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The Ministry of Health

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13 April 2022

What we'll cover today

- Media upweight option
- Additional creative development & media
- Aged care nurse update
- Website update
- AOB

Options for extending the Nurses Recruitment campaign

Proactively Released

How we've approached this



An additional media investment to really strengthen our campaign before and after Shortland Street

Secondary opportunity to develop additional creative to tell some of those great community stories

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Additional media investment for Real Nurses

As a group we've recognised the compromise with the Shortland Street opportunity is that the majority of the budget for media is tied to the TVNZ integration.

By investing an additional sum of \$100k into media we will be able to achieve the following:

- At its most basic level, more media spend equates to more opportunities to see the campaign. Which means we will be reaching lots more of our audience, and more often than we would have otherwise
- It affords more opportunity to communicate the breadth of nursing opportunities outside the hospital environment (community, aged care etc)
- Increased ability to see the campaign by those that don't watch Shortland Street
- We'd invest this budget in digital advertising as well as Outdoor advertising like street posters. It'll be TV imitating life when our Real Nurses posters that feature on Shortland Street have already been seen out in public!

NB. The entirety of this budget would go to media and our advertising would be showcasing the Real Nurses we've already photographed. We wouldn't create new material with this additional budget.

An opportunity to meet some more incredible Real Nurses

We recognise there's also a desire to acknowledge some of the incredible efforts nurses have made throughout the pandemic through their own initiatives.

We think there's an opportunity here to bring these stories to life to get to know some of these Real Nurses further. We'd use this material to emphasise the breadth of nursing beyond hospital environments, and do it in an engaging, interesting way that captures the minds and imagination of our audience.

The creative idea

This creative would show honest behind the scenes insight into the personality, the attributes, humour and emotion they bring to their every day work.

The creative provides an additional opportunity for myth busting, which we know is one of the core jobs of our brief: changing those perceptions of what nursing truly is.

Along with capturing still photography, we'd also capture moving footage to engage in media environments like Instagram, Facebook & TikTok where we can elevate our Real Nurses in their real lives doing their very real, valuable work. Those media environments are where we know lots of our audience spend their time.

How would we bring the new Real Nurses stories to life?

New nurses creative - \$50k

- This would cover photographing & filming multiple new nurses
- Adapting the material into all the required media needs
- Project management of the additional work

Additional media - \$80k

- We already have a wealth of Real Nurses creative, so we would want this additional work to have additional media space
- We would take learnings from the first burst of our Real Nurses campaign and apply them to media selection

Timings

- We would run this after the Shortland Street integration piece
- This additional investment allows us to be talking to our audience for longer, and could choose to time it for around Tertiary application deadlines

Website update



Privacy copy approved and now being designed for supply to the developer

Will be getting it live ASAP & will keep in close contact with VMLY&R

Remainder of Real Nurses website copy coming to your for approval this week

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Is there AOB?

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Ngā mihi maioha

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