

Nursing Recruitment Campaign Update

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Friday 10 June

Let's check in!

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We're getting close to launching our 'Real Nurses' recruitment campaign.

Today we want to give you a sneak peek of how things are looking, give you an update on what's in progress and to let you know what's happening, when.

What are the outcomes we want to achieve with this campaign?



RAISE STATUS

Raise the perceived status of nursing as a profession

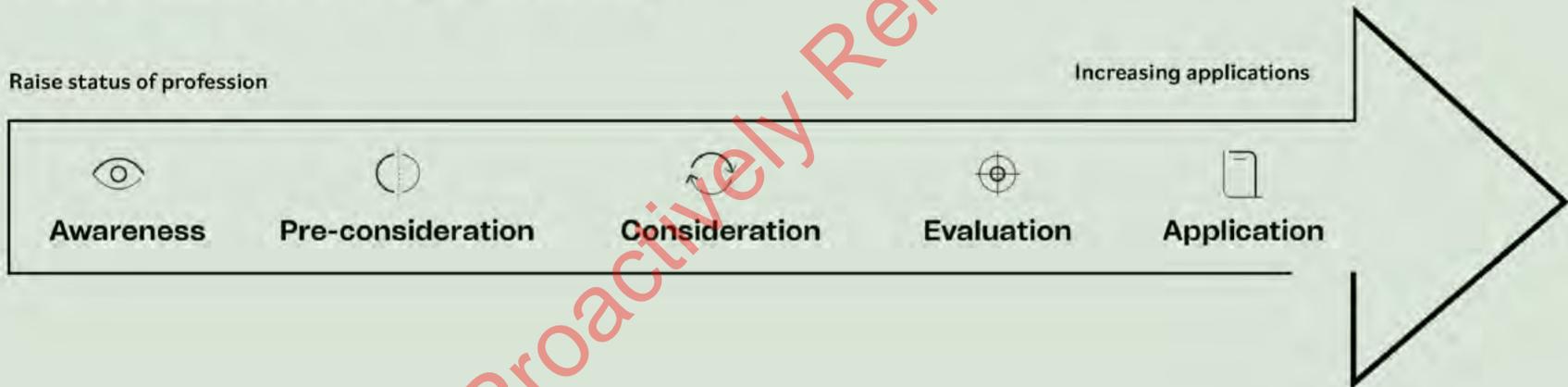


INCREASE APPLICATIONS

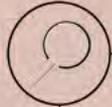
Increase applications to tertiary nursing programmes

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The phases of our 'recruitment journey'



So what does success look like?



HARD METRICS

Through our real time data analysis, we'll know:

- Number of people going to website
- How long they stay on the website
- Do they click on tertiary institutions?
- BUT, we won't know whether this translates into applications as at this stage tertiary providers don't share that information



SOFT METRICS

- That we're getting to the 'right' people. That those applying are going to make truly great nurses
- Current nurses having a sense of pride seeing a campaign feature Real Nurses, that reinforce why it's a fantastic profession AND seeing the breadth of skills and qualities it can take to be a nurse showcased publicly
- Good new stories coming out as a result of hearing about the campaign

**How's the campaign
shaping up?**

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Campaign roll out

Semester 2 applications

- This is in market at the moment
- We've treated this as a 'soft launch' ahead of officially starting our campaign
- Designed to find those already considering Nursing seriously
- Digital advertising only

Real Nurses launches

- Launch of our Real Nurses campaign and will be on street posters, digital billboards, Facebook, Instagram, Youtube and lots of other digital spaces

Shorty St Integration

- Comes in off the back of our Real Nurses launch
- Along with storyline integration will have a mix of Real Nurses advertising within SS, joint branded content and being across key TVNZ properties as well as integrated into the SS storyline

Real Nurses consolidates

- Maximising impact of the Shortland Street integration, we'll keep finding our target audience with compelling messages.
- These comms will remind them of the campaign they'll have already seen as it'll look & feel the same

What we're sharing today



Our website is live @ realnurses.co.nz

June digital creative - our 'soft launch'

Real Nurses TV ads & outdoor

Shortland Street Integration topline

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REAL STRENGTH REAL ADRENALINE

Find your place in nursing

SPECIALISATIONS

START YOUR JOURNEY



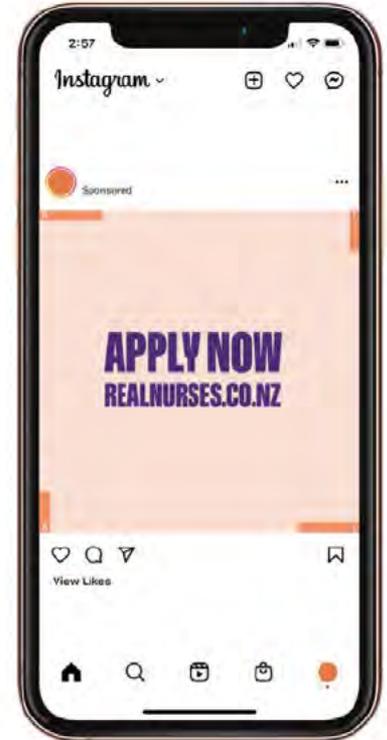
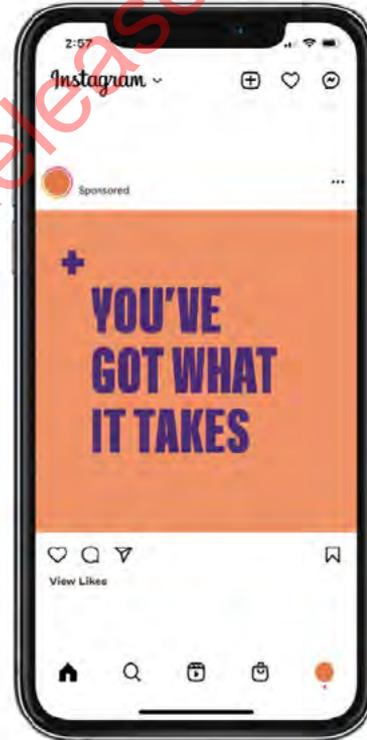
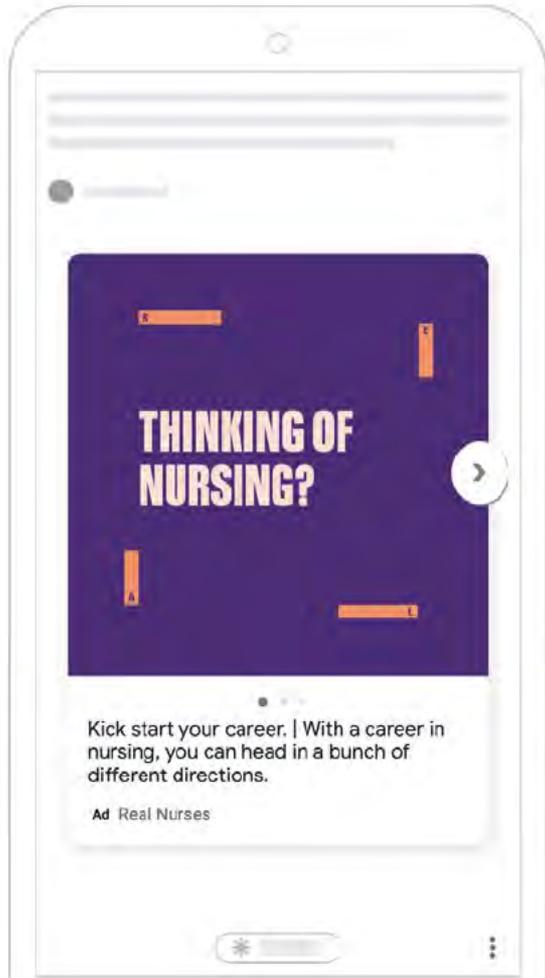
Duran Whiu
Emergency department nurse

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L

June Digital (soft launch)



Real nurses TVC

Image here

Real Nurses TVC

Image here

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Real Nurses OOH

Image here

Real Nurses OOH

Image here

Proactively Released

A reminder of why Shortland Street...

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A highly engaged fanbase across New Zealand

Fans of shows are known to be more receptive to advertising messages.

By leveraging Shortland Street you're able to become a part of the viewer's world, driving instant cut-through, brand preference and consideration.

Source: Thinkbox UK

ENTERTAINMENT

Hundreds starstruck on Shortland Street

19 Nov, 2014 2:39 AM



Sara and Michael pose for photos with Michael Taylor Whitney

Herald on Sunday



Shortland Street, long queue: Thousands of fans line up for studio open day

www.nzherald.co.nz Shortland Street



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Approach

Shortland Street delivers ground-breaking storylines that mirror local events and issues, featuring a cast of young characters who reflect our audiences in the real world

Leverage one of our most iconic New Zealand platforms to engage conversation, reframing the media narrative.



**And what will the Shortland
Street integration entail?**

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Shortland Street Integration

Storyline integration

A two week storyline integration that mirrors our real life campaign within the Shortland Street world. They are filming a recruitment campaign!

TV ads that run during in-show integration

Opportunities to elevate the sponsorship by linking the two properties - the Real Nurses campaign and SS - together

Quiz

A light hearted quiz aimed at encouraging the highly engaged fan base to partake in finding out if they'd be a great nurse. Leads to our realnurses.co.nz website

Leveraging TVNZ properties

- Making the most of Shortland Street's social media channels
- Currently looking into PR opportunity with Seven Sharp

Campaign timings

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So what's happening, when?

- “Soft launch” for Semester 2 applications is live now!
- Launch of Real Nurses Campaign
- Shortland Street Integration
- Capitalising on SS Integration with more Real Nurses content

			May	June	July	August	September	October
Public Holidays				Queen's Birthday				Labour Day
Reporting	GA / Tracking							
Soft Launch	Digital	Targeted digital		Live from 19 June				
Shortland Street Integration						14th - 28th Aug		
High Impact	Outdoor Media	Programmatic Outdoor + Street Posters			Live from 29 July			
	High Impact Digital	YouTube, TikTok and Twitch			Live from 8 July			
Targeted Digital	1-1 Digital	Targeted Video / Social / Display / Native						
		SEM / Remarketing		Live from 29 June				

Any questions?

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Ngā mihi maioha

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