperity Index, Legatum Institute, 2017  
2. Fraser Institute Worldwide Index of Human Freedom, 2016  
3. Institute for Economics and Peace, Global Peace Index, 2017



## INGENUITY

Our fresh thinking and creative smarts delivers some amazing new thinking and solutions.

**#1**  
out of 190 economies of  
**EASE OF DOING BUSINESS<sup>1</sup>**

**5th**  
in Asia-Pacific for  
**INNOVATION<sup>2</sup>**

**3rd**  
out of 139 nations for  
**GLOBAL CREATIVITY<sup>3</sup>**

1. IFC World Bank, Doing Business Report, 2018  
2. INSEAD Business School, Global Innovation Index, 2017  
3. Martin Prosperity Institute, Global Creativity Index, 2018

## INTEGRITY

We have a reputation for doing the right things and doing them in the right way, upholding our mana. We are trustworthy.

**#1**  
in the world for  
**CORRUPTION TRANSPARENCY<sup>1</sup>**

**#1**  
in the world for govt budget  
**TRANSPARENCY<sup>2</sup>**

**3rd**  
out of 186 economies for  
**ECONOMIC FREEDOM<sup>3</sup>**

1. Transparency International, Corruption Perceptions Index, 2017  
2. International Budget Partnership, Open Budget Survey, 2018  
3. The Heritage Foundation, Index of Economic Freedom, 2018






“


**New Zealand is a progressive nation of creative idea-makers, delivering new solutions whilst always caring for people, place and planet**

”

**KAITIAKI** **INGENUITY** **INTEGRITY**

## BACKED UP WITH EVIDENCE AND FACTS








**11<sup>TH</sup>** OUT OF 113 COUNTRIES FOR **FOOD SECURITY**

New Zealand ranks 11th for food security, measured through food quality, safety, availability and productivity.


Source: Global Food Security Index Economic Intelligence Unit, 2016



**1<sup>ST</sup>** IN THE WORLD FOR **CORRUPTION TRANSPARENCY**

New Zealand ranks 1st out of 176 countries for the least corrupt public sector.


Source: Corruption Perceptions Index, Transparency International, 2016



**1<sup>ST</sup>** OF 139 ECONOMIES FOR EASE OF **DOING BUSINESS**

Based on how well countries meet government requirements, a series such as starting and operating a business, finding credit, resolving insolvency.


Source: World Economic Forum, Global Competitiveness Index, 2017



**13<sup>TH</sup>** OUT OF 139 ECONOMIES FOR **COMPETITIVENESS**

New Zealand ranks 13th on the Global Competitiveness Index, which measures economic and social indicators to determine drivers of productivity and prosperity.


Source: World Economic Forum, Global Competitiveness Report 2016-2017



**5<sup>TH</sup>** IN ASIA AND OCEANIA FOR **INNOVATION**

According to the Global Innovation Index, New Zealand ranked 5th in Asia and Oceania for innovation and 2nd in the world.

Source: WIPO/INR Business Model Innovation Index, 2015



**6<sup>TH</sup>** IN THE WORLD FOR CONTRIBUTION TO **SCIENCE & TECHNOLOGY**

New Zealand ranks 6th out of 163 countries for its contribution to science and technology on the Global Country Index (GCI). The GCI measures what each country on earth contributes to the common good of humanity.

Source: Global Country Index 2016





**STORY/ NOUN (PL) -RIES**

A description of a connected series of events that create an emotive connection

**THE POWER OF  
STORYTELLING**

“Stories are up to  
**22 TIMES**  
more memorable  
than facts”

**JENNIFER AAKER**  
Social Psychologist, Professor of Marketing  
at Stanford University  
Graduate School of Business



**CREATE  
YOUR OWN  
NEW ZEALAND  
STORY**

**#NZStoryteller**

**What is it about your product or service that meets their needs and why should they buy it from you?**

**KAITIAKI** how can you bring your customer into the story and demonstrate the genuine care you have for people, place and planet?


**INGENUITY** what is it about the way you developed the product or service you offer that demonstrates fresh thinking and delivers some amazing new solutions?

**INTEGRITY** what is it about the way that you offer the product or service that creates trust, credibility and long term relationships?



# TOOLS & RESOURCES TO HELP

[nzstory.govt.nz](https://nzstory.govt.nz)



Resources










## MAKING NEW ZEALAND KNOWN FOR MORE GOOD THINGS

Tools and resources to help kiwi businesses share their New Zealand story on the world stage.

[PLAY GLOBAL FILM >](#)

Scroll

RESOURCE TYPES  
RAUHEMI (PUPURANGI)

 <p>IMAGES</p>	 <p>VIDEO FOOTAGE</p>	 <p>INFOGRAPHICS</p>
 <p>NZ STORY VIDEOS</p>	 <p>MARKET INSIGHTS</p>	 <p>PRESENTATIONS</p>
		

# PRESENTATIONS & INFOGRAPHICS



2000<sup>th</sup>



17%



9<sup>th</sup>



40%



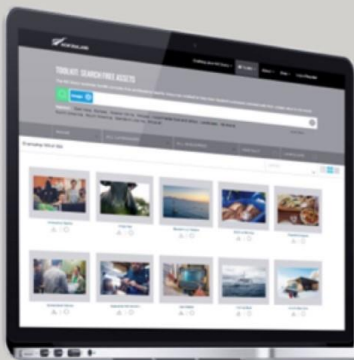
7<sup>th</sup>



PRIMARY SECTOR IS KEY TO THE MAORI ECONOMY

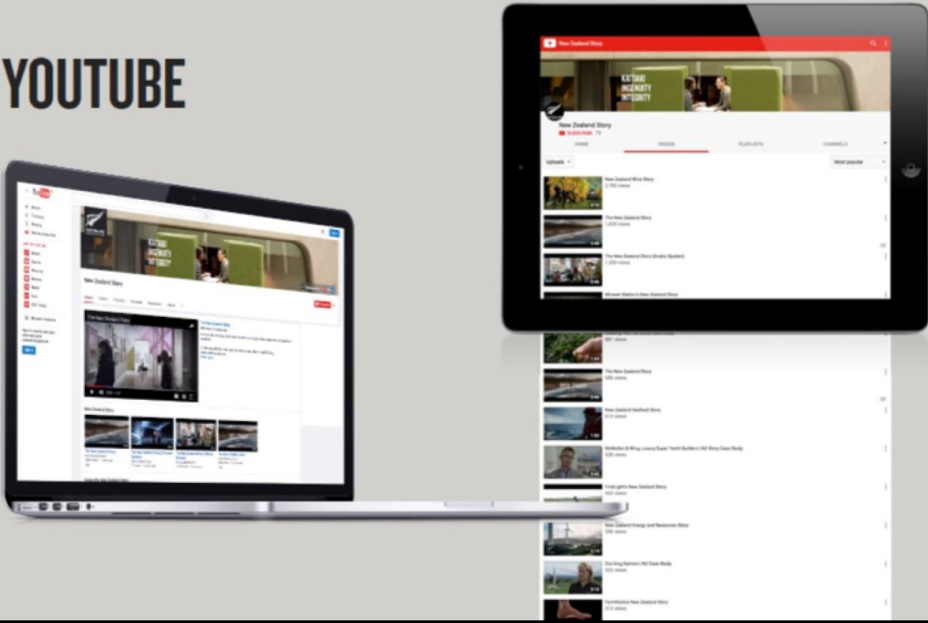


# PROFESSIONAL PHOTOGRAPHY



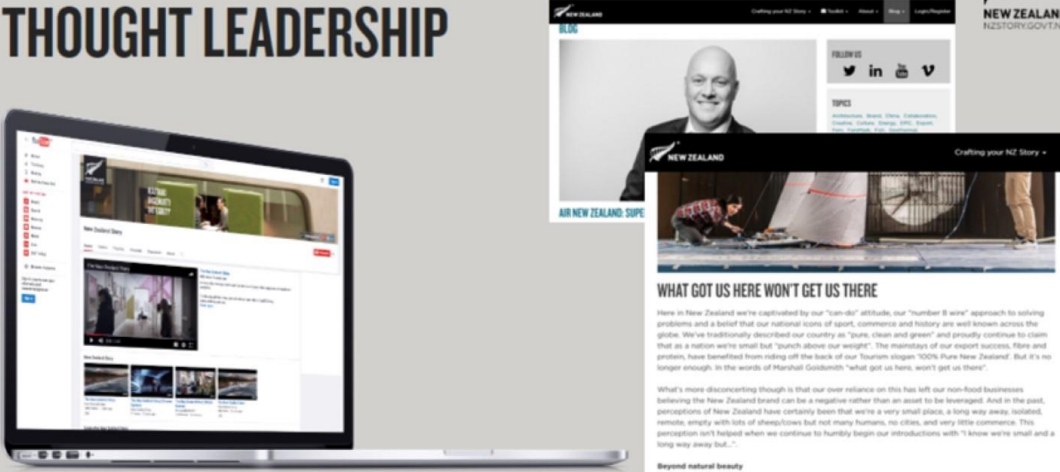


# YOUTUBE

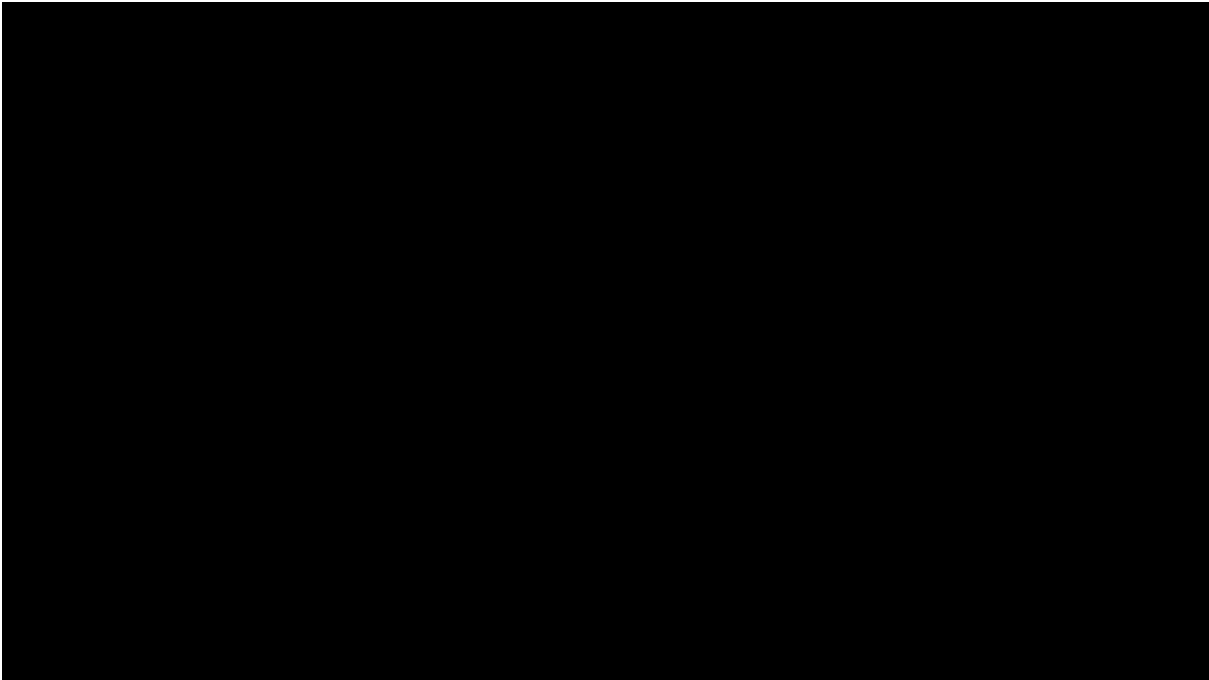


The image shows the New Zealand Story YouTube channel interface on a laptop and a tablet. The laptop screen displays the channel's homepage with a video player, a list of videos, and a sidebar with navigation links. The tablet screen shows a similar view but with a different layout, emphasizing the channel's branding and content. The New Zealand logo is visible in the top right corner of the tablet screen.

# THOUGHT LEADERSHIP



The image shows the New Zealand Thought Leadership content on a laptop and a tablet. The laptop screen displays a video player, a list of videos, and a sidebar with navigation links. The tablet screen shows a similar view but with a different layout, emphasizing the channel's branding and content. The New Zealand logo is visible in the top right corner of the tablet screen.



FERNMARK LICENCE PROGRAMME



BALLE BROS  
FERNMARK LICENCE  
NO. 100023



KIWI PRODUCE LIMITED  
FERNMARK LICENCE  
NO. 100120



FOOD VIEW  
FERNMARK LICENCE  
NO. 100046

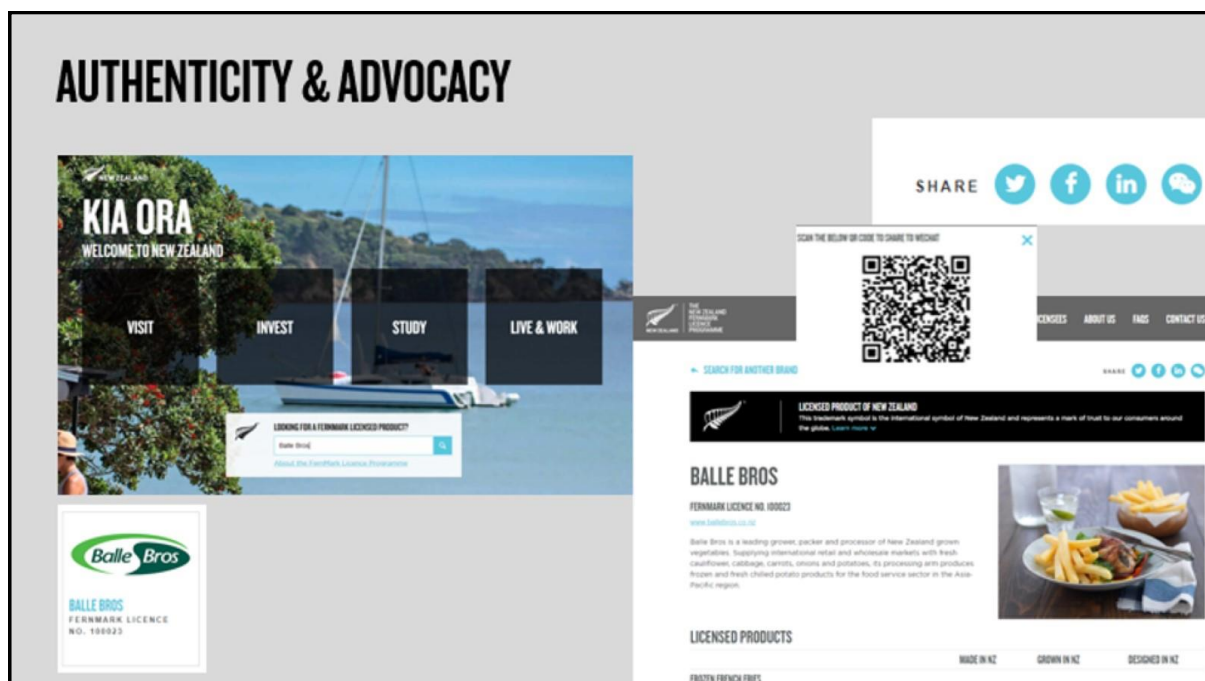


AVOCADO OIL NEW  
ZEALAND LIMITED  
FERNMARK LICENCE  
NO. 100126



TALLEY'S GROUP LTD.  
FERNMARK LICENCE  
NO. 100115

## AUTHENTICITY & ADVOCACY



“Marketing is no longer about the stuff that you make, but about the stories that you tell.”

Seth Godin

Twitter: [@theNZstory](https://twitter.com/theNZstory)

LinkedIn: New Zealand Story Group

[www.nzstory.govt.nz](http://www.nzstory.govt.nz)