



Campaign Summary

Background

- Olives New Zealand provides olive growers with support and information to help them produce premium quality Extra Virgin Olive Oil (EVOO) and olive products.
- In May 2020 six of its members won 7 gold medals out of a pool of 26 countries and 900 entries. This has been an incredible achievement and a real endorsement of New Zealand growers and the quality of the EVOO produced in New Zealand - some of the best in the world.
- These wins create a great opportunity to promote New Zealand growers, encourage buying local (never more critical than now) and educate consumers about the value of New Zealand EVOO.



Objectives

- Encourage the consumption/purchase of EVOO produced by your members (NZ produces some of the best olive oil in the world)
- Highlight the incredible achievement of NZ producers in winning 7 gold medals in New York
- Build public awareness about NZ EVOO



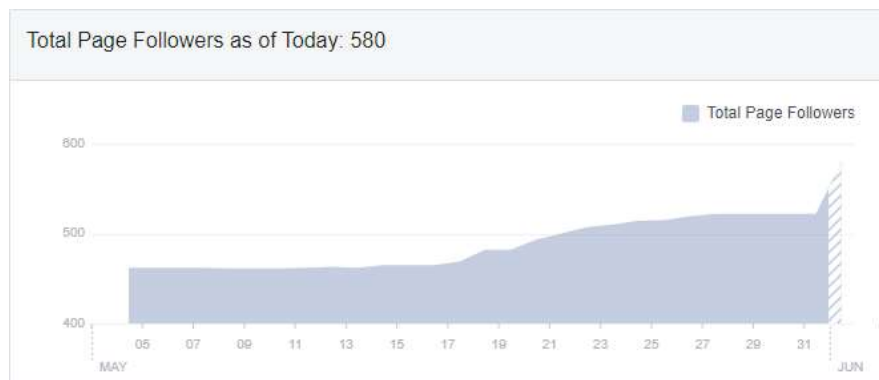
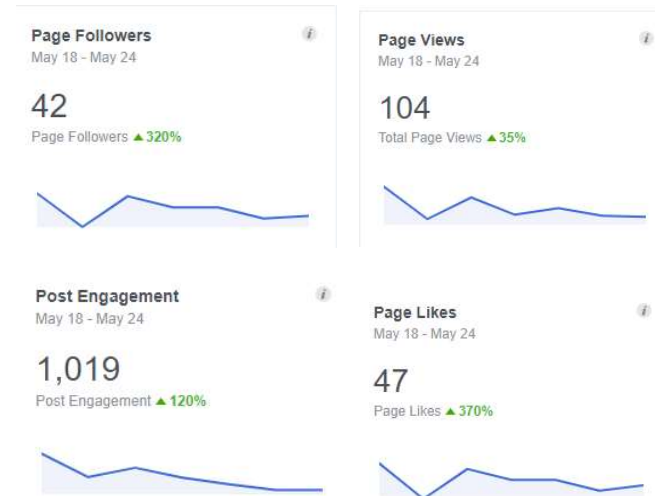
Audience Selected

- Audience based on research and to be used for targeting:
 - Primary age – 45 – 54
 - Gender - even split
 - Education Professional, degree
 - Geo targeting Auckland, Wellington, Christchurch and Nelson
 - Key interests
 - Food and restaurants
 - **Food and Wine**
 - Local food/Buy local
 - **Cooking**
 - Olive oil
 - Chefs, recipes
















































Facebook metrics (18 – 31 May) Snapshot

- Page views increased 35%
- Followers increased 320%
- Page likes increased 370%
- Post engagement's 120% increase
- Unlike's (during campaign) : 1



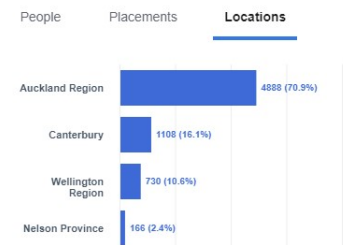
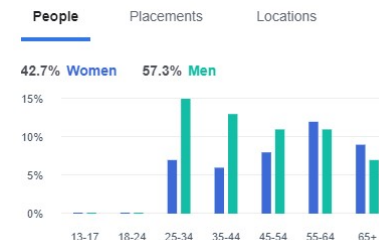
Posts

- Ran 8 posts during the period 18 – 31 May

05/27/2020 1:12 PM	 Big news, for our local olive oil industry We are proud to			3.2K		49 27		View Promotion
05/22/2020 12:47 PM	 Congratulations to our winners Old French Road In			185		11 9		Boost Post
05/21/2020 6:19 PM	 Not even 'you know who' can trump our olives In May			3.4K		74 31		View Promotion
05/21/2020 12:47 PM	 Congratulations to our winners Woodside Bay			506		37 44		Boost Post
05/21/2020 12:47 PM	 Congratulations to our winners Loopline Olives In			180		16 8		Boost Post
05/20/2020 12:46 PM	 Congratulations to our winners Kapiti Olives In May			191		19 10		Boost Post
05/19/2020 12:46 PM	 Congratulations to our winners Kakariki Olives In			194		12 16		Boost Post
05/18/2020 4:45 PM	 Congratulations to our winners Olea Estate Olive			219		23 16		Boost Post
05/18/2020 3:51 PM	 Buy local gold Sometimes gold is in our own backyard.			9.4K		412 219		View Promotion

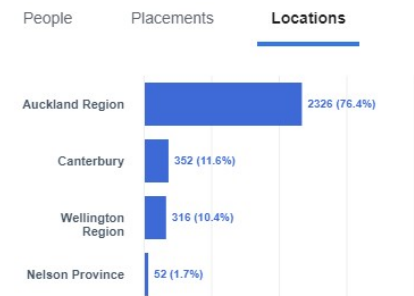
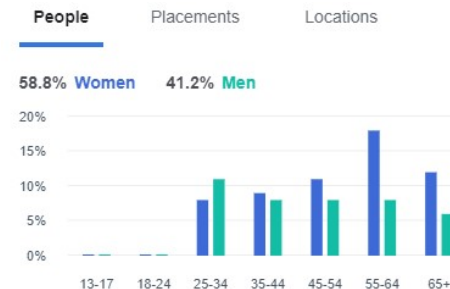
Paid Posts

- 9.4k reach (people who saw your post)
- 130 likes
- 23 shares
- 630 engagements
- 317 Website/link clicks
- 2 Hide posts
- Cost \$195



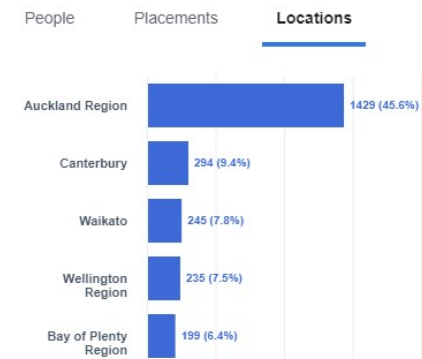
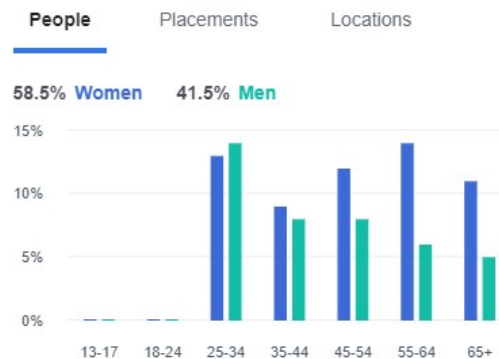
Paid Posts

- 3.4k reach (people who saw your post)
- 28 likes
- 3 shares
- 105 engagements
- 19 Website/link clicks
- 0 Hide posts
- Cost \$100



Paid Posts

- 3.2k reach (people who saw your post)
- 22 likes
- 77 engagements
- 9 Website/link clicks
- 0 Hide posts
- Cost \$100



Unpaid Posts

This is a series of posts promoting the winners (all results are cumulative)

- 1.4k reach (people who saw your post)
- 221 likes
- 130 engagements
- Range of 9 - 31 Website/link clicks
- 0 Hide posts
- Cost \$0



Olives New Zealand – New York Awards Media Coverage

stuff

business

NZ olive oil makers bag seven gold medals at global competition

Esther Taunton · 07:47, May 27 2020



Gayle Sheridan, chief executive of Olives NZ, said New Zealand had a maritime climate and a different environment from traditional olive-growing countries.



A look inside the olive oil process at Greytown's Olive Press.

"Like the New Zealand wine industry, we produce distinctive and complex tasting oils suited to a variety of uses.

"Because of the boutique nature of the New Zealand industry there are only a few brands who export, so we want to issue the call for Kiwis to try something new, and support our world-class local growers."

Other New Zealand winners at the 2020 New York International Olive Oil Competition were: Olea Estate (Wairarapa); Loopline (Wairarapa); Kapiti Olives

Equivalent Value of Advertising

This measure is commonly used to measure the value of proactive, positive PR.

When a story is curated and placed with a mainstream media outlet, readers consume the story as 'editorial' and is therefore more 6 x more valuable than the equivalent advertising space - what an organisation would need to pay for to have the same impact.

We estimate the EAV for the May campaign to be as follows:

- Stuff article: **EAV - \$16,080**
- DomPost Capital Day Section: **EAV - \$4.473**
- Supermarket News: **EAV - \$2100**
- NZ Business Online: **EAV - \$2955**

Total EAV (to date) = \$25,608

Return on Investment = 1:36

THORN PR

Olives New Zealand – New York Awards Media Coverage



Time to support Kiwi olive oil makers

Friday, 29 May 2020

Kiwis are being encouraged to support local and buy world-beating olive oil made by New Zealand growers, who have won seven Gold Medals at the 2020 New York International Olive Oil Competition.

Olive growers from Waiheke to Wairarapa and Kapiti and Nelson to Canterbury won top accolades at the competition, considered to be one of the most prestigious in the world. New Zealand punched above its weight, taking home its best ever results against 26 other countries.

Stephen Davies Howard, Owner of Loopline in the Wairarapa, won two golds, one each for his Picholene and Picual oils. He says if New Zealanders ever needed a reason to buy local, the time is now.

"Making great extra virgin olive oil (EVOO) takes determination, skill and fastidious attention to detail. The beautiful Wairarapa climate and soil also has a big contributing factor to the quality of our oil. It's incredibly satisfying to receive this global recognition," says Davies Howard.

Woodside Bay Olive Oils on Waiheke Island is owned by Angela and John Goodwin (pictured) and also won a gold medal. They have only 200 trees but say they've shown others you don't need a massive orchard, or large amounts of capital investment, to create world-beating olive oil.

"Waiheke is a beautiful spot. Here in Woodside Bay, we are lucky to be close to the water but to be tucked away. Post-Covid, we are hoping that New Zealanders looking to enjoy downtime close to home will find a way to our door and come and appreciate the food, wine, walking and olive oil that we have to offer here," says Angela Goodwin.

Due to volumes available, most of the boutique produced New Zealand Extra Virgin Olive Oil isn't sold in supermarkets. Gayle Sheridan, CEO of Olives NZ, wants to encourage people to seek out our locally made, world-beating oils; buying directly from growers online, at speciality retail stores, or farmers markets when they resume.

"New Zealand has a maritime climate and a different environment from traditional olive-growing countries. Like the New Zealand wine industry, we produce distinctive and complex tasting oils that are suited to a variety of uses. Our olive oil is fresh, and fresh tastes best."

supermarketnews

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LOCAL NEWS / 27/05/2020

NZ OLIVE OIL MAKERS WIN BIG



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Giveaway

Olive growers from Waiheke to Wairarapa and Kāpiti and Nelson to Canterbury have punched above their weight and won seven gold medals at the 2020 New York International Olive Oil Competition. Olives New Zealand has five of the winning oils to give away; Kakariki Olives Mediterranean Blend, Loopline Picual, Old French Road Picholene, Kapiti Picual, and Olea Estate Picual.



Capital Day has five bottles to give away to one winner. To enter, email capdaycomp@dompost.co.nz with "Olive Oil" in the subject line by the end of today. One entry per person.



Some recommendations (for next time)

- Have a high-res image library for growers and oils ready to go
- There's a strong appetite for buy local stories, and I think we can anticipate this would continue; I would like to look at interviewing a range of owners, to find angles etc and build a content calendar for regional & national news
- Are there any other awards on the horizon?
- Timing, Olives NZ needs to control the access to media to enable us to secure media with major publications using exclusivity and first story options