

Destination Queenstown

Our People, Our Home

Series 2 Campaign Presentation



The Idea

Queenstown has always been a popular destination to visit, but beyond our breathtaking scenery and world-class experiences, there is a vibrant and passionate community of people who call Queenstown home.

Through this second series of 'Our People Our Home', we'll be introducing our visitors to some of the passionate locals who make up the fabric of our community. By celebrating our people, our place and our community spirit, we're setting out to showcase why Queenstown is so special and why it's a great place to visit – and look after.



Introducing Series 2

The 4-part series will launch with a hero video introducing our people, followed up by a series of themed videos focusing on our core values of Manaakitaka (Hospitality), Kaitiakitaka (Stewardship) and Whanaukataka (Community/Connection).

By taking a values-led approach to our consumer marketing activity, we're focused on attracting high contributing visitors and those who seek a deeper connection with our people and place.



[Click on the above image to watch the hero video](#)

The Campaign

- Launched 20 September 2023.
- A 4-part video series including a hero video and three themed videos focused on sharing our values of Manaakitaka, Kaitiakitaka and Whanaukataka.
- Activity sits within the ‘Discover’ and ‘Educate’ layers of DQs marketing activity, targeting both the domestic and Australian markets.
- Media rollout primarily consists of digital and social channels, with an extended local cinema schedule.
- Supporting written content will profile a range of personalities and dive deeper into their story and values.
- Video assets are loaded to [QueenstownNZ YouTube](#) and will be posted organically to social channels for members to share or embed.



Hero Montage



Kaitiakitaka



Manaakitaka



Whanaukataka

[Click on the images to watch the videos](#)

Media Rollout

	wc 19 Sep	wc 25 Sep	wc 2 Oct	wc 9 Oct	wc 16 Oct	wc 23 Oct	Nov	Dec	Jan
Cinema (Dorothy Browns & Queenstown Reading) Assets: Hero video 60"									
Paid Always On – Digital & Social Assets: Hero video, x3 themed videos + 15" cutdowns									
Paid Always On – YouTube Assets: Hero video, x3 themed videos + 15" cutdowns									
Written Content & Blogs Blogs focused on showcasing three personalities and their values									
All videos live and public on QueenstownNZ YouTube									
Hero montage posted to QueenstownNZ FB/IG									
Whanaukataka video posted to QueenstownNZ FB/IG									
Kaitiakitaka video posted to QueenstownNZ FB/IG									
Manaakitaka video posted to QueenstownNZ FB/IG									

Thank you

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