A man in a Maori haka pose, shirtless, holding a wooden staff, with a crowd in the background.

**100% PURE
NEW ZEALAND**

**INDUSTRY
TOOLKIT**

**CAUTION: THIS DOCUMENT AND THE CAMPAIGN IS
UNDER EMBARGO UNTIL 9:00AM NZST THURSDAY 12TH JUNE 2025.
WE MUST ASK THAT NOTHING WITHIN THIS TOOLKIT
OR CAMPAIGN IS SHARED UNTIL THEN.**

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W E L C O M E

Haere Mai Welcome

**Kia ora, haere mai,
and welcome.**

We’re excited to share with you our latest campaign, inviting the world to visit Aotearoa New Zealand. We’re going to show everyone why New Zealand is an iconic, year-round destination, leveraging 100% Pure New Zealand with a renewed brand strategy. One that will connect a broad range of travellers with Aotearoa New Zealand’s unique nature, people, and culture.

We’ve created this toolkit to give you the right tools, support, and guidance so you can leverage our new campaign and bring this to life in your own channels.



INTRODUCTION

The Audience

Tourism New Zealand’s target audience in all of our key markets are Active Considerers.

Our Active Considerers want to engage deeply with New Zealand. They want to foster a deep connection with nature and culture.

They are looking to learn, explore and have genuine, authentic interactions with the friendly and welcoming people they meet in New Zealand. They seek experiences that allow them to immerse in untouched, pristine natural landscapes.

Active Considerers find the idea of a New Zealand holiday highly appealing and are seriously considering a visit in the next three years. In fact, New Zealand is among their top five preferred destinations to visit.

They are also prepared to spend more on their trip to New Zealand, are interested in visiting year-round and are more likely to be sustainability minded.



Introduction

**When you visit
Aotearoa New Zealand,
you’ll leave filled to 100%.**

In Aotearoa New Zealand you find your own sense of completeness, a deep connection to this place and all its unique wonders. Fulfilment goes beyond what you see, it’s what you feel. A pure connection that awakens something within you.

From the stillness of forests to the vastness of our coastlines to the liveliness of our people, there is something here that brings joy to each person that arrives on our shores.

Deep within the wairua, the spirit of Aotearoa New Zealand, you can find your 100%. If not, it’ll sure find you. Here is a place where nature, people and culture meld together so that every visit truly has it all. Here you’ll arrive with anticipation and leave with total rejuvenation. And here, we don’t just offer a holiday, we offer the opportunity for you to be your 100%, in your own way, through experiences and connections that are pure, lasting and as unique as you are.



The Idea

Your 100%

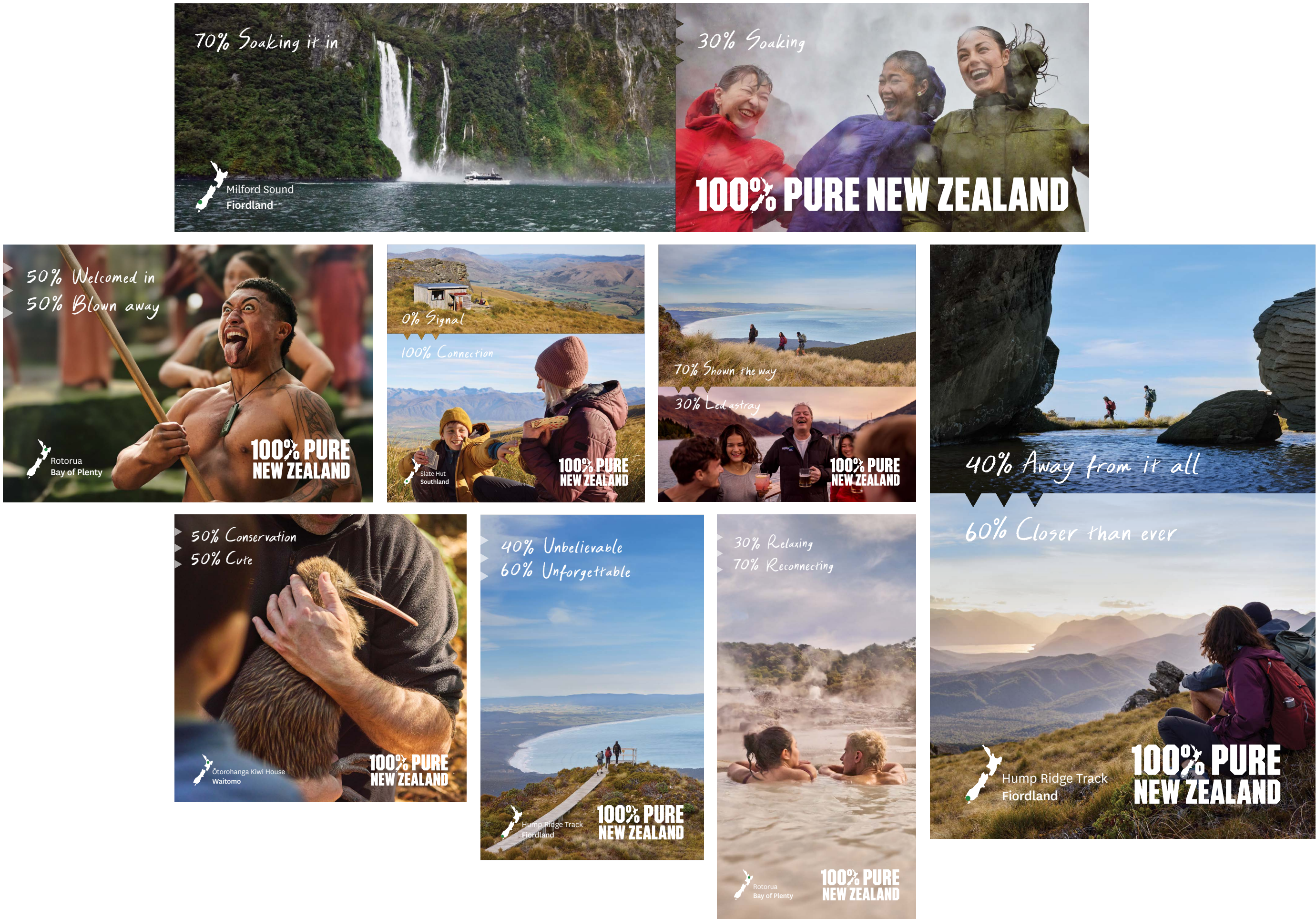
**Every visitor to Aotearoa New Zealand has a unique experience,
without compromise, and leaves 100% fulfilled.**

**Through our incredible blend of nature, people and culture,
we're inviting the world to visit Aotearoa New Zealand and find their
100% Pure New Zealand.**

Creative Overview

The creative expression utilises the idea that every trip is personal and visitors can fill their cup to 100% in many ways.

As such, every set of experiences featured add up to 100%. The words are evocative and talk to the emotional benefits of the experience rather than the mechanics of it. They are playful and add another dimension to the image, never practical or literal. Imagery has been photographed specifically for the campaign. It has been shot to evoke an emotional connection. It embraces our iconic landscapes and distinctive locations in an intimate way, creating a sense that the viewer could be there, that they could step into the image.



The Industry

**So here’s our call to you –
our partners, our storytellers,
our kaitiaki.**

100% Pure New Zealand is the brand. But it’s made up of you; our RTOs, operators, hosts, and storytellers. It is you who deliver the expertise, the manaakitanga, the warmth, and the passion. It’s all of us together who help our visitors discover their unique 100% Pure New Zealand experience.

We want our manuhiri to discover the depth and diversity of what is on offer here. We want to help them to slow down, reconnect, and feel something real through every connection. Be it with nature, our people or our culture.

So, what does 100% look like for your region? Is it 10% Incredible wildlife, 30% Delicious food, 40% Adrenaline adventure and 20% Cultural experiences?

What about an operator experience? 50% Nature, 50% Adventure?

This is your opportunity to showcase your region, your products and your stories in the way that best represents you. Making sure that every visitor, leaves Aotearoa New Zealand with their own set of experiences, that makes up their own 100% Pure New Zealand.



WAYS TO GET INVOLVED

Industry Assets

We have created a suite of assets that we'd like to invite you to use as you see fit.

These include:

- Industry lock-up.
- Social assets and templates.
- Local knowledge video templates.

You can find these assets across the next few slides with examples and inspiration for how you can bring the campaign to life.



Industry Lock-up

To enable industry participation in our 100% Pure New Zealand campaign, we have created an industry lock-up for you to download and use across your assets.

The lock-up references a passport stamp and brings to life the creative idea, encouraging visitors to find their 100% in New Zealand.

We have created 4 versions of the industry lock-up, a clockwise and anti-clockwise version of each colour way.

Use the lock-up you feel works best with the imagery you are using.

Please find guidelines for the lock-up in the appendix on page 22.

[Download lock-up](#)



Black anti-clockwise



White anti-clockwise



Black clockwise



White clockwise



Social Media Templates and Examples

We have created a series of social media templates and examples that you can use to bring the campaign to life in social channels.

- Canva templates with a how-to guide.
- Social carousel creative examples.
- 100% Pure New Zealand animations.
- Social post copy inspiration.

You can find these on the next few slides.



Canva Templates

We have created a set of customisable Canva templates to help you craft social posts using your own imagery. These templates are designed to help you bring the campaign to life by showing multiple images in one asset.

Please find a guide on how to use these templates in the appendix on slide 23.

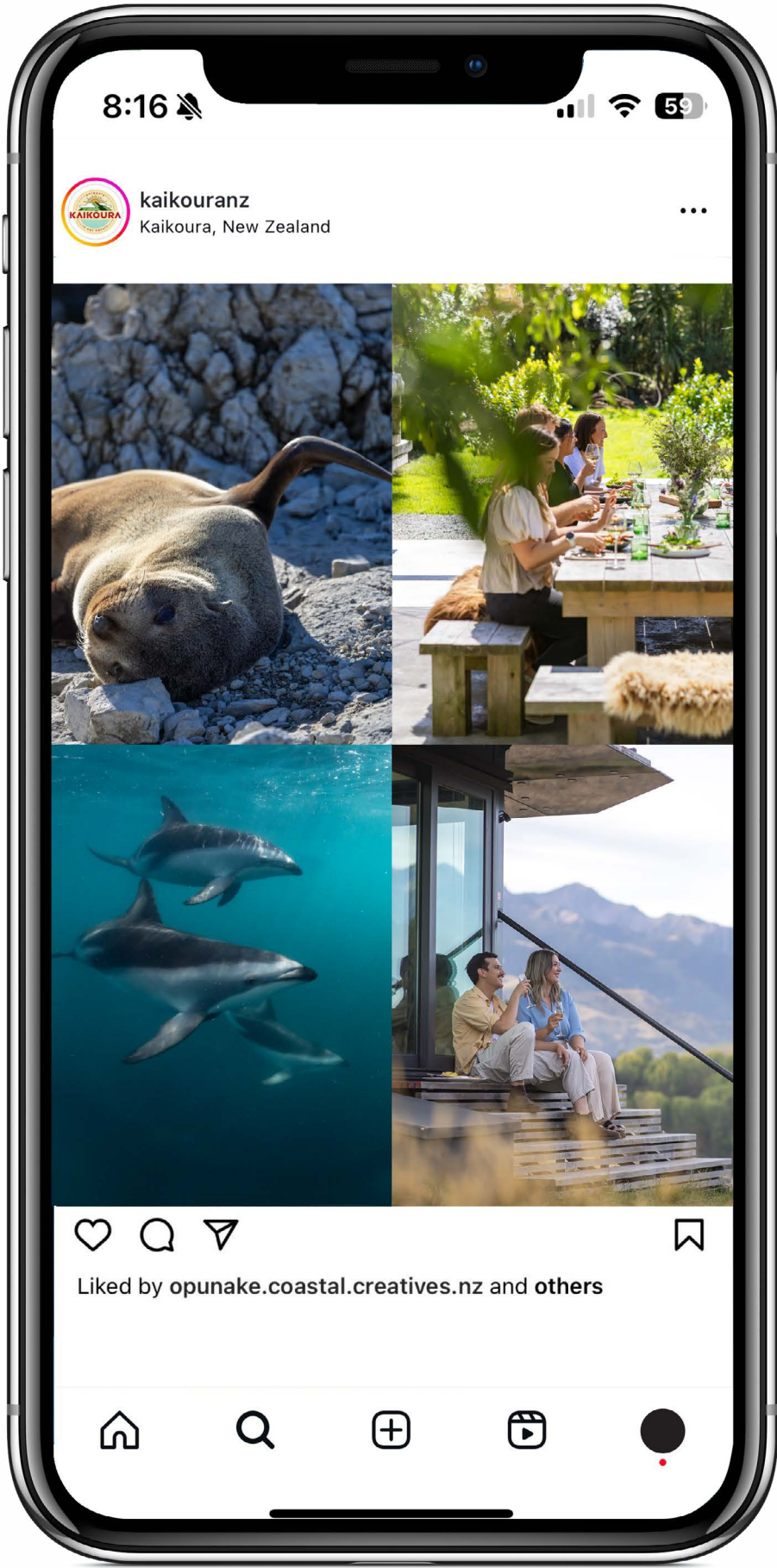
- 1:1 Canva templates are for in-feed posts on Instagram or Facebook.
- 4:5 Canva templates are for in-feed posts on Instagram or Facebook.
- 9:16 Canva templates are for story posts on Instagram or Facebook.

Access 1:1 templates

Access 4:5 templates

Access 9:16 templates

† Important: When you log into Canva, make sure you make a copy of the template. Use the copied version to make your social posts.



Social Carousel Example

Here is an example of how you can bring the creative idea to life using a carousel.



100% Pure New Zealand Animations

We have built a ready-to-use animation of our 100% Pure New Zealand logo that is available for you to use on social platforms.

The animation will play moving footage behind the 100%. It showcases all the rich and diverse experiences you can find in New Zealand. There is a North Island version and a South Island version.

Guidelines:

- The 1:1 and 4:5 assets are intended to be used as in-feed posts on Facebook and Instagram.
- The 9:16 assets are best used as Reel or story posts on Facebook and Instagram.
- When posting, please ensure the animation is posted as it is supplied. Animations should not be obstructed or altered in any way.
- Assets should only be used for Facebook and Instagram placements.
- Use the campaign hashtags #FEEL100inNZ #NZMustDo #NZBucketList and tag @purenewzealand.
- The Industry lock-up cannot be added on top of these assets.

[Download animations](#)



There’s so much to do here in Taupō, how will you fit it all in? #FEEL100inNZ #NZMustDo #NZBucketList @PureNewZealand 100 🇳🇿

Animation Example



Social Copy Inspiration

Here are some caption ideas to support the social media assets you create and help bring the campaign idea to life.

- When writing your captions, make sure your percentages add up to 100%, never more, never less.
- Your percentages never have practical descriptions, linked to prices or discounts.
- Your percentages describe or evoke emotion from the experience shown.
- Use our campaign hashtags in all of your posts #FEEL100inNZ #NZMustDo #NZBucketList.



75% Cruising, 25% Lounging about. Experience the best Taupō has to offer and find your 100% 100 #FEEL100inNZ #NZMustDo #NZBucketList



50% Surf 🏄 and 50% Turf 🌲. Find your 100% in The Coromandel. 100 #FEEL100inNZ #NZMustDo #NZBucketList



50% Head under water 🐟, 50% Head in the clouds ☁️. Northland has everything you'll need to find your 100% #FEEL100inNZ #NZMustDo #NZBucketList 100



25% Filling your spirit, 75% Filling your plate. Kaikōura will leave you feeling 100% #FEEL100inNZ #NZMustDo #NZBucketList

Local Knowledge Video Templates

This campaign becomes richer, the more we share with our manuhiri. We want you to be able to recommend the best of your region to our visitors, including local tips about the best things to do and see.

We have created a video template that you can use to showcase your local gems on social media. The template includes two video templates that you can add to the beginning and ending of your own video about your region.

You can download the asset below and we have provided a step-by-step guide on how you can use these video assets in the appendix on slide 24.

Guidelines:

- The local gems video assets should only be used for Instagram and Facebook Reels or TikTok posts.
- Ensure you include the whole length of the opening and closing videos.
- Follow the how-to guide in the appendix for where to tag your organisation or location.

Download the templates

Opening intro



Your video



Closing frame



APPENDIX

Industry Lock-up Guidelines

When pairing the Industry lock-up with a partner logo, ensure the logo sits to the left of the Industry lock-up.

Ensure your logo is an equal visual weighting to our Industry lock-up.

Separate with a minimum 1 pt dividing line the height of the industry lock-up equal distance from each logo.

Distance from the logos and clear space is determined by the ‘o’ part of the percentage sign.

There are 4 versions of the industry lock-up, a clockwise and anti-clockwise version of each colour way.

Use the lock-up you feel works best with the imagery you are using.



Lock-up usage

Choose the lock-up that contrasts well with it's background.

Black lock-up for light imagery.



White lock-up on dark imagery.



Lock-up Dont's



The lock-up should be scaled proportionally. Never stretch the lock-up horizontally or vertically.



The lock-up should not be tilted outside of how it is supplied.



Don't use effects.



Don't change the colour.



Don't add copy or cover with promo messaging.

Canva Template Guide

A quick guide to accessing and using Canva templates:

Make sure you have a [Canva](#) account, these are free to create.

- Click on the appropriate Canva link (on page 16) for the size of your choice.
- Click ‘File’ on the top left.
- Click ‘Make a Copy’[†].
- Once you have made a copy of the template, that copied version will be tied to your account - make sure you use this version to create your asset.
- Upload the images you have selected in the ‘upload’ section, within the toolbar on the left.
- All image uploads will be visible on the toolbar, now simply drag and drop directly into the templates. Ensure you do not resize any of the image frames set up.
- Once you’re happy with your design, click ‘share’ in the top right corner, and ‘download’.
- The industry lock-up can be added to these assets if needed.

† Important: When you log into Canva, make sure you make a copy of the template. Use the copied version to make your social posts.



How To Use Local Knowledge Video Templates

Before building your Reel or TikTok, record a 15-20 second video of one of your staff talking about their favourite local gem.

A few tips:

- Make sure you film it as a portrait video.
- Find somewhere quiet to make sure you have clear audio. Avoid filming in crowded spaces or in the wind.
- Make it personal. Be authentic and casual, you are sharing your personal recommendation so it doesn't need to be corporate or promotional.
- Some people find it easier to write out a script beforehand so they're clear on what they would like to say. Avoid reading that script directly though.

How to create on TikTok

- Make sure you have a TikTok account, these are free to create.
- Tap + icon in the middle of the screen to start creating.
- Swipe across the screen to select the video recording length of 60s.
- Tap the gallery in the right hand corner to add your videos.
- Pick the local gems opening intro video as the first video.
- Upload your recorded video to include in the middle.
- Then upload your local gems

How to create a Reel on Instagram

- Make sure you have a Instagram account, these are free to create.
- Tap the + icon or swipe right anywhere in the feed to begin.
- Tap the Reel icon at the bottom.
- Pick the local gems opening intro as your first video.
- Upload your recorded video to include in the middle.
- Then upload your local gems closing video to complete your Reel.
- To edit your video, click the scissor icon.

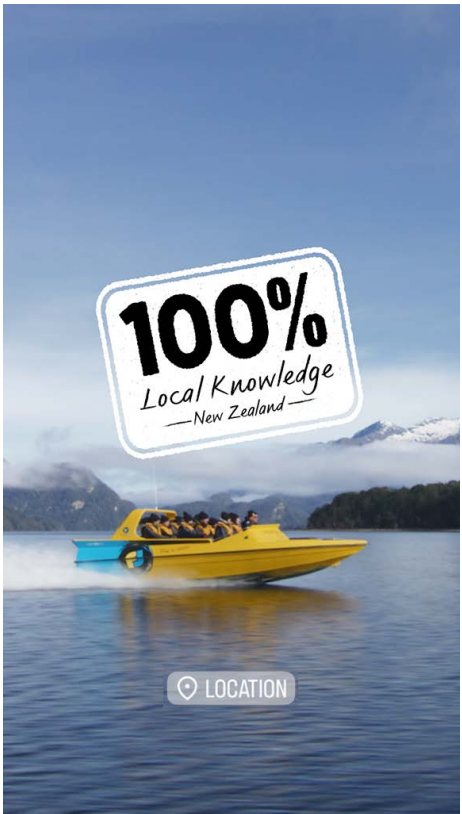
closing video to complete your TikTok.

- To edit your video, click the scissor icon.
- For the opening frame, add your location or social handle at the bottom of the frame, keeping it centred with the lock-up.
- For your recorded video, add the name and location at the bottom of the frame. This can be left or right aligned.
- Use the TikTok font 'Curious Cat'.

- On your recorded video, click the Aa icon to add text.
- For the opening frame, add your location or social handle at the bottom of the frame keeping it centred with the lock-up.
- For your recorded video, add the name and location at the bottom of the frame. This can be left or right aligned.
- Use the Reel font 'Signature Font'.
- Please include #FEEL100inNZ #NZMustDo #NZBucketList in your description copy.

- Please include #FEEL100inNZ #NZMustDo #NZBucketList in your description copy.
- Once you're happy with your edit, click the red arrow in the right hand corner which will bring you to the preview page.
- Use the messaging guide to write a description, then preview your video by clicking the content in the right corner.
- When you're ready to publish, click the post icon in the right corner.

Opening intro



Your video



***This is where you can add your own location or copy.**

NGĀ MIHI

Please contact us for questions, queries or comments:
industrypartnerships@tnz.govt.nz

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newzealand.com