



The Brief

Tourism New Zealand is looking for videos that tell inspirational stories for youthful travellers that increase their desire to visit New Zealand – a stunningly beautiful place where people, culture and landscapes embrace to give each traveller a pure immersive experience and rich stories to tell.

To tell this story to potential youthful travellers, the videos should focus on New Zealand's unique product truth – diversity of experiences in close proximity – through the campaign mechanic of 5X1 (5 amazing, diverse experiences in 1 day) and the strapline 'Play more every day'.

The videos will be used as part of a paid media campaign targeted to potential youth travellers (aged 18-29) who are dreaming of their next holiday in order to drive consideration of New Zealand.

Each video should be between 30 seconds and 2 ½ minutes in length, feature talent under the age of 30 and showcase 5 experiences that can be realistically achieved in a single day in New Zealand. The experiences featured shouldn't all be paid activities – they can be anything from white-water rafting to amazing scenic views to encounters with locals.

There are **\$20,000 in production grants** available to filmmakers who want to create and submit a video for Tourism New Zealand. Successful applications will each receive a grant of between US\$1,000 - US\$2,000. [Apply for production grants here.](#)

Tourism New Zealand will select their favourite video and the director will receive **\$10,000** (minus any grant funding received), as well as **4 additional videos which will**

receive \$5,000(minus grant funding received). Tourism NZ may also decide to select additional videos beyond these 5 with each director receiving **\$5,000**.

Videos need to be uploaded by April 20, 2015, 11:59pm GMT time.

NOTE: Each selected director will need to also provide cut down versions of their videos (1 minute, 30 seconds and 15 seconds), incorporating some graphics provided by Tourism NZ. These videos should use footage from an 'involved observer' perspective – or from the eyes of the traveller – so please make sure you capture footage from this perspective as well if it isn't the style of the video you're submitting. The cut down videos will showcase the five activities in a real and practical matter to be used to target potential visitors in the more detailed planning phase.

Here is an example link of the format the footage would need to be adapted to fit in – however this format (and strapline) will be slightly updated: <http://youtu.be/crrT6gOX0y0>.

Requirements

Use of the strapline 'Play more every day' must be used in the video – and all text should either be in Archer or Proxima Nova fonts.

You also must insert the Tourism New Zealand end frame for a **total of 5 seconds at the end** of your video. [Download it here](#).

Creative Direction

The winning videos will show more than a day in the life of a traveller. The winning videos will tell a story that wows the potential youth traveller with New Zealand's uniqueness as a travel destination.

The tone of the video should be youthful – active, conversational and authentic – connecting the promise of a young, adventurous land with the spirit of young and adventurous travellers.

The content of the video aside from stunningly beautiful landscapes should showcase:

- Warm, sunny weather
- Fun!
- Activities or adventures that fall into one or more of the following categories:

Priority:

Water Activities (both beaches and lakes/ivers)

- Wildlife cruises/swimming experiences
- Boat and sailing trips – including Jet Boats
- Beach activities including SUP and surfing
- Snorkelling and diving
- Kayaking, canoeing, rafting and sledging
- Waterfalls
- Hot Pools

Secondary:

Geothermal

- Geothermal hot pools, mud pools and bathing
- Geysers
- Multi-coloured geothermal attractions
- White Island
- Craters and hiking
- Hangi/geothermal cooking

Middle-earth

- Hobbiton Movie Set
- The Lord of the Rings and The Hobbit filming locations – and activities that explore those locations
- Weta Workshop

Wildlife

- Penguin colonies
- Whale watching
- Dolphin Watching and Swimming
- Seal colonies
- Kiwi encounters
- Bird Sanctuaries

- Horseback Riding

Hiking

- Day walks or excursions on one of the Nine Great Walks
- Short nature walks to secret locations – waterfalls etc
- Caving/underground hikes
- Glacier hikes/treks

The key themes should provide the focus of the video content, but we know that our youth travellers are keen on diversity of experiences – so, there can and should be a diversity of the activities above covered in each submission, as well as other activities that we know are of importance to this group such as food and wine experiences, socialising, local culture and shopping, adventure activities.

About Tourism New Zealand

We are people of the land. Where we come from defines and inspires us. We have a spiritual connection with the land, and we welcome others to it with warmth, openness and a sense of pride.

The three key components of our place are:

- 1) Stunningly beautiful landscapes
- 2) Experiences to immerse yourself in
- 3) Embracing people and culture.

People and culture – We're a down-to-earth bunch who treat everyone as equals and embrace strangers to the point of surprise. And, we don't take things too seriously. People gravitate to our youthful, playful and optimistic spirit.

Tourism New Zealand recognises not only the value of youth visitors but also the need to provide them with relevant inspiration in order to want to travel to New Zealand.

In everything we do, we want to tell the New Zealand story of a stunningly beautiful place where people, culture and landscapes embrace to give each traveller a pure immersive experience that will leave them with rich stories to tell.

To tell this story, we focus on New Zealand's product truth – diverse proximity. Or, in other words, New Zealand is a small country jam packed with diverse natural wonders, outdoor adventures and cool, laidback people. This unique combination makes the country feel like one big natural playground for the youth traveller.

And, the campaign mechanic or story format we use is 5X1 – or five amazing, diverse experiences in every day – with the strapline 'Play more every day'.