

Sharing our food and beverage stories with the world.



What is the Made with Care campaign?

'MADE WITH CARE' is a global food and beverage campaign designed to grow awareness, preference and demand for New Zealand food and beverage products.

The campaign is being led by New Zealand Trade and Enterprise (NZTE) and is part of a wider 'Messages from New Zealand' country brand campaign. These initiatives are designed to build on the current positive sentiment felt toward New Zealand and raise the international profile of the New Zealand brand in key markets.

What is in it for me?

Backed by significant investment and driven by consumer insights, the MADE WITH CARE campaign aims to build a foundation of value and preference for New Zealand brands that individual businesses can leverage through their own sales and marketing efforts.

Businesses who are already exporting, or have ambitions to export, can explore the ready-to-use campaign toolkit. It features free images, social media content, video footage, infographics and a user guide to help you engage with and leverage the campaign.

Over the next 6-8 months there will also be a number of specific marketing, promotion and retail initiatives in key priority markets that businesses can participate in to directly drive sales.

How can I get involved?

- 1 Follow the MADE WITH CARE [Facebook](#) and [Instagram](#) channels.
- 2 Tag your social media posts with [#NZMadeWithCare](#).
- 3 Encourage fellow New Zealand food and beverage exporters to get involved by sharing this document with others in your network.

Visit www.nzstory.govt.nz to explore the campaign toolkit now.



See the next page for more detailed information about the MADE WITH CARE campaign.



Get in touch

Visit the MADE WITH CARE [webpage](#) to find out more about the campaign and access the ready-made marketing tools. Alternatively you can email messagesfromNZ@nzte.govt.nz

The concept

New Zealand is blessed with exceptional natural resources and an environment perfect for producing food and beverage. But what distinguishes our products from others is the unique connection our people have with the land and sea. In Māori culture this connection is described by the principle of Taiao, which acknowledges the interconnectedness of people and the natural world – if the natural world is healthy, so too are the people.

It is the care inspired by this connection that enables us to turn our natural advantage into truly outstanding food and beverage. Whether it's the care we show for our people, land and sea or the care we show for those who consume our food and beverage, or the businesses around the world that help us sell and distribute our products. Care is what drives us to produce tasty, premium quality, safe, nutritious and ethical food and beverage.

MADE WITH CARE HANGAIA E TE MANAAKITANGA

Underpinning our message are our three core values:

- Kaitiakitanga** – we are guardians, caring for place, people and planet for future generations.
- Manaakitanga** – we care for others and always show hospitality, kindness, generosity, support and respect.
- Ingenuity** – we challenge the status quo with original and bold solutions.



Audience insight

Our recent food and beverage market research and insights have shown us that while the priority order of consumers needs has changed in the current climate, the needs themselves remain fundamentally the same. Consumers are looking for safe, nutritious, premium quality, ethical and tasty food and beverages. The campaign creative will show how New Zealand is perfectly placed to meet these needs.

Campaign overview

There are 5 priority markets for the campaign with each market having specific targeted geographies. The priority markets are:



Australia



China



Japan



UK



USA

MADE WITH CARE features a significant digital component, designed to drive traffic to the campaign website.

The campaign consists of three key phases:

PHASE 1

Raise profile of New Zealand Brand

This phase is being led by Tourism New Zealand and commenced in July with a series of 'Messages from New Zealand' videos promoted via paid social channels.

PHASE 2

Building awareness, preference and demand for New Zealand F&B

This phase is being led by NZTE and will commence from September. It will consist of a range of paid promotion and marketing activities across priority markets.

PHASE 3

Converting to sales

This phase will be led by NZTE's in-market teams and will consist of a number of marketing, promotion and retail initiatives. Specific details are still being finalised.

Who is involved?

The MADE WITH CARE campaign is the food and beverage component of a wider 'Messages from New Zealand' country brand campaign. Both campaigns are part of New Zealand's economic recovery strategy and are a joint initiative between Tourism New Zealand (TNZ), New Zealand Trade and Enterprise (NZTE), the Ministry of Education, New Zealand Story and the Ministry of Primary Industries (MPI). Further extensions of the campaign are in development and will be communicated in due course.

We need your help

While the MADE WITH CARE campaign is being led by NZTE, its success will require the support, engagement and participation of private sector businesses. To ensure close collaboration and alignment, various industry bodies and key New Zealand business leaders were briefed and consulted throughout the campaign development.