



# Commercial Communications Council

## GOLD Case Study

**Agency Name:** OMD  
**Advertiser Name:** The Warehouse  
**Beacon Awards Category:** Best Collaboration  
**Title:** The Return of The Goodnight Kiwi

*For some years a sweet little kiwi bird lay sleeping with his best friend “Cat” in a satellite dish, somewhere in TVNZ towers.*

*TV had become a 24/7 experience and there was no need anymore for him to do his nightly task, switching off the transmission and sending the nation off to bed.*

*Until the Warehouse came calling that is. They were looking for some heroes who could help get the nation’s children’s back into reading, in time for Christmas.*

*So together the little bird, TVNZ, The Warehouse, their agency and some special friends got together and hatched a plan.*

*Devising everything from selecting the books kiwi kids would care about, the studio set and the communications plan together they delivered one of the most impactful children’s programmes in recent history – all in the drive to deliver a special Christmas for The Warehouse.*

*Then the Prime Minister got involved...*

### INSIGHT

With as much as 60% of your profits on the line, in retail, if you win Christmas you will likely win the year. So that’s what The Warehouse asked us to do - “Win Christmas”.

A global audit of seasonal strategies highlighted a simple truth (often ignored) - emotional and cultural cut-through at Christmas is as critical for sales as reinforcing rational reasons to visit.

If only we had John Lewis’s budgets but...we didn’t. So, for our core family audience, we needed an innovative solution and we found it amongst The Warehouse’s charitable partners.

Since 2014 The Warehouse has supported the mission of Duffy Books “To inspire a love of books in...children so they become adults who inspire a love of reading”. Historical activations focused on donations providing books for schools and families.

But we needed to think differently because...Kiwi children's reading levels have dropped to their lowest levels.

A recent literary study showed that NZ had slipped from 22nd-of-41 countries in 2011, to 32nd-of-50 in 2017 .

Whilst awareness drives and educational policy exist, they don’t always work.

The simple truth is that shared reading experiences with family are the best ways to support children’s development. Benefits include exposure to richer, more varied language; development of emerging literacy skills; and improved social, emotional skills .

Reading a child a bedtime story should be simple but it really isn’t. 43% of Kiwi adults struggle to read to the level society demands and almost 400,000 won’t read a single book in any given year .

We needed to encourage children and families into reading but equally knew that parents needed help and support.

We convinced The Warehouse that celebrating and inspiring the reading (and purchase) of books, in an emotionally resonant way, might be the very thing to “Win Christmas”.

Our objectives were:

1. Prime and build momentum for the Christmas retail period.
2. Create fame and awareness for The Warehouse’s Duffy partnership
3. Encourage shared literary experiences
4. Drive footfall and sales of books

<sup>1</sup> “Progress in International Reading”, National Centre for Educational Statistics, 2017

<sup>1</sup> NZ Book Council Report 2018

<sup>1</sup> UNESCO, 2018

<sup>1</sup> NZ Book Council

## STRATEGY

Our strategy was to support parents and ignite bedtime reading with kids. If we could highlight storytelling in a powerful way then we’d achieve the cultural cut-through needed.

Research outlined the challenges of encouraging shared reading but highlighted the use and importance of digital aids in supporting literary experiences and quality time together. For many children reading experiences nowadays tend to fuse audio-visual platforms. Whilst books and the written word are critical to development they can no longer be seen in isolation in our tech-savvy, tablet-driven world.

We needed a partner who could share our ambitions and deliver scale and impact. This is where TVNZ stepped in – the nations’ biggest storytellers and content creators.

In partnership with TVNZ, we devised the return of the Goodnight Kiwi - one of their most loved and iconic assets. For years he’d operated as an animated short to signal the end of the channel’s transmission – he’d become a symbol of staying up well past your bedtime.

His 2019 comeback would be different – rather than encouraging everyone to turn off he would encourage the nation to read with their kids. Classic kiwi tales were recorded and delivered on the TVNZ OnDemand platform meaning parents and children could share a bedtime story whenever it suited them.

We recruited a range of celebrity storytellers offering differing styles to resonate across a wide audience. Our stories included te reo Maori translations with some recorded twice and broadcast in both languages.

Episode release was aligned to the Christmas build-up, utilising an evolving mechanic to encourage footfall and purchase. As a further incentive to purchase, and support Duffy, we introduced “Buy-One-Gift-One”. Each book purchased meant a second book donated to homes and schools.

<sup>1</sup> FutureLab, “Digital Storytelling”, P. Maxwell – 19.12.16

## EXECUTION

The content and series design was developed in partnership with commissioners, programme makers, marketing, retail, distribution and suppliers working together to break new ground. Decisions were shared on celebrity and book selection, and the set was filled with Warehouse products

The communications strategy and digital journeys were developed together. TVNZ drove audiences to the content, The Warehouse directed them to purchase. Both directed audiences back to each other and on to Duffy Books.

Our initial run was a five-week series leading into Christmas with two episodes released weekly.

### Earning Attention

We began with a PR drive, led by TVNZ, generating over 40 editorial pieces, leveraging coverage on Seven Sharp. Hilary and Jeremy (two celebrity readers) offered behind-the-scenes exposés.

### Building Awareness

Paid media began with a launch-night roadblock as the first-in-break across TVNZ 1, 2, Duke and a True-First Buy Out OnDemand.

High-impact placements on 1News and OnDemand homepages with further static digital reinforced attention throughout.

“Money-can’t-buy” promos were leveraged across the TVNZ ecosystem, priming with “coming soon”, and “watch now” messages. Broad-targeting focused on families, complemented with contextual placements around children’s shows and sponsorship of the Family Zone movie.

Radio spots were targeted to key dayparts and aligned to known viewing spikes for children’s content and ongoing TVNZ social engagement, exclusive EDMs and OOH filled the mix.

No stone was left unturned - Kiwi was introduced as an avatar for the new On-Demand profile function – a constant reminder for the content.

### Drive to Purchase

Then The Warehouse picked up the drive for footfall and book purchases. Website banners, performance digital and EDM drove traffic to a dedicated homepage with over 4.5m views

The licensing deal ensured the Goodnight Kiwi turned up instore through point-of-sale and book stickers. The displays highlighted the books to 1.5m weekly customers and on social we introduced Max and Penelope – NZ’s youngest book critics – to review the books

Instore readings with TVNZ celebrities including Anika Moa were delivered and a Hits partnership helped drive attendance.

### Big Finish

Jacinda Ardern, the ultimate star Mum, joined us for a Christmas day special, reading “Hairy MacClary”, on TV2 and OnDemand. Not part of the original line-up she agreed to appear on the very day when families across the nation come together.

## RESULTS

Christmas is tough, but we grew share and there can be no doubt the Kiwi’s return helped win hearts and minds at a pivotal time.

1. Prime and build momentum for Christmas:
  - PR Value of over \$740,000 was generated for the launch
  - Episode viewers were 20% more likely to follow-up with any retail action (e.g. store visit/buying a book)
  - Affinity and Net Positivity scores (future sales indicators) were exceptionally strong
  - The Warehouse Christmas share grew by 0.3% - small but financially significant considering Christmas is an \$8.6billion business!
2. Create fame and awareness for the partnership with Duffy Books:

- We saw 85% awareness with nearly 44% either having watched, or planning to watch, an episode.
  - 75% agreed the Warehouse, through Duffy, “wants to get books to Kiwi kids” and 77% agreed they “want to encourage reading in New Zealand”
  - A huge 97% of viewers “felt good about seeing The Warehouse promoting reading”
3. Encourage shared literary experiences:
- By January-end we’d delivered 295,688 views<sup>5</sup> (and growing!) with 42% of viewers having watched four or more episodes
4. Drive footfall and sales of books:
- Within weeks book supplies were running low so more were ordered!
  - We saw a 309% increase in sales value for the key books year-on-year, delivering our best ever total book sales both before and after Christmas

**78% of our audience are keen to see a second season – can you blame them?**

<sup>1</sup> TVNZ, GreenRoom

<sup>1</sup> The Warehouse Group, Campaign Review