

Ministry of Health & Shortland Street

Partnership Opportunity



black sand.

FCU643



SHORTLAND STREET HOSPITAL

MAIN ENTRANCE
KUPU MŪHURI
EMERGENCY
24 HOURS
WARD DROP OFF

NZ's most loved, most watched drama



Proactively Released

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

29 Sep, 2019 05:00 AM

Quick Read



Sam and Michael pose for selfies with a fan. Photo / Sylvie Whitray

Herald on Sunday



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

Josephine Francis | 1:58 | Sep 18 2019





The power of TV Partnerships

Memorable

Higher mental availability allows brand associations to embed more easily in the viewer's mind and leaves longer lasting impressions

Impactful

Brands become a part of a viewer's world; instant cut-through, driving brand preference and consideration

Credible

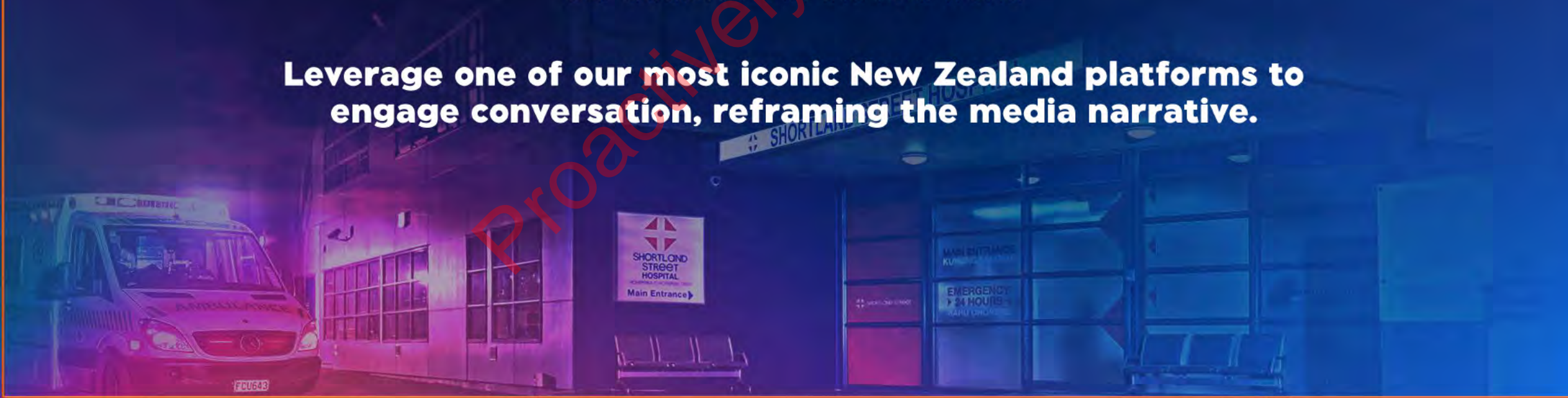
TV Partnerships tap into 'costly-signaling' magnifying stature, trust and credibility attributes

Source: Thinkbox UK

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.



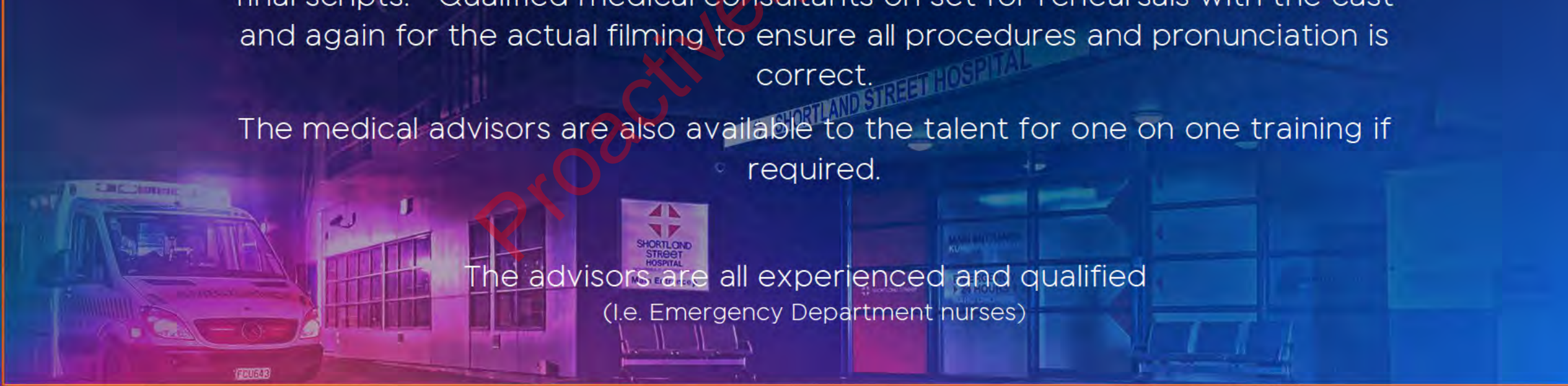
Truth & care behind the scenes

Shortland Street treats all medical procedures seen on screen with care and proficient due diligence.

There are medical experts on hand for early script development through to final scripts. Qualified medical consultants on set for rehearsals with the cast and again for the actual filming to ensure all procedures and pronunciation is correct.

The medical advisors are also available to the talent for one on one training if required.

The advisors are all experienced and qualified
(I.e. Emergency Department nurses)



Proactively Released

Next Steps



SHORTLAND STREET HOSPITAL

SHORTLAND STREET HOSPITAL
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Main Entrance

MAIN ENTRANCE
KUHUNGA KUHUNGA
EMERGENCY
24 HOURS
RARU OHORERE

Proactively Released

Ways of Working

We love to work in collaboration with our partners and clients, helping you to achieve your objectives:

- Client/Agencies: Combined feedback sessions/rounds are on-going as we develop the partnership
- Any creative production that leverages Shortland Street and their talent needs to be managed by TVNZ and Blacksand
- TVNZ and South Pacific Pictures will retain final approval on all partnership activity

Next Steps

- **11th February:** Feedback Session (all parties) to discuss and align on desired outcome
- **w/c 28th February:** TVNZ to work up the creative proposal and initial media selection and phasing alongside our Commissioner and SPP
- **w/c 28th February:** Feedback Session (all parties)
- **w/c 21st March:** TVNZ to refine and work up a detailed proposal including media and production deliverables, costs and talent indication
- **w/c 21st March:** Feedback Session
- TVNZ to refine proposal based on feedback, contract, book media and provide a detailed timeline which will allow for ongoing combined feedback for each execution

* Timings are indicative, where possible we will share earlier and keep you updated throughout the process

We look forward to working with you

Shortland Street has been part of the lives of New Zealanders for 30 years.

Key to remaining relevant is reflecting and taking part in the real life issues of the day, and the need to recruit more nurses and enhance their mana has arguably never been greater.

So we're excited to be a part of this project - our cast and crew take immense pride in being able to not only entertain the nation but be a force for good. Our actors who portray medical staff have huge respect and admiration for the real nurses out there and will jump at the chance to support them and their amazing work.

Good integration starts with storytelling that captivates viewers and gets them talking - we look forward to working with Ministry of Health to create just the right kind of conversation.

