

## **Campaign Results 2023**

### **Christmas in the City Centre 2023**

It's the most wonderful time of the year, and Christmas was certainly all around the heart of the city in 2023. From Smith & Caughey's iconic Christmas windows to festive performances under 'The Pav' in Te Komititanga, Christmas on Queen Street and so much more, the programme got people into the festive spirit.

#### **Results for the digital campaign included:**

- 245k pageviews to website (+8% on 2022)
- 148k clicks to website (+6% on 2022)
- 148k clicks to website (+6% on 2022)



Christmas in the city centre, 2023.

### **ArtWeek in the City Centre 2023**

Marking its 12th year, there were over 50 activations, events, exhibitions and installations across the ten days of its programme. An additional 30 events were hosted as part of Late Night Art, the signature event of the programme.

### Results for Late Night Art included:

- +67% in pedestrian counts compared to the same time the previous week
- +15.5% in spend in activated areas compared to Late Night Art 2022

### Results for ArtWeek in the City Centre's digital campaign:

- 9 million impressions (vs. 5.3 million in 2022)
- 506k completed video views (+95% compared to 2022)
- Over 140k website pageviews



ArtWeek in the City Centre 2023 digital ad

### Restaurant Month 2023



Taking place for a 13th time, over 100 special menus at \$30, \$45 and \$55+ price points were available over the month of August, as well as a range of incredible one-off events, from dumping crawls to international chef collab dinners, masterclasses and more.

**Highlights Include:**

- +22% in media coverage compared to 2022
- Media coverage generated an estimated reach of 23 million
- 587,000 webpage views (+8% compared to 2022)
- 1.4 million completed video views
- For restaurants that participated, their overall spend for the month increased by 23% on 2019



Image: Sacha Stejko

**Matariki ki te Manawa – July 2023**

We worked alongside Auckland Council, Ngāti Whātua Ōrakei and others to deliver Matariki ki te Manawa. It was the third year that we celebrated Matariki, with 20 activations throughout the city centre.

**Highlights Include:**

- 461,000 completed video views (+6% year on year)
- 5.4 million impressions for digital campaign impressions



Matariki ki te Manawa 2023 hero image

### **Go for the Unexpected**

This digital campaign encouraged people to get outside their comfort zone by exploring new experiences unique to the city centre.

### **Highlights Include:**

- 4.9 million combined video views
- 154,400 page views
- 2/3 of Aucklanders surveyed said the campaign motivated them to go into the city centre



Go for the Unexpected digital campaign