

# Making the city centre a destination

## Marketing & Events

In 2014 we took a leap forward in how Auckland was promoted as a destination, joining up in partnership with ATEED (Auckland Tourism Events and Economic Development) to deliver the urban articulation of our joint creative platform, AKL: The Show Never Stops (winners of the Lifestyle/Travel/Leisure category - NZ Marketing Awards, 2014).

Heart of the City invested in the urban side of this story across Winter 2014, with a campaign which positioned the city as a vibrant, diverse and exciting place to be. This ran alongside the launch of our new mobile, city guide app, WHERE NEXT™.

WHERE NEXT™ puts the Heart of the City at the forefront of mobile technology. It is an exciting development in terms of providing inspiration to locals and visitors to the heart of the city, and in terms of what it will enable us to do in the future. The app is a handy utility that provides information on where to go and what to do next when visiting the central city. Importantly, it builds on a fast growing global trend to smartphone mobile use and the effectiveness of personalised and relevant content delivered direct to a mobile device.

### Key Highlights of 2014/15

Launched **AKL : The Show Never Stops** joint creative platform and story for Auckland with partners ATEED, the first time Auckland has had a single unified marketing story.

Continued our **NZME.** media partnership delivering over **\$900k** in value, thereby increasing the visibility of our marketing.

Our **WHERE NEXT™** App has been very successful with **35,000** downloads, and more than **1,060** users of the app every day.

Consumer spending for the total Heart of the City was up **+8.7%** during the 12 weeks of Winter 2014 campaign, an incremental **\$24m.**

Social media channels continue to grow, with **120,000** Facebook fans for Heart of the City and weekly email subscribers of **38,000.**

Our website visits grew by **22%** Year on Year, with **1.5m** total visits and **920,000** unique visitors.

## WINTER CAMPAIGN 2014

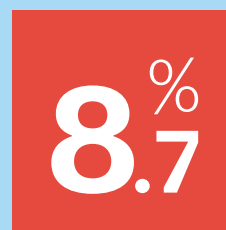
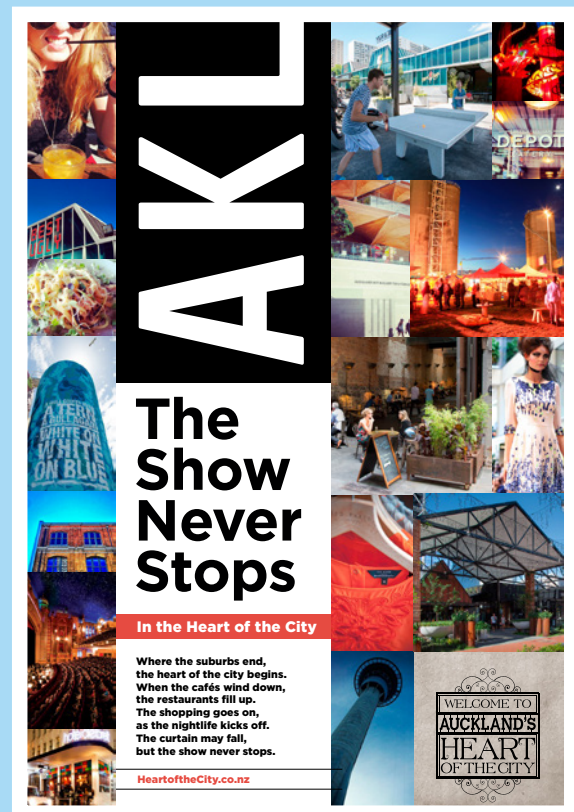
### The Show Never Stops

The task for Winter 2014 was to deliver an engaging campaign that cemented the Heart of the City as the place to go to experience where 'The Show Never Stops' - or put plainly, showcase the breadth and depth of experiences that you will only find in the city.

We leveraged the media partnership with NZME to put 'the show' on Aucklanders radar during winter, with editorial that focused on the diversity of events and experiences on offer. For example, every Monday for 12 weeks we curated Aucklanders Top 5 Tips of things to do in the central city and shared them on the NZ Herald and via social media. Each week, key titles like Viva, TimeOut, Canvas and Weekend ran editorial focusing on the city (with the advert sitting alongside). This approach substantiated the claim (via editors and trusted titles) that the show never stopped, and was backed up by the WHERE NEXT app, as the hub of all that was on offer, creating a high level of interaction and participation with social media (and mobile) at its heart.

### Results

- **8.7%** increase in spending for Heart of the City (over 12 weeks of winter) or **\$24m**, while competitor spending was up just **3%**
- **85%** had positive perceptions of the central city as being aspirational, cultured and vibrant and **77%** were motivated to visit the city as a result of the advertising



Increase in spending over 12 weeks or \$24m



### WHERE NEXT™ APP

- A free, handy city guide app that encourages people to stay longer and do more in the city, by providing inspiration of where to go and what to do next
- An updated NEW and IMPROVED version launched July 2015 putting the user in control of the type of suggestions they're looking for i.e. Food / Drinks / Coffee / Events etc.

### Results

- **35,000** downloads
- **64%** said it encourages them to visit (vs 52% last year)
- **75%** would recommend it to others (vs 71% last year)

## CITY DEALS 2014

16 June - 31 August

- City Deals, involving **92** city centre businesses, was a chance to drive people to retail and hospitality businesses during the quieter winter months by offering great value, short or long term deals to Aucklanders.
- Deals were promoted every 2 days, via Facebook, our Website, WHERE NEXT™ App, and e-newsletter.
- **15,500** deals claimed, **+29%** on 2013.



**15,500** Deals claimed

## RESTAURANT MONTH 2014

3 JULY - 31 AUGUST

- Fourth year of our signature dining event
- Sponsored by American Express
- Over **100+** participating restaurants, **20+** events, including the international chef dining series, and second year of Street Eats, (**23,000** visitors)
- **9 week** campaign included Print Media, Outdoor, Digital (including Facebook & Mobile), **120,000** copies of the A5 Event Guide inserted into the NZ Herald late July
- Editorial Partnership with Viva delivering 8 weeks of coverage and over **\$600k** worth of added value, and PR valued at over **\$660k**.

### Results

- Spending **+21%** vs 2013 with participating restaurants, and up **+8.6%** for total HOTC.

**\$15.9m**

Spent at  
Participating  
Restaurants (+21%)



## HEART OF THE CITY MAPS 2015

- **100,000** maps distributed via our Ambassadors to visitors and hotel concierges





## CRUISE SEASON 2014/15

### Guide to AKL in a Day

- With over **158,000** Cruise Guests, on **94+** Ships coming in almost daily over summer, our guide to Auckland in a day has been developed to keep visitors in the city centre, and experience the best of what we have to offer.
- **50,000** guides were handed out at Queens Wharf via Heart of the City Ambassadors, and the Queens Wharf and Karanga Plaza kiosks.
- Extremely positive feedback from cruise guests, Cruise NZ, city centre businesses, i-site staff and ATEED.



# 2014/15 Sponsored events

## ARTWEEK 2014

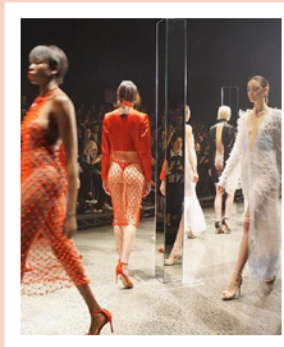
10 - 19 October



Artweek Auckland is run by the NZ Contemporary Art Trust with the aim of growing Auckland's visual arts audience through discovery and discussion. Heart of the City is a founding sponsor of the event and activates the central city with events and activities alongside a complementary communications programme.

## NZ Fashion Weekend 2014

29 - 31 August



As a key part of NZ Fashion Week - NZ Fashion Weekend celebrates the fashion industry with Aucklanders and visitors with in-season shows and parties. As a founding sponsor of Fashion Week, Heart of the City supported this stylish event in 2014 at the Viaduct Events Centre.

## Farmers Santa Parade 2014

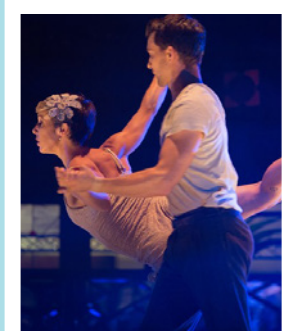
Sunday 30 November



For over 80 years the Farmers Santa Parade has announced the start of Christmas to Aucklanders. Heart of the City has been a long term supporter of this iconic event that brings massive crowds into the central city for this annual celebration.

## Auckland Arts Festival 2015

4 - 22 March



The Auckland Arts Festival is a cultural celebration of diversity, people, place, culture and art and embodies the spirit of Auckland. Heart of the City is proud to be a founding and on-going sponsor of this internationally acclaimed event that will be delivered annually from 2016.

# 2015/16 Marketing activity to date

1 July 2015 – 1 Oct 2015

**\$2.2m**

Additional value via the NZME Partnership in 2015

**57%**

Growth of Advertising Awareness achieved

**+8%**

In consumer spending, or \$26.4m

## WINTER CAMPAIGN 2015

Heartmarks

The Heartmarks campaign over Winter 2015 was about asking Aucklanders to share via Instagram and **#myheartmark** hashtag - the places, moments and experiences that make the central city special for them. We then curated and published their stories and images via print ads, outdoor adshels, street posters, and online.

- Heart of the City had a Heartmarks 'hub' featured on the homepage of NZH.co.nz for 12 weeks. A coup, reaching **110,600** unique web browsers, and **162,200** page views.
- Over **\$2.2m** additional value via the NZME Partnership in 2015.
- NZME editors, stylists and photographers created Heartmarks of their favourite central city moments and called for readers to create their own.
- We then set about promoting contributed Heartmarks, via our integrated social media channels, advertising and the partnership with NZME.

## Early Results

- Visits to Heart of the City's website **+23%**, with **625,000** total visits during the 12 weeks (versus 509k same time last year).
- Awareness of the Heartmarks campaign was **36%** (vs **23%** last year), an increase of **57%**.
- Consumer spending was up **+8%** or **\$26.4m** during the 12 weeks of winter, versus competitors +4% 2015.

**THE PLACES YOU** **AKL**  
The Snow Never Stops

**#MYHEARTMARK**  
Explore more heartmarks at [heartofthecity.co.nz](http://heartofthecity.co.nz)

**AUCKLAND'S HEART OF THE CITY**

By uploading images to Instagram with #myheartmark, you agree to allow Heart of the City to use your photos for promotional purposes and to share them on our website and social media channels.

## RESTAURANT MONTH 2015

1 July - 31 August



- Fifth year of our signature dining event, sponsored by American Express.
- ATEED partnered in this event, investing into a marketing campaign for Wellington and Christchurch - to drive visitation to Auckland.
- Over **100** restaurants participated with menu offers, and over **30** in restaurant events, plus the International Chef Dining Series, Street Eats (**14,000** visitors) and Wine Auckland (**2,300** visitors)
- A dedicated Marketing and PR Campaign including an Editorial Partnership with Viva which delivered **\$700k** editorial value (**+16%** on last year) and an additional PR value of **\$650k**.

Growth of Awareness for Restaurant Month

**+49%**

Spending up with participating restaurants

**+11.3%**

### Results

- Visits to the Restaurant Month web pages were up **+7.3%**, with **338k** page views, versus 315k last year.
- **+49%** growth of awareness for Restaurant Month to **67%** in the last 12 months.

### Consumer Spending 1 - 31 August

Showed growth of **+11.3%** amongst participating restaurants, and **+13.3%** for total Heart of the City

## CITY DEALS 2015

1 July - 31 August

- With significantly less investment in 2015, results were still really strong
- Over **12,600** offer claims (achieved **80%** of last year's total 15,500 claims) with 75% less spend

**12,600** Deals claimed





# Channel reach



Website  
total Visits  
**1,500,000** total  
visits **+22%**  
on last year



Unique Web  
Visitors  
**920,000**  
unique visitors



Repeat Web  
Visitor Rate  
**41.8%**  
repeat visits



Weekly email  
database  
**38,000**  
subscribers



WHERE NEXT™ App  
**35,000** downloads



Heart of the  
City page  
**120,000** Likes



HeartOfAkIcity  
**13,700**  
followers



HeartOfAkIcity  
**4,000**  
followers

As at October 2015