



marama

New Zealand Embraces Te Wiki O Te Reo Māori

In September 2018 OMANZ and the wider Out of Home Industry united to demonstrate the value and role of digital Out of Home via supporting Te Reo Māori.

Using contextual relevance, the industry set out to discover if this would deliver greater engagement levels and opportunity to influence attitudes versus non-contextual campaigns.

Full results can be found at omanz.co.nz



**Drives greater
recall**

The simple and contextually relevant messaging achieved a high recall of 33%.



**Encourages
trial**

46% of respondents were likely to increase their use of Te Reo as a result of seeing the campaign.



**Increases
engagement**

Having contextually relevant creative resulted in 43% of those recalling the campaign noticing the change in creative.



**Influences
brand value**

Those who saw the digital advertising were significantly more likely to value Te Reo Maori @ 72%.

In September this year, New Zealanders will again be encouraged to speak Te Reo Māori with the support of OMANZ and the wider industry



The growing reach of Out of Home

Out of Home is in a unique position whereby its audience has grown year on year by 7%*. This, coupled with Out of Home's potential to reach 73% of New Zealanders** in all communities, with contextually relevant messages, meant it was an obvious platform for the promotion of Te Reo Maori.



Gen Y were highly engaged

44% of AP 25-34 recalled seeing this campaign.



The creative added impact

46% of those recalling the campaign found it more interesting because the messaging changed.



Positive reaction to creative

With the changing creative, 63% of respondents were positive about how well the ads attracted attention & 27% deliberately looking out for the changes.

Outdoor is a branding medium entrenched within communities throughout New Zealand, providing very high potential reach. Look out for Te Wiki O Reo Māori across our Out of Home platform Sept 9-15. It will Be Seen!

*Nielsen's CMI Apr '18 - Mar '19 v Apr 17 - Mar '18

** NZer's 15+