

Entering the Nursing Profession

Media Strategy & Discussion

20 January 2022

Prepared with care for:



MANATŪ HAUORA

| What we'll cover today

- Overview of what we need our media to deliver
- How we've approached our thinking
- Presentation of two different media options
- Discussion
- Timings & next steps

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| What do we need our media to deliver?

| ENABLE US TO ACHIEVE OUR TWO GOALS OF:

1. Raising the perceived status of the nursing profession
2. Increasing applications to tertiary nursing programmes

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How do we make the media effective?

When looking at media planning there are several considerations we take into account:

1. How do we maximise our budget?
2. How do we be targeted with our comms so it will feature in environments where it'll be most impactful?
3. How do we allow ourselves the best opportunity to report on and track the media?

To do this we look at our audience and choose key demographics within it to guide our media selection. As that gives us a better understanding of what this audience watches / reads / listens to / engages with.

And this campaign will therefore focus on media that we are confident will reach Maori & Pacific men aged 18-34, knowing we will also still be communicating to our broader audience, including those considering returning to the nursing workforce.

I Two different options on the table

We are bringing two quite different approaches to the table. Both of which have merit, which is why we're keen to explore our thinking with you.

One is very much what we've been talking about to date, so will look and sound familiar.

The other is a fresh opportunity that has presented itself. Instead of us buying advertising spaces to put our messaging (like TV or radio), we would integrate our need to recruit more nurses into a TV programme. Which would then be supported by digital media.

Option 1

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I A campaign that you'll see in lots of different spaces

This approach allows the campaign to build up over an extended period of time and there would be more of an ongoing presence, as opposed to a big spike of activity in the middle of the year

Our audience would see our messaging in many different spaces.

For this media approach we would look at being on TV, on radio, on posters and then in lots of digital environments

The following chart maps out what those channels are further, and when you could expect to see them feature over the course of the year

Option 2

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I Weaving our nursing recruitment drive into a piece of NZ culture

This approach allows us to push beyond a more static advertising campaign and integrate our genuine need for more nurses into a beloved TV drama - Shortland Street - in a really authentic way.

We would be able to leverage the TVNZ media properties (like Breakfast, 7 Sharp, Te Karere, Tagata Pasifika) to extend the conversation about the need for more nurses outside of the integration into the programme, which provides an opportunity to ignite social conversation beyond what Option 1 might offer.

While we would have a digital presence throughout the year, this activity would be focused primarily over 2-3 months, as opposed to being spread out throughout the year, like Option 1.

| Why Shortland Street?

Shortland Street turns 30 in 2022 and we have an opportunity to capitalise on the noise around that.

More than 1 million viewers aged 13-49 have watched at least one episode in the last year, of which 1 in 4 viewers identify as Maori or Pacific Island

Over half a million highly engaged social media followers

An authentic environment for raising the profile of our need to recruit more nurses

A guaranteed script/storyline integration

TVNZ and Shortland Street's production company are both really invested in this cause, and want to find ways to make it work!

Nurses Recruitment Campaign - Media Block Plan Option 2

Channel	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Broadcast TV - Shortland St Integration										
Digital Video - TVNZ On Demand										
PR - Key TVNZ properties										
Digital Video Platforms - YouTube, Tik Tok, Instagram and Facebook										
Digital Display and Native placements										
Social Media - Instagram and Facebook (leverage Shortland St and talent)										
Paid Search and Remarketing										

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No matter which Option, we need to have a balance of the following:

MEDIA CHANNELS THAT TALK TO A WIDER AUDIENCE

This is where our messaging is broader but so is who we are talking to. This really gives us the ability to expose more people to our campaign. We'd achieve this through TV, Outdoor media and Radio (Option 1) and TV & PR (Option 2).

MEDIA CHANNELS THAT TALK DIRECTLY TO AN INDIVIDUAL

This is primarily achieved through digital channels, where we can be more refined in who we're talking to and therefore making the messaging more personal and direct (social, search, display). This is important in both Options 1 & 2.

| Where to from here?

- A decision doesn't need to be made immediately
- Now that we've seen your interest in both approaches, we'll investigate the Shortland Street route further, so we can give you greater clarity about exactly what that could entail
- We'll consider the risks as already outlined in our meeting and speak with our media partner and TVNZ about ways to mitigate or manage those. If any additional ones crop up in the meantime, please just let us know
- Look forward to getting a time in the diary next week to regroup and discuss further

Thank you

Any questions?
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Addendum

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