

# Connecting effectively in the 2020 context

FOUR THINGS TO KNOW ABOUT PEOPLE IN THE NEW ZEALAND RECOVERY  
AND WHAT THAT MEANS FOR YOUR BRAND

**We're an  
insight agency**

***We're all in  
this together***

**We use our understanding of human behaviour to identify opportunities for companies to grow.**

**We want you to know what to do with your brands in the recovery, so we're sharing what we know about people today.**

**Whoever we are, whatever our circumstances – two things are having a huge influence on how we behave and how we respond to the world.**



**Our emotional state is heightened.  
Surges and drops, fear and optimism intermingled.  
Strong memories will be laid down during this time.**



**Huge cognitive overload.  
The scaffolding of habit has collapsed.  
New skills acquired: platforms, home schooling, budgeting, cooking.**

And our reliance on social norming is screwed too.



VS



So, we draw on our intrinsic Kiwi codes that define who we are and how we recognise each other and determine how we behave.

## Fairness



Individuality & Self  
Determination



Earned  
Success



Belief in Social  
Equivalence



Outward  
World View



Connection  
to Nature



Humour



## Connection

Knowing Kiwis gives us some actionable insights into how organisations and brands can engage to be culturally relevant.

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Pride in New Zealand

2

Kiwi sense of connection

3

Winning while losing

4

Kiwi values and brand behaviours

# Pride in New Zealand

## Know People

Call us by our name.

And pride in being a Kiwi, in each other and in the how Kiwis have responded is high.

**We're proud of our place in the world, and the global recognition we're getting for it – it feels good to be Kiwi right now.**

# 1

# What do we know? Pride in being a Kiwi.

The way New Zealand is dealing with Covid 19 makes me feel more proud to be a New Zealander = 76% (80% of women and 64% of men)

Two out of three want to be known as Kiwis.

But Kiwi no longer has the traditional connotation as a term of endearment – it's younger people and those with an aspirational Mind-Set who over index.



\*Cricket world Cup

## WHAT IS YOUR PREFERENCE WHEN BUYING PRODUCTS OR USING A COMPANY...

I only buy from or use New Zealand companies	4%
I mostly buy from or use New Zealand companies	23%
I try to buy from or use New Zealand companies	45%
It doesn't bother me if it's a New Zealand company or not	28%
I prefer to buy from or use international companies	1%

*“This was not New Zealand punching above their weight. This is their weight.”\**

— THE GUARDIAN  
BLACK CAPS IN THE  
CRICKET WORLD CUP



International brands were the old cool, now Kiwi brands embracing global culture are the new cool.



# Pride in New Zealand

## Know What To Do

*It's about the pride of the people.  
It's not a nationalistic war cry.*

# #Letterboxmakeover

Signal how your organisation is participating in New Zealand's collective team effort.

What can your organisation/brand do to facilitate people working together toward a successful recovery.

Earned success will be judged by those who help the team effort.

# WINNERS

# Kiwi Sense of Connection

## Know People

*Kiwis are anti-authoritarian and often admire those who bend the rules.*

We have a strong sense of fairness.

And, we are kept in line by social norms – but the norms are new.

We see companies as part of society and expect their support

**So we need clarity, but also specificity.**

# 2

# What do we know? We are rule breakers by nature.

We are a loose society made up of people with a strong individual streak.

Just over

## 50%

of us say we are more focused on ourselves and immediate friends/family versus having a wider community focus.

## 1/3

of people think it's OK to "bend the rules" and we think that society endorses that.

## 50%

of people think their rule bending behaviour is about on par with the average New Zealander

## 40%

of people think they bend the rules less than the average.

More than

## HALF

of us believe it's OK to bend the rules if...

### EQUALITY

means everyone is treated equally

### FAIRNESS

makes a situation fairer for someone

### COMPASSION

helps someone in a difficult financial situation

# What do we know?

## Despite our anti authoritarian bent, we value collective effort.

# 2/3

of people believe that New Zealanders 'value being part of a strong community' and on this men and women agree.

# 70%

of people say that as a result of Covid 19 they feel a greater affinity to New Zealand and New Zealanders.

Plus we are looking for stability.

Plans for churn for contracted services (utilities, insurance telco etc) are low.

Under

# 10%

of people say they are planning to switch providers due to Covid 19 and the flow on effect.

# Kiwi Sense of Connection

## Know What To Do

*Be part of the narrative of a collective effort – speak to the Kiwi sense of connection.*

First, put people first.

Demonstrate that your primary motivation is to help people – customers and employees.

Demonstrate gratitude for people – customers and employees.

Help give specificity around the new social norms.

And support the things that Kiwis want you to get behind – community, environment and well being.



# Winning while losing

## Know People

*We're winning the battle against the virus, but it doesn't feel celebratory.*

Despite high levels of fear and sadness, optimism dominates the mood of the nation.

New Zealanders say they're focusing on the future.

And progress is close to home.

# The Washington Post

Please say so soon before reintegration Washington



Rain, 1-storm 66/50 • Tomorrow: Partly sunny 63/49 BS

Democracy Dies in Darkness

WEDNESDAY, APRIL 8, 2020

## New Zealand isn't just flattening the curve. It's squashing it.



New Zealand Prime Minister Jacinda Ardern assured children on April 6 that the Easter Bunny could make an appearance despite social distancing. (Reuters)

By ANNA FIFIELD

HAVELOCK NORTH, New Zealand — It has been less than two weeks since New Zealand imposed a coronavirus lockdown so strict that swimming at the beach and hunting in bushland were banned. They're not essential activities, plus we have been told not to do anything that could divert emergency services' resources. People have been walking and biking strictly in their neighborhoods, lining up six feet apart outside grocery stores while waiting to go one in, one out; and joining swaths of the world in discovering the vagaries of home schooling. It took only 10 days for signs that the approach here — "elimination" rather than the "containment" goal of the United States and other Western countries — is working.

The number of new cases has fallen for two consecutive days, with 54 confirmed or probable cases reported Tuesday. That means the number of people who have recovered, 65, exceeds the number of daily infections. "The signs are promising," Ashley Bloomfield, New Zealand's director general of health, said Tuesday. The speedy results have led to calls to ease the lockdown, even a little, for the four-day Easter holiday, especially as summer lingers on. But Prime Minister Jacinda Ardern is adamant that New Zealand will complete four weeks of lockdown — two full 14-day incubation cycles — before letting up. She has, however, given the Easter Bunny special dispensation to work this weekend. How has New Zealand, a country I still call home after 20 years abroad, controlled its outbreak

so quickly? When I arrived here a month ago, traveling from the epicenter of China via the hot spot of South Korea, I was shocked that officials did not take my temperature at the airport. I was told simply to self-isolate for 14 days (I did). But with the coronavirus tearing through Italy and spreading in the United States, this heavily tourism-reliant country — it gets about 4 million international visitors a year, almost as many as its total population — did the previously unthinkable: It shut its borders to foreigners March 19. Two days later, Ardern delivered a televised address from her office — the first time since 1982 that an Oval Office-style speech had been given — announcing a coronavirus response alert plan involving four stages, with a full lockdown being Level 4. A group of influential leaders got on the phone with her the

following day to urge moving to Level 4. "We were hugely worried about what was happening in Italy and Spain," said one of them, Stephen Tindall, founder of the Warehouse, New Zealand's largest retailer. "If we didn't shut down quickly enough, the pain was going to go on for a very long time," he said in a phone interview. "It's inevitable that we will have to shut down anyway, so we would rather it be sharp and short." On March 23, a Monday, Ardern delivered another statement and gave the country 48 hours to prepare for a Level 4 lockdown. "We currently have 102 cases," she said. "But so did Italy once." From that Wednesday night, everyone had to stay at home for four weeks unless they worked in an essential job, such as health care, or were going to the supermarket or exercising near their home.

## Bolton, Mulvaney draw attention in House inquiry

TOP ADVISERS MAY BE ASKED TO TESTIFY  
State Dept. official tells of shadow effort on Ukraine

BY KAROUN DEMIRJIAN,  
RACHAEL BADE  
AND MIKE DEBONIS

Acting White House chief of staff Mick Mulvaney and former national security adviser John Bolton have emerged as key targets for House Democrats in their impeachment investigation of President Trump after explosive testimony about the president's pressure on a foreign leader to investigate a political rival. House Democrats on Tuesday began discussing the possibility of summoning both men — who would be the highest-ranking individuals to testify — as the investigation has accelerated in recent days with the cooperation of several current and former administration officials.

The actions of Mulvaney and Bolton attracted considerable attention after two witnesses testified that the acting White House chief of staff was involved in setting up a separate channel to handle diplomacy with Ukraine, which angered Bolton.

Despite stonewalling by the White House, investigators secured hours of testimony Tuesday from George Kest, the deputy assistant secretary of state responsible for Ukraine. Michael McKinley, a former senior adviser to Secretary of State Mike Pompeo, is slated to testify behind closed doors Wednesday.

"We have been bringing witnesses in at quite a furious pace," House Intelligence Committee Chairman Adam B. Schiff (D-Calif.) told reporters. "Last month, the White House released a rough transcript of a July 25 call in which Trump asked Ukraine to investigate former vice president and 2020 presidential candidate Joe Biden and his son Hunter at a time when U.S. military aid was being withheld."

## Giuliani pressed Trump to eject Turkish cleric

BY CAROL D. LEONNIG,  
ELLEN NAKASHIMA,  
JOSH DAWNEY  
AND TOM HAMBURGER

Rudolph W. Giuliani privately urged President Trump to extradite a Turkish cleric living in exile in the United States, a top priority of Turkish President Recep Tayyip Erdogan, according to multiple former administration officials familiar with the discussions.

Giuliani, a Trump ally who later became the president's personal attorney, repeatedly argued to Trump that the U.S. government should expect Fetullah Gulen from the country, according to the former officials, who spoke on the condition on anonymity to describe private conversations.

Turkey has demanded that the United States turn over Gulen, a permanent U.S. resident who lives in Pennsylvania, to stand trial on charges of plotting a 2016 coup attempt against Erdogan. Gulen has denied involvement in the plot.

Giuliani is now under scrutiny for his efforts to pressure Ukraine to investigate Trump's political rivals. His earlier attempts to persuade the president to turn over the Turkish cleric represent another instance in which he appears to have been pushing a shadow foreign policy from his perch outside government.

The former New York mayor brought up Erdogan's name with Trump of his own volition in a July 2019 call with the president, according to a former aide. Giuliani's efforts to pressure Ukraine to investigate Trump's political rivals have been pushing a shadow foreign policy from his perch outside government.

# What do we know? We are told we are winning, but what does winning look like?

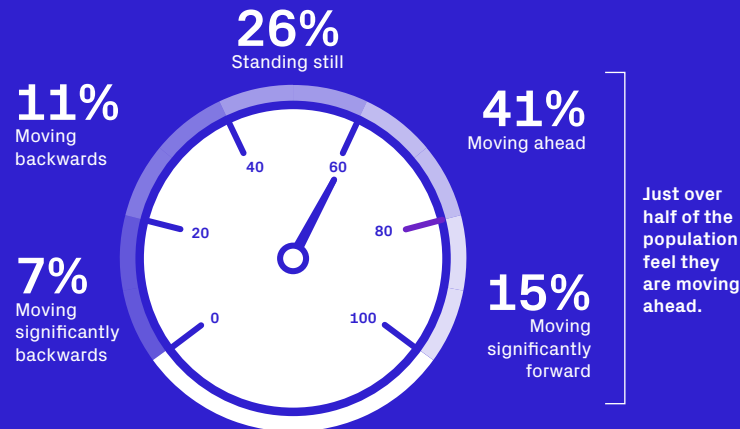
Just over  
**50%**  
of people are  
future focused  
(*"I normally plan  
for the future".*)

But of the other  
**50%**  
(*"I normally live  
for the now"*)  
**1/3**  
have shifted  
to being future  
focused  
(*"I normally live  
for the now, but  
am now looking  
ahead"*).

## PRE COVID-19

We know that within the context of society's progress, people's own progress has a more human scale

### NEW ZEALANDERS SENSE OF PROGRESS



**42%** of New Zealanders feel that money is an issue and they're only getting by day to day

## POST COVID-19

We know that for many people optimism is still high

The impact on me and my financial situation is:

**31%**  
Very little and I am not expecting that to change over the next few months

Plus a further  
**15%**  
who have been impacted very little but expect that to change in the next few months

# Winning while losing

## Know What To Do

*Be remembered for the role you played in our recovery – but above all be remembered.*

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There's a need for hope – not nudges, but big cultural pulls – prop up the resilience that will get us through this.

If your core role is prohibited right now, how can you help people plan for a future when restrictions are lifted?

Get in step with the cadence of recovery – just one step ahead.

Don't hide, stay visible.

#Colonels

**CHALLENGE**



# Kiwi values and brand behaviours

## Know People

In a time of crisis, the Kiwi cultural codes are playing out more than ever.

Kiwiness of a brand correlates strongly with brand love.

People are being encouraged to support local business in our collective recovery effort.

And social norms are weak so we look for confirmation.

# 4

Life needs more sport

# Kiwi values and brand behaviours

## Know What To Do

*Understand the Kiwi cultural codes, and align your brand story with these.*



Use humour to diffuse tension and connect with people.



Celebrate our love of nature and the great outdoors.



Help New Zealanders shine on the world stage.



Play fair and help to level the playing field for everyone.

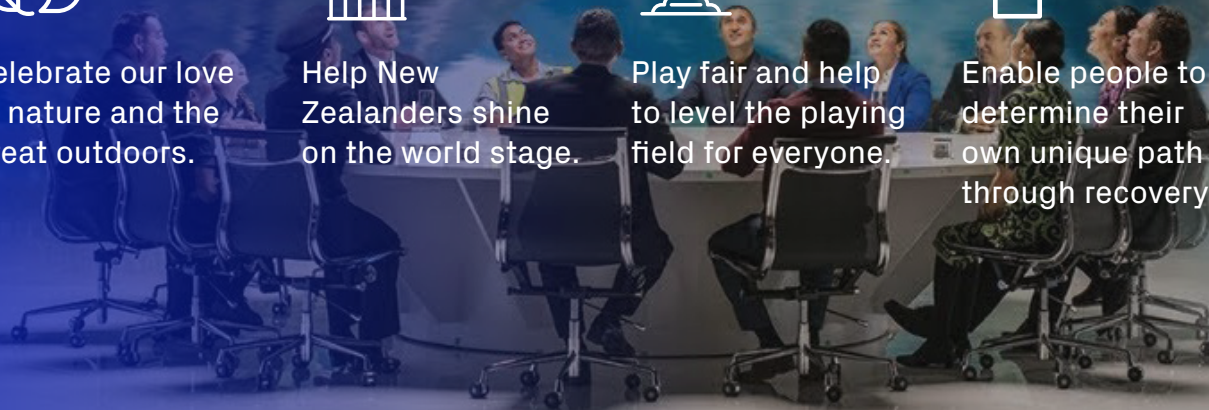



Enable people to determine their own unique path through recovery.



Demonstrate how you're putting in the mahi and making your own sacrifices to earn future success.

Be a team player, and play fair.



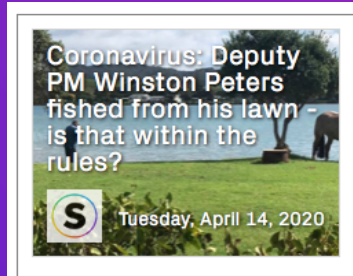


**Mitre 10 New Zealand**  
23-04-2020

#Letterboxmakeover congrats week two WINNERS! 🎉 Do you think you've got what it takes? Be in to WIN by giving your letterbox a makeover using things around the house and share a pic below to be in to win - we've got 5K worth of Mitre 10 Gift Cards to giveaway. Head to [https://www.mitre10.co.nz/letterboxmakeover](#)

637 likes, 141 comments, 49 shares

Source: Zavy



Coronavirus: Deputy PM Winston Peters fished from his lawn - is that within the rules?


Tuesday, April 14, 2020

**Dominant Emotion: Fear**

Optimism	11%
Fear	17%
Anger	4%
Sadness	19%
Disgust	2%

2,983 likes, 2,348 comments, 141 shares

Source: TRA Covid19 Conversation Monitor



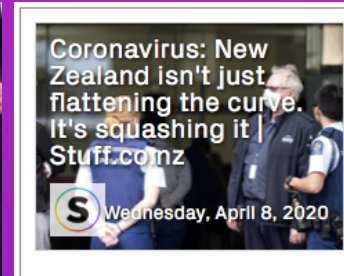
**SOME WEAR APRONS**

New World  
29-04-2020

Not all heroes wear capes... Some wear aprons (others might be found stocking shelves) 🙄 We're humbled by our hard-working, 39,000+ strong team who became front-line essential workers overnight. #NotAllHeroesWearCapes

423 likes, 22 comments, 38 shares

Source: Zavy



Coronavirus: New Zealand isn't just flattening the curve. It's squashing it | Stuff.co.nz

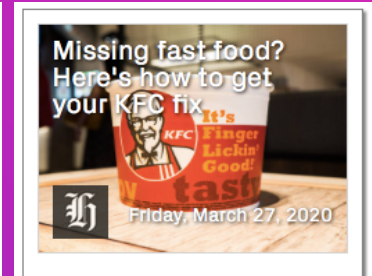
Wednesday, April 8, 2020

**Dominant Emotion: Optimism**

Optimism	15%
Fear	10%
Anger	6%
Sadness	9%
Disgust	2%

1,810 likes, 153 comments, 333 shares

Source: TRA Covid19 Conversation Monitor



Missing fast food? Here's how to get your KFC fix

Friday, March 27, 2020

**Dominant Emotion: Optimism**

Optimism	9%
Fear	4%
Anger	1%
Sadness	2%
Disgust	0%

604 likes, 1,208 comments, 404 shares

Source: TRA Covid19 Conversation Monitor

## Pride in NZ

Help Kiwis be Kiwis in the new context in which marketing people can participate in together as one big team.

## Kiwi sense of connection

It's okay to bend the rules if you're seen to be playing fair, and pulling your weight in the team effort to succeed against the virus.

## Winning while losing

Emotions are heightened, with intertwined feelings of optimism and fear.

Be remembered for the role you played in propping up people's emotional resilience.

# And finally a word on language

Words are the connective tissue that solidify cultural constructs.

Anchor words are strong signals;

- United
- A team of 5 million
- Kiwis
- 80%
- Bubble

Topic	Sentiment	Mentions
# Lockdown	25.6%	<div style="width: 25.6%;"></div>
# Level	32.7%	<div style="width: 32.7%;"></div>
# Self Isolation	25.3%	<div style="width: 25.3%;"></div>
# Ministry Health	22.0%	<div style="width: 22.0%;"></div>
# Self Isolate	17.1%	<div style="width: 17.1%;"></div>
# Flight	14.1%	<div style="width: 14.1%;"></div>
# Alert	35.5%	<div style="width: 35.5%;"></div>
# Man	1.2%	<div style="width: 1.2%;"></div>
# Director General	16.6%	<div style="width: 16.6%;"></div>
# Traveller	14.7%	<div style="width: 14.7%;"></div>
# Prime Minister	12.5%	<div style="width: 12.5%;"></div>
# Air	15.7%	<div style="width: 15.7%;"></div>
# Virus	5.8%	<div style="width: 5.8%;"></div>
# New Case	13.2%	<div style="width: 13.2%;"></div>
# Essential Service	45.6%	<div style="width: 45.6%;"></div>
# Tested Positive	18.9%	<div style="width: 18.9%;"></div>
# Rule	11.7%	<div style="width: 11.7%;"></div>



But beware combining words or using words that trigger the wrong emotions:

- Go hard, go early

**Pride in New Zealand**

**Be part of the collective effort**

**Kiwi Sense of Connection**

**Put people first**

**Winning While Losing**

**Don't lose sight of the future**

**Kiwi Values and Brand  
Behaviours**

**Be a team player and play fair**

# Ngā Mihi