

Engaging with global businesses

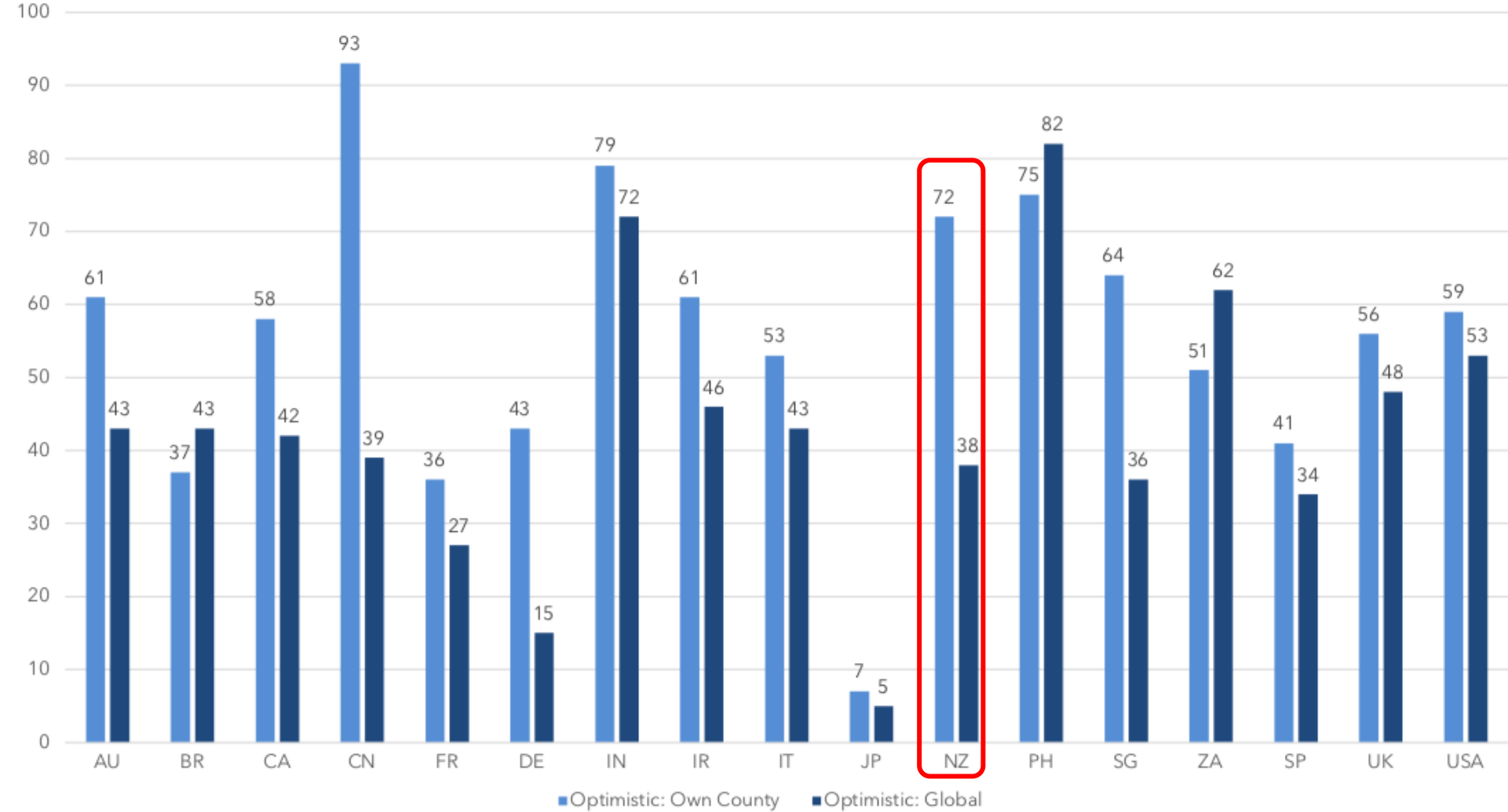
The new global landscape

Roger Shakes - Media Tech Partners

Where are we now?

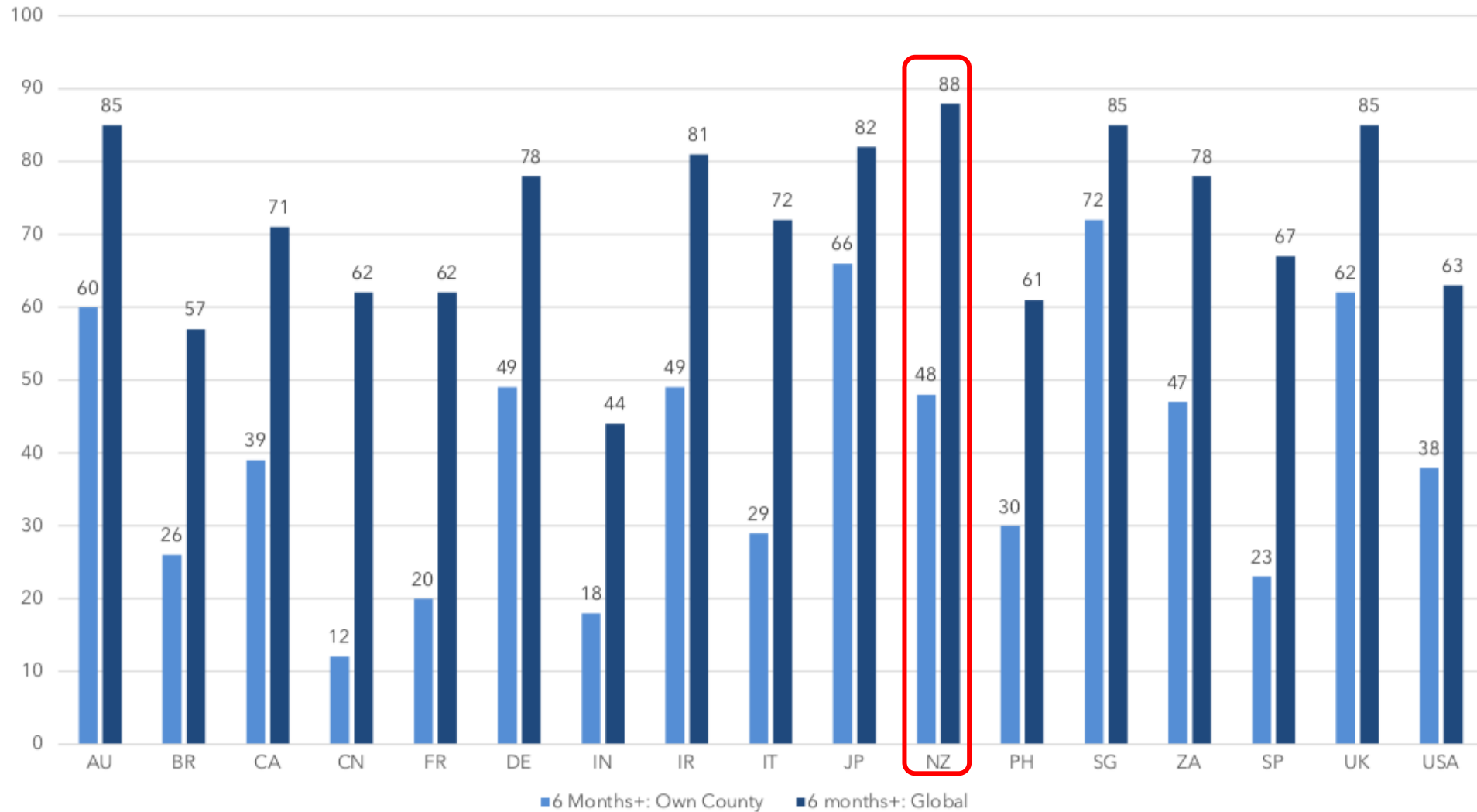
Levels of Optimism: Own Country vs Global

% who say they feel optimistic that their own country or the world will overcome the coronavirus / COVID-19 outbreak



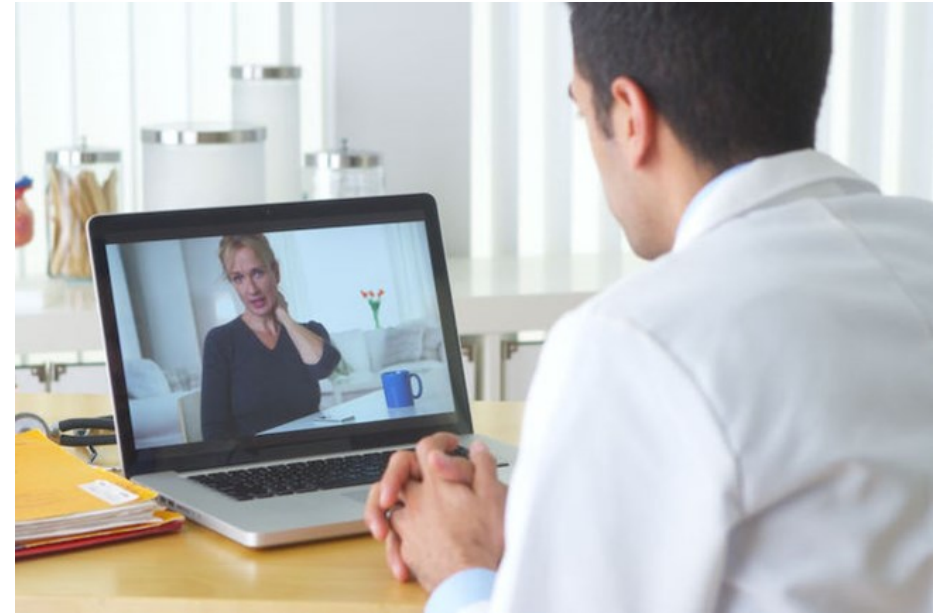
Expected Length of Outbreak: Own Country vs Globally

% who say they think the coronavirus / COVID-19 outbreak will last 6 months or more in their own country vs globally



Embracing digital tools

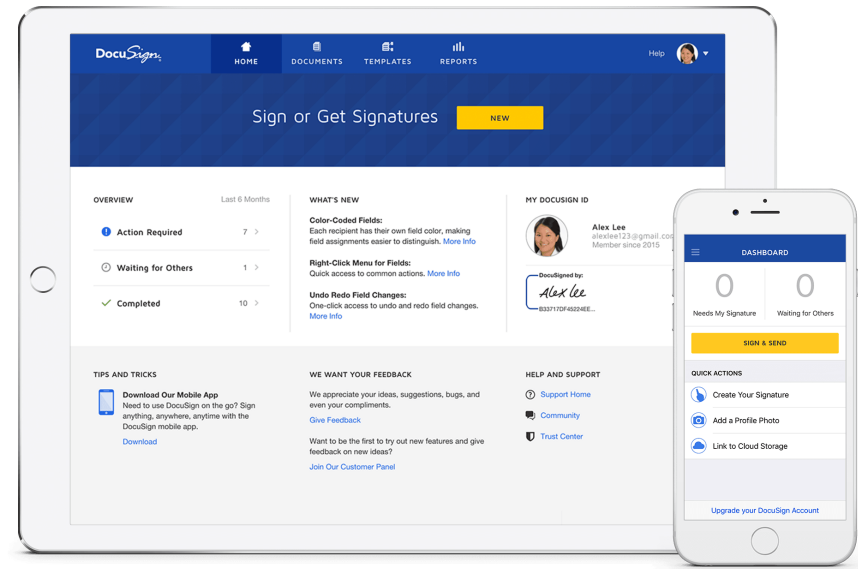




LearnCoach Classroom is FREE for teachers until 1st June, due to COVID-19 disruptions. [ACTIVATE FREE ACCESS](#)

The easiest way to teach your NCEA class online

LEARNCOACH CLASSROOM



Roadmap Management

How to use this board

	Person	Priority	Status	Hours (est.)	Timeline
Instructions		Undecided			-
Code Commit		Undecided			-

In Execution

	Person	Priority	Status	Hours (est.)	Timeline
3rd Party Integration QA		Medium	Working on it	20	May 15 - 25
New Admin Console		Medium	Working on it	9	May 15 - 25
Mobile Mock up		Very High	Working on it	6	May 7 - 8
SEO Review		High	Working on it	1	May 7 - 8

15Five

Objectives

Create a new objective

Company-wide | Department | By owner | All objectives

Here's a summary of company-wide objectives (3)

- 1 objectives are on track
- 1 objectives are behind
- 1 objectives are at risk

Expand all | Collapse all

- Marilyn S. Launch new SMB product (2 key results, 40 days, 90%)
- Frances W. Delight our current customers (2 key results, 40 days, 75%)
- John C. Increase qualified leads (2 key results, 40 days, 60%)

Mobile view: Launch new SMB product, 90% progress, 40 days, 2 Key Results.

Taco's Tacos

Resources

- Financials & Growth Data
- 2017 Goals And KPIs
- Brand Guide
- Employee Manual

To Do

- Build A Better Burrito: 7 Layers To Success
- Nacho Ordinary Birthday - Event Space Rentals
- Taco Drone Delivery Service
- Superbowl Ad - "Super Salad Bowls"

Doing

- The Taco Truck World Tour
- Operation "Awesome Sauce" - A Recipe For Profit
- #NoFiller Instagram Campaign
- Global Franchise Opportunities

Done

- Focus Group: Corn vs. Flour Tortillas
- New Swag: Socks, Scarves & Salsa
- Eco Friendly Utensils & Napkins
- Update Yelp Listing
- Grand Opening Celebration

Acme Sites

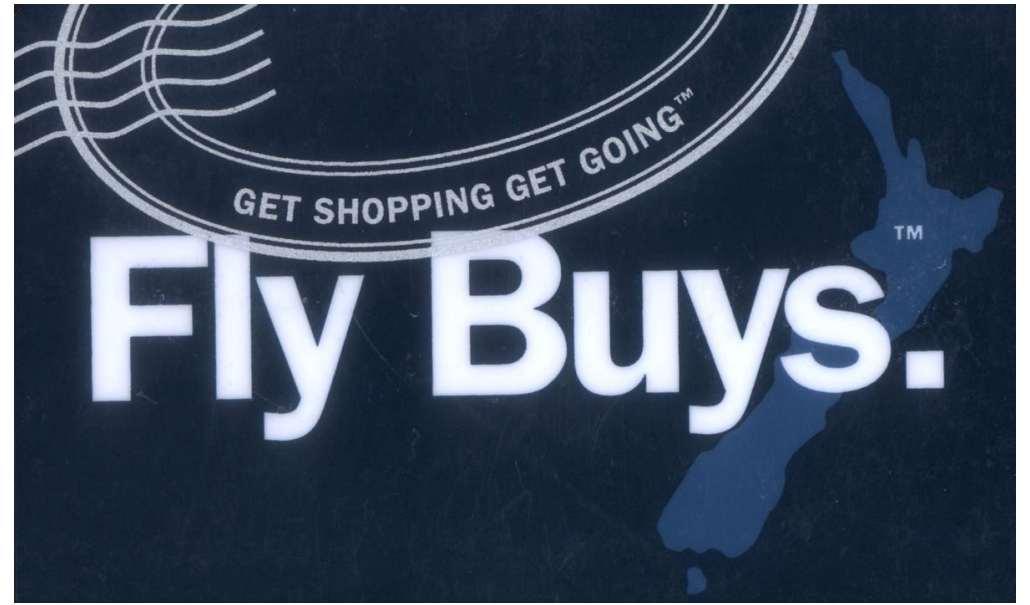
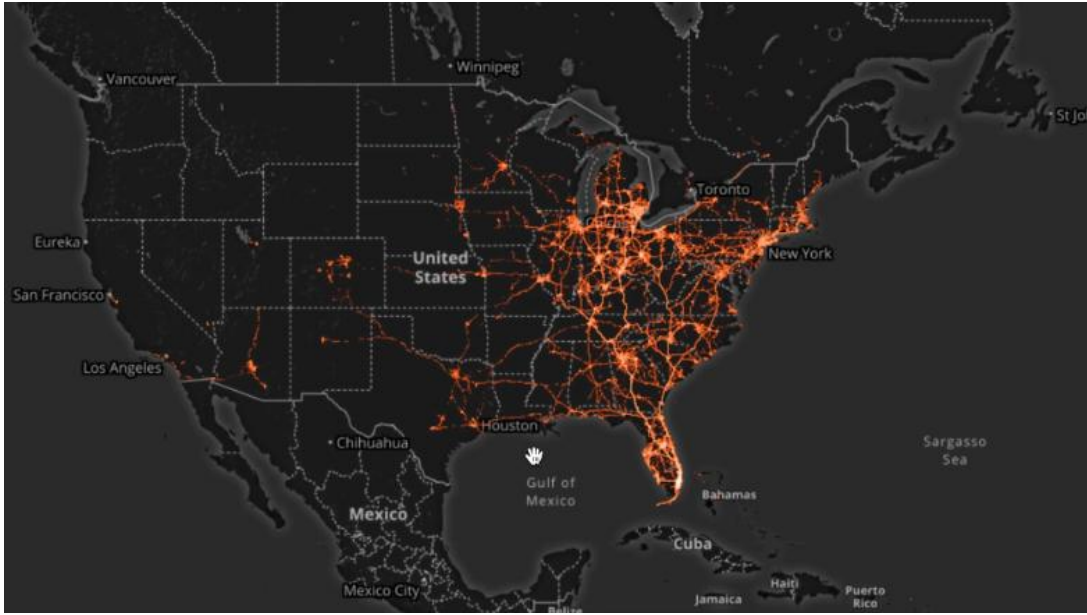
#culture

Jason Stewart: Thanks Johnny!

BigCo Account: Account Owner: Todd Huge, Annual Revenue: \$5,000,000, Industry: Retail, Website: bigco.com, Type: Customer - Paid

zendesk: New ticket from Randall: Ticket #84389

Polly: On a scale of 1-5, how likely are you to recommend our company as a good place to work?



Action for consideration

Device Usage

% who say they're spending more time using the following devices since the start of the coronavirus / COVID-19 outbreak*

*Using all country data

	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
Games console	17	23	11	2	13	20	22	14
Laptop	52	48	39	33	45	45	51	40
PC / desktop	29	34	32	34	26	37	36	30
Smart speaker	10	15	8	5	10	12	16	11
Smart TV / media streaming device	32	38	31	28	32	36	42	28
Smartphone / mobile phone	84	79	72	50	79	74	78	71
Smartwatch	7	8	4	2	6	7	9	4
Tablet	16	26	20	20	25	19	30	18
Other	1	1	1	2	1	1	1	2
None of these	2	4	6	14	5	5	4	6

The working week





Agile teams are best suited to innovation. The application of creativity to improve products and services, processes, or business models. They are small and multidisciplinary.

They take complex problems, break them into modules, develop solutions to each component through rapid prototyping and tight feedback loops, and integrate the solutions into a coherent whole.



Flexibility in real estate leases.

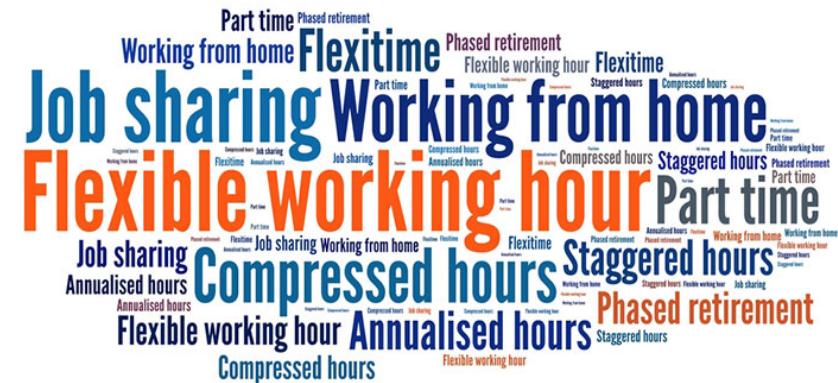
Ability to make rapid changes in service supply contracts.

Greater autonomy for self-management within teams.

Easy access to sources of internal and external information to enable novel ideas and solve problems.

Performance measures that are linked directly to business goals and include measures of flexibility.

Physical and virtual surroundings that are conducive to the human activities involved in work.



The Perpetual Guardian Four-Day Week Trial

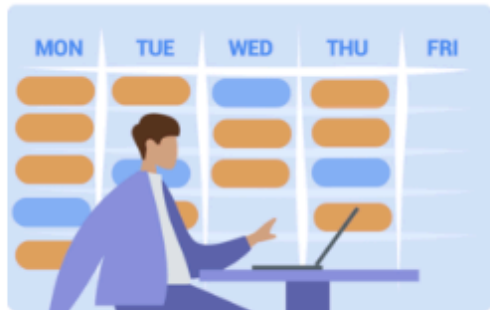


SUPPLIED/PERPETUAL GUARDIAN

Andrew Barnes, Managing Director, Perpetual Guardian

The Perpetual Guardian Four-Day Week Trial

Job performance maintained in four days



Worked 30 hours and paid for 37.5 hours



for the same output

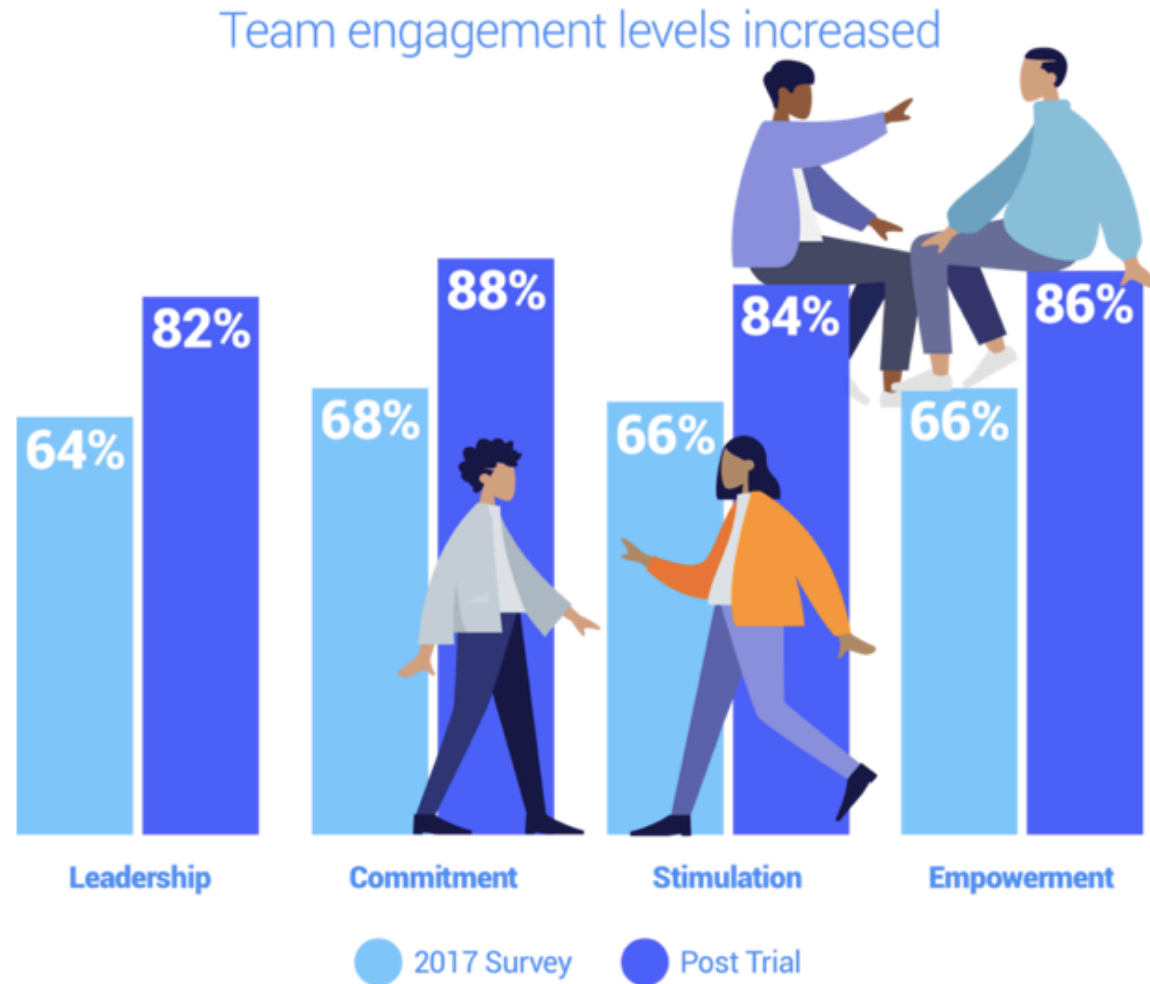
Work/life balance improved significantly*



Staff stress levels down*



The Perpetual Guardian Four-Day Week Trial



Action for consideration



15Five

Objectives Create a new objective

Company-wide Department By owner All objectives

Here's a summary of company-wide objectives (3)

- 1 objectives are on track
- 1 objectives are behind
- 1 objectives are at risk

Expand all Collapse all

Owner	Objective	Key Results	Days	Progress
Marilyn S.	Launch new SMB product	2 key results	40 days	90%
Frances W.	Delight our current customers	2 key results	40 days	75%
John C.	Increase qualified leads	2 key results	40 days	60%

15Five Mobile App Interface:

15Five

PULSE OBJECTIVES GOALS QUESTION

Objective 1 of 2

Company-wide

Launch new SMB product

90%

Ends in 40 days

2 Key Results

NEXT OBJECTIVE

Travel

Expected Length of Outbreak (Own Country)

% who say they think the following is how long the coronavirus / COVID-19 outbreak will last in their country

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
A few more days	2	1	2	1	1	1	0	4	0	0	1	0	1	1	0	1	1	0
1-2 weeks	5	1	5	1	6	2	2	8	2	3	1	1	4	1	1	3	2	3
3-4 weeks	17	5	11	6	24	11	6	24	6	13	2	8	12	3	9	12	3	9
2-3 months	41	19	35	32	51	47	29	38	26	40	18	30	39	15	28	46	20	34
4-5 months	11	14	21	21	6	19	14	10	18	16	12	13	14	8	14	15	14	15
6 months	12	27	14	17	8	12	16	11	22	12	17	19	16	24	18	10	27	14
Up to a year	8	24	8	17	2	5	20	5	20	12	22	19	12	31	19	7	25	15
Longer than a year	5	9	4	5	2	3	13	2	7	5	27	10	2	17	10	6	10	9

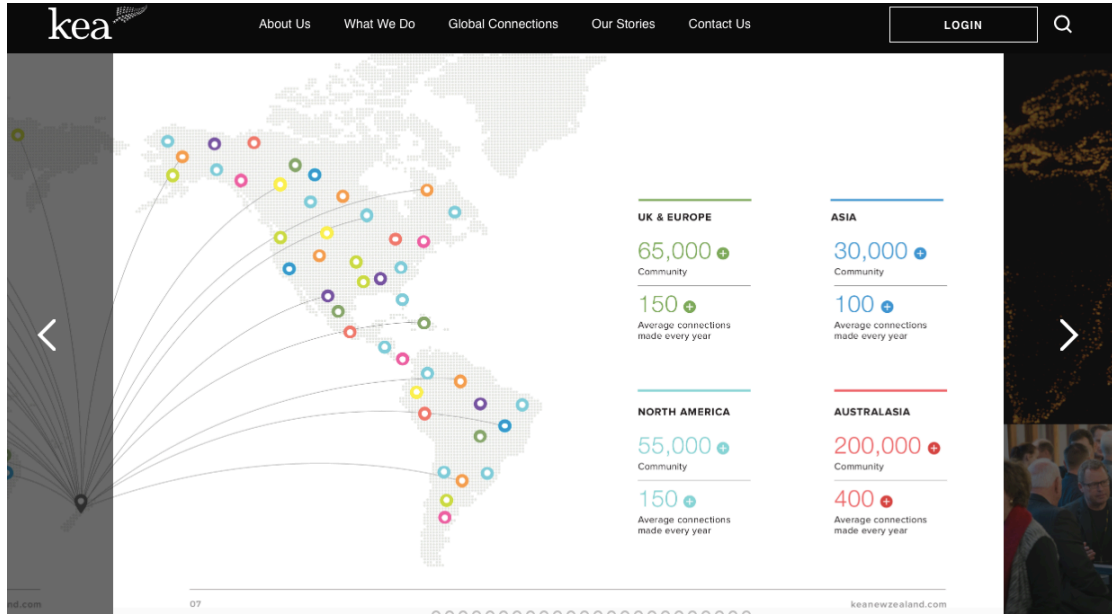
% who say they think the following is how long the coronavirus / COVID-19 outbreak will last in their country*

*Using all country data

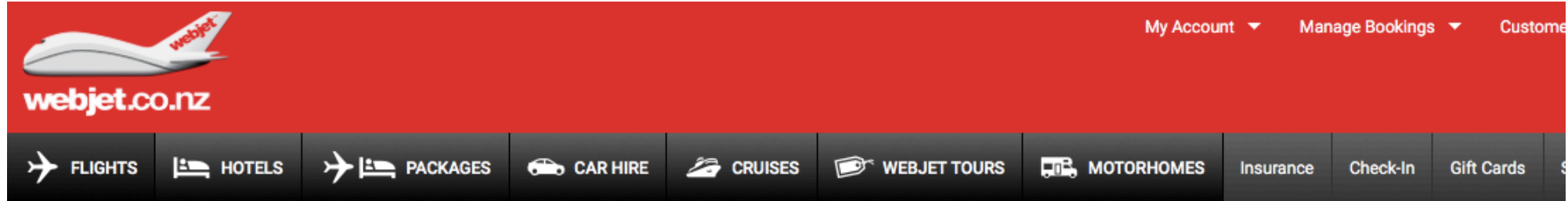
	Gen Z	Millennials	Gen X	Baby Boomers	Female	Male	Higher Income	Lower Income
	%	%	%	%	%	%	%	%
A few more days	2	2	1	1	1	2	1	3
1-2 weeks	7	5	4	2	5	5	4	7
3-4 weeks	19	17	17	13	18	17	18	19
2-3 months	46	41	38	34	40	42	40	34
4-5 months	12	10	11	16	12	11	10	12
6 months	8	12	14	14	12	12	15	12
Up to a year	5	8	10	12	8	8	10	8
Longer than a year	2	5	6	8	5	5	4	6







Action for consideration



webjet.co.nz

My Account Manage Bookings Customer

FLIGHTS HOTELS PACKAGES CAR HIRE CRUISES WEBJET TOURS MOTORHOMES Insurance Check-In Gift Cards

Search > **Select Flight** > Review > Checkout



Have you got an upcoming trip? Get covered with Webjet Travel Insurance

BROWSE NOW

Auckland to London (Return)






Departing Tue 11 Aug 2020 Returning Thu 27 Aug 2020 Class Economy Passengers 1 adult Edit Search

Filter Results [Reset Filters](#)

Stops from

- 1 stop \$1,757
- 2+ stops \$1,351

Departing Time (AKL > LON)

All Airlines						
						
Qatar Airways	Emirates Airline	Qantas Airways	Singapore Airlines	Air New Zealand		
from \$1,757	from \$1,845	from \$1,878	from \$2,521	from \$3,483		

Filtered to 283 of 621 flight options

Sorted by lowest price

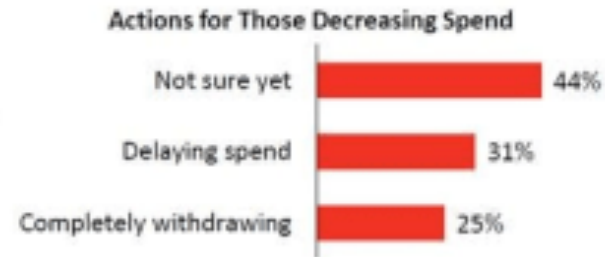
Advertising & Marketing

86% of brands have changed their digital ad investment over the last month.

COVID-19 DIGITAL AD IMPACT STUDY



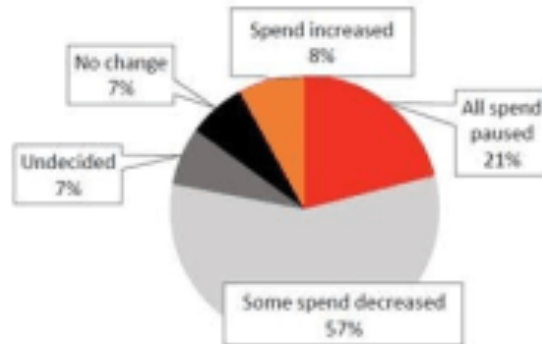
IAB Australia ran a 2 week survey for agencies and marketers assessing changes in digital ad budgets as a result of the COVID-19 crisis. This information is a quick read on the market rather than a detailed accurate projection of media spend.



Channels Impacted (HIGHEST TO LOWEST)

- DOOH
- Programmatic Display
- Publisher Direct Display
- Audio/Podcasting
- Video
- Social
- Search

COVID-19 Impact on Digital Ad Spend



Type of Spend Impacted

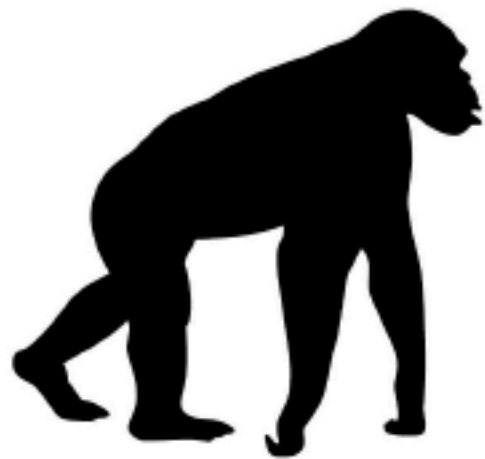
Brand & performance equally	44%
Primarily on performance	20%
Primarily on brand	11%
Only on performance	6%
Only on brand	4%
No change or increase in spend	15%

Source: IAB Australia Industry Market Pulse – COVID 19 Ad Impact – fieldwork 25th March – 6th April 2020
n = 78, media agency executives (on behalf of individual clients) & senior marketers



The Evolution of the Internet, Identity and Privacy

Described in FIVE evolutionary stages



The **Birth**



The Age of
Personalization



The Age of
**User-Generated
Content**



The Age of
Social

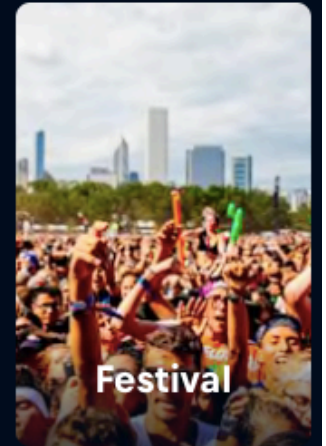
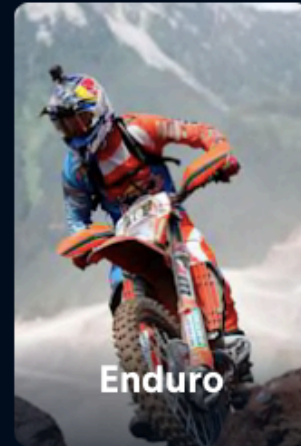
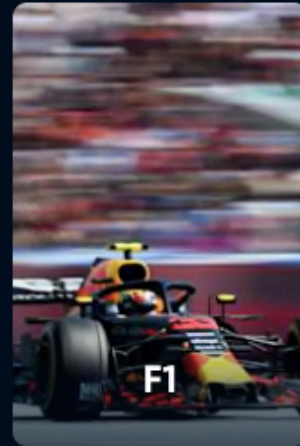
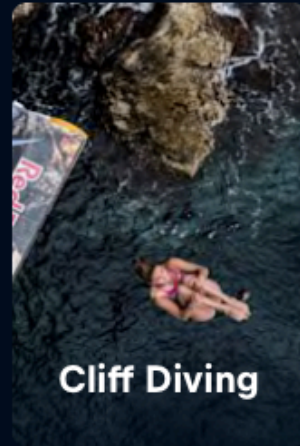
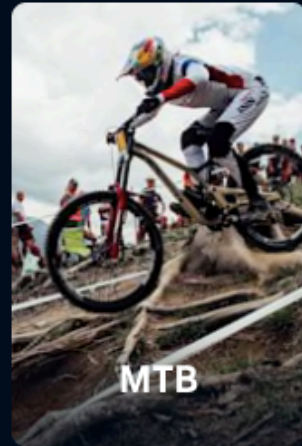


The Age of
**Marketing
Automation**

Levels of Approval for Brand Activities: Providing Entertaining Content

% who approve / disapprove of brands providing funny / light-hearted videos or content to entertain people

	All	AU	BR	CA	CN	FR	DE	IN	IR	IT	JP	NZ	PH	SG	ZA	SP	UK	USA
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Strongly approve	33	30	47	30	28	33	23	40	35	39	14	33	37	19	35	48	30	33
Somewhat approve	44	38	33	40	53	36	43	37	42	34	33	41	46	53	33	35	39	37
Neither approve nor disapprove	17	24	14	25	15	23	19	9	17	19	39	22	14	22	21	14	24	25
Somewhat disapprove	4	4	4	3	2	4	9	9	3	5	8	2	3	4	6	1	5	3
Strongly disapprove	3	4	3	2	1	4	7	5	3	3	6	1	1	3	6	2	3	2





We've got your back.

If you buy a new Hyundai by April 30th
and lose your job due to COVID-19, we'll
cover your payments for up to six months.



Action for consideration

- Develop an expertise in your chosen niche
- Consistently create remarkable content to showcase your knowledge
- Regularly engage with your customers
- Always provide value to your audience



Value

RANK	COUNTRY													
ADJUST	PILLAR WEIGHTING ?	x1	x1	x1	x1	x1	x1	x1	x1	x1	x1	x1	x1	x1
1	Denmark	+	5	2	3	2	6	7	8	8	1	8	3	10
2	Norway	+	2	1	1	1	2	9	15	12	7	5	11	7
3	Switzerland	+	1	12	7	8	13	3	7	2	4	3	12	5
4	Sweden	+	11	4	6	9	10	13	5	4	3	15	17	1
5	Finland	+	17	3	2	4	7	18	10	21	6	26	6	2
6	Netherlands	+	12	5	4	6	12	8	4	6	2	9	8	54
7	New Zealand	+	13	10	5	7	3	14	21	19	26	22	10	6
8	Germany	+	21	13	9	13	15	4	11	5	5	12	21	17
9	Luxembourg	+	3	8	8	21	22	16	2	7	9	19	33	9
10	Iceland	+	6	6	13	3	25	30	12	16	20	7	13	8
11	United Kingdom	+	16	15	11	14	4	6	9	15	8	23	15	24

TOOLS

SHOW RANK OR SCORE

RANKS SCORES

GROUP BY COUNTRIES

▶ Geography

APPLY >

RESET >

DOWNLOAD

SHARE



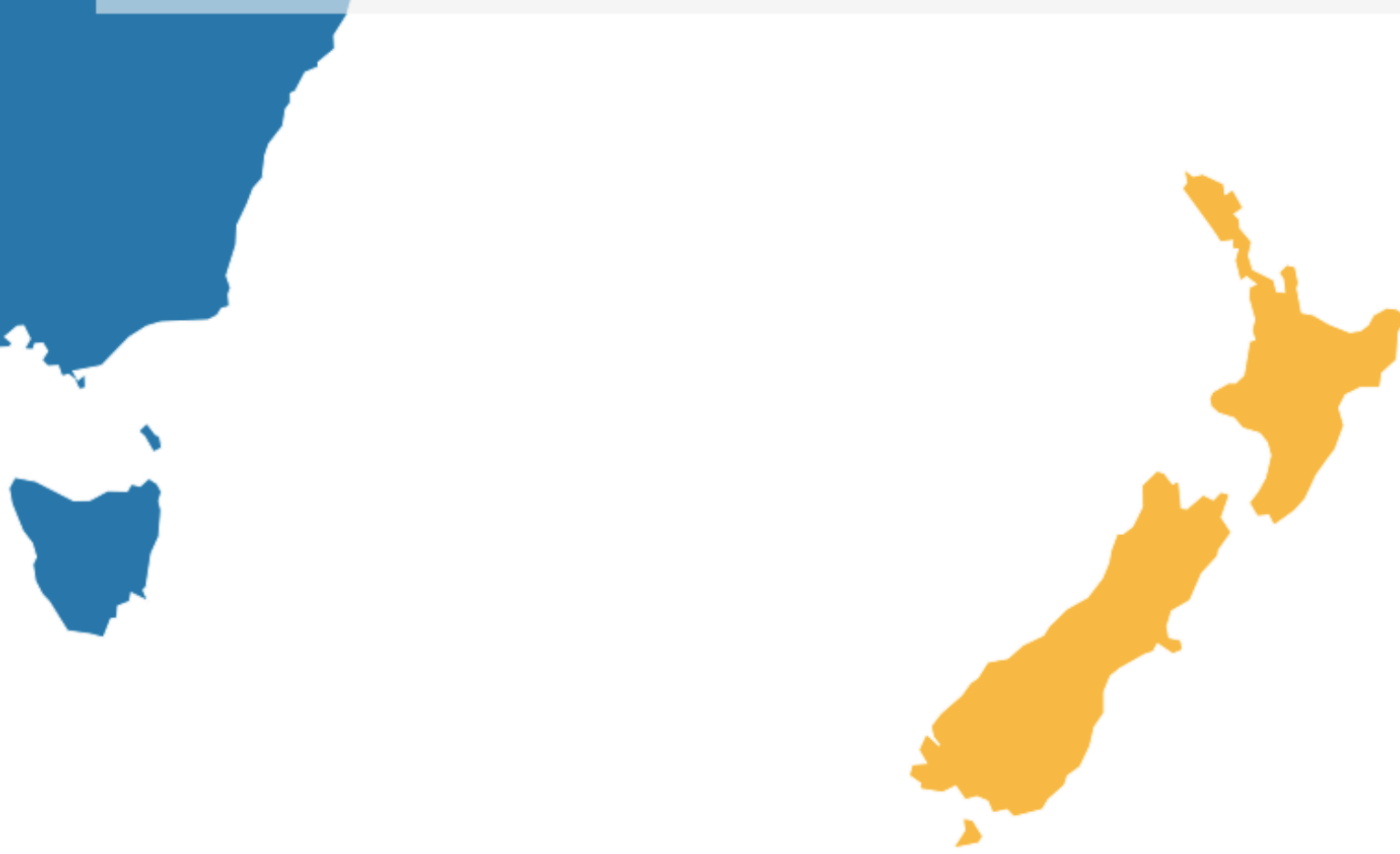
FM GLOBAL RESILIENCE INDEX

[View Data](#)



Select Country/Region (type to search) ▼

i NEW ZEALAND
SCORE: **90.4** RANK: **12**
+ Add to compare



Countries arranged by score (Overall)

- No Data
- Fourth Quartile
- Third Quartile
- Second Quartile
- First Quartile

[Show Factors](#)



Low Resilience

High Resilience





More than profit

- Work Teaches Responsibility
- Work Connects People
- Work Produces Endurance
- Work Increases Self-Esteem
- Work Gives You Money
- Work Offers Daily Impact
- Work Challenges Comfort Zones
- Work is NOT About You
- Work Improves Society
- Work Allows Independence

**The
Economist**

Venezuela erupts

How to defend Taiwan

India's internet tycoon bets big

Drones: hovering with intent

JANUARY 26TH-FEBRUARY 1ST 2019

Slowbalisation

The future of global commerce



Innovation on steroids



Action for consideration



- Invest in digital tools
- Invest in your people
- Invest in network & partners overseas
- Invest in your customers
- Invest in innovation

Survive & thrive



Thank you

- Roger Shakes
- Media Tech Partners
- +64 21 058 9676
- Email: roger@nzmediatech.co.nz

