

Media Release

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Tourism campaign heralds new opportunity for Auckland

Tuesday 16 September

A new campaign to promote the Auckland region as a visitor destination marks the debut this week of a new way of presenting Auckland to the world.

AucklandPlus Chairman Michael Barnett says the initiative to develop a brand for the whole Auckland region is all about telling Auckland's story and strengthening its reputation in the global marketplace.

"The brand is 'Auckland' and it has been developed in a way that allows us to talk about Auckland – its spirit, its personality, its heritage and all the possibilities on offer here – with one coherent, consistent identity.

"Brand is about reputation and through our brand values and story this brand will establish Auckland's reputation as a destination to visit, live, work, invest, study and do business.

"With the Royal Commission, we are at a moment in time that is about Auckland coming together for the good of the whole region. There has never been a better time to do this with Rugby World Cup 2011 on the horizon and the fantastic opportunities that provides to showcase Auckland to the world as a major events, visitor and business destination.

"A strong value proposition is a 'must have' for any region wanting to compete internationally. This is a serious investment in Auckland's economic development and will deliver a return for Aucklanders and New Zealand," Mr Barnett says.

The Tourism Auckland campaign which features in print media and on www.aucklandnz.com from Wednesday incorporates the new brand using images which tell a story of Auckland as a spirited and diverse region.

The need for a strong Auckland brand was identified in the Auckland Regional Economic Development Strategy in 2002. It was listed as one of the actions in the Metro Project Action Plan launched in 2006 following the recommendations from a team of international experts and input from a wide range of Auckland leaders.

The Auckland brand has backing at a national level from New Zealand Trade and Enterprise, Ministry of Economic Development and Tourism New Zealand.

New Zealand Trade and Enterprise has been a funding partner in the project, while representatives of Tourism Auckland, Ministry of Economic Development, Air New Zealand, AucklandPlus and Auckland Regional Council joined forces to steer the development of the brand. Branding specialists DesignWorks were appointed to develop the brand. The finished work has won the endorsement of Tourism New Zealand CEO George Hickton.



Mr Barnett says the brand is about giving Auckland something that a whole range of Auckland agencies can use to strut our stuff here at home, throughout New Zealand and around the globe with one coherent, consistent identity.

“Research shows that Auckland lacks presence and awareness in a world where city-regions compete to attract investment, talent and visitors. Changing that perception will deliver a huge return on our investment.”

As well as the Tourism Auckland campaign the new brand will be seen initially in:

- Tourism Auckland promotional material (e.g. website, The Auckland Guide)
- Film Auckland promotional material (Korea, October)
- The New Zealand Opportunities Expo in London (October)
- Tourism New Zealand rugby ball pavilion in London (November)
- International Netball tests (Vector Arena, September / October)
- LA Galaxy vs Oceania (Mt Smart Stadium, December)
- AucklandPlus promotional material for potential investors

The brand will be available for use by tourism bodies, economic development agencies, local councils, individual businesses, educational institutions and others who have roles to play in building Auckland's reputation.

Mr Barnett says this project has been about talking to people and researching the truth about Auckland, developing that into a brand strategy, a set of values, a compelling brand story and finally a visual identity that reflects Auckland.

“Like any new brand everyone will have an opinion on it. I would say to anyone - visit brandauckland.com and listen to Oscar Kightley telling the Auckland story and then tell me what you think of it.”

For more information on the Tourism Auckland campaign visit www.aucklandnz.com.

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