

TVNZ

Media Brand of the Year 2013

Television consumers continue to take advantage of the ever increasing quantity and quality of screen content. Using an innovative approach and pulling together the myriad of options on offer, TVNZ set about retaining its market leading position - creating conversations that move people.

This technique placed TVNZ as a conduit ensuring advertisers' stories were heard by their customers, and most importantly, acted upon. Unparalleled reach and scale, coupled with innovation, flexibility and agility allowed TVNZ to meaningfully collaborate and achieve an unrivalled offering in the marketplace.

Two aspects dominated TVNZ's strategy to ensure they could deliver tangible results to their advertisers. The first was to protect and grow audience scale, safeguarding core TV ONE and TV2 audiences through content quality, depth and breadth. The second aspect involved creating tailor-made business solutions - effectively delivering advertisers' business requirements across multiple channels.

Protecting and growing the audience saw TVNZ secure pre-eminent international content deals with Disney and Warners and focus on delivering quality local programming, across proven performers such as *Masterchef New Zealand* and emerging blockbusters like *New Zealand's Got Talent*.

Supporting the onscreen experience, TVNZ undertook a series of multi-platform initiatives collaborating with agencies and advertisers to tailor their messages. Throughout 2012 solution-based initiatives were created for numerous advertisers.

Examples include:

- broadcasting Mitre 10 Easy As DIY segments as well as the extended digital versions
- a business advertorial segment - The Extra Mile for Cadbury
- the daily live slot for Countdown within Breakfast (@Live at Countdown)
- a health information network (The Health Fix) produced for Douglas Pharmaceuticals
- the Toyota integration across full broadcast and digital spectrum of New Zealand's Got Talent
- the Kit Kat promotion with new TVNZ's U channel
- a digital Shortland Street backstory courtesy of Lipton Chai Latte