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The Ministry of Health

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16 February 2022

Work in Progress Update on Nurses Recruitment

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What we'll cover today

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- Review & discuss TVNZ Proposal
- Overall timings discussion
- Website update
- AOB

Shortland Street Integration



How are we feeling about the proposal?

Initial thoughts and feedback?

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What's happening in the background while we investigate SS?

Developing media schedule

While the SS investment will be a significant part of the media budget should we choose that route, we also want to be in market before & after with our Real Nurses creative

Developing digital creative

We are using this media schedule to develop our digital campaign: making key decisions around choice of images, language and target audiences

Prepping for website build

We are building website copy and working with our existing nurses to ensure our website is easy to navigate, isn't over complicated and is interesting & engaging

How does our media approach influence our timings?

No matter which media approach we take, digital communication will play a pivotal role. So we've prioritised developing the digital creative so that we can get it live as soon as the website is built.

If we decide not to go down the TVNZ route we'll then need to make all the relevant campaign material (like posters, radio etc) as well as booking the media itself. This would take around 6 weeks.

We'll hold off on developing this work until we decide to go down that road so that we don't waste money unnecessarily.

Website update



Any news from the IT security team?

Once we have final okay to commence the build, we aim to be live within 7 weeks

We're keeping VMLY&R in the loop every step of the way

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Is there AOB?

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