

# Introducing Te Pūkenga to Aotearoa



**Te Pūkenga**

**“He rau ringa e oti ai te mahi”**

**Many hands make light work**

**A once in a generation  
opportunity to reimagine career-focused  
learning in Aotearoa New Zealand**

Learners and employers are at the centre of everything we do. They have informed our decision making every step of the way.



# Our Collective

The Clemenger BBDO Collective brought together audience expertise, insights and consultancy on Māori, Pacific peoples and Disabled communities. The core strategy was founded on Te Pūkenga Te Rito research reports and the Design Works brand story.

This strategy was then brought to life creatively in a collaborative way through the collective.



**CLEMENGER BBDO**



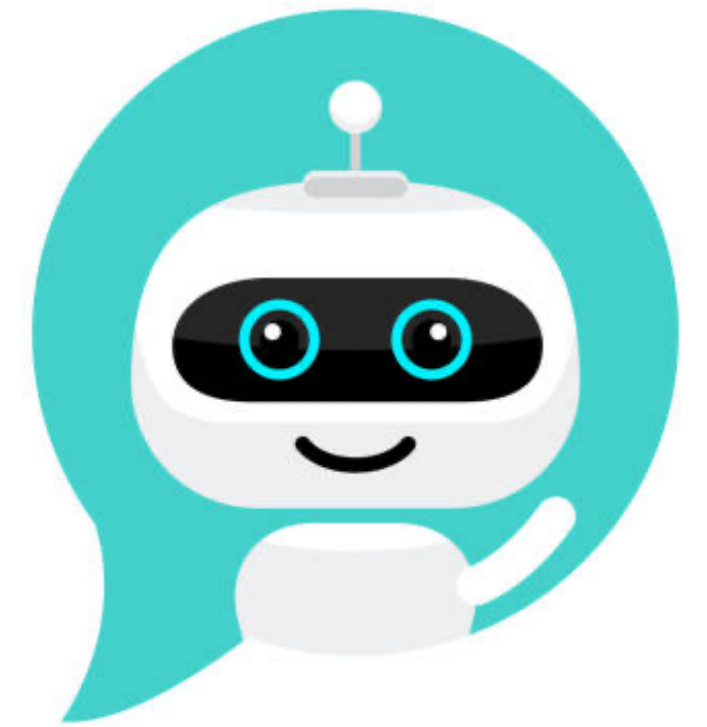
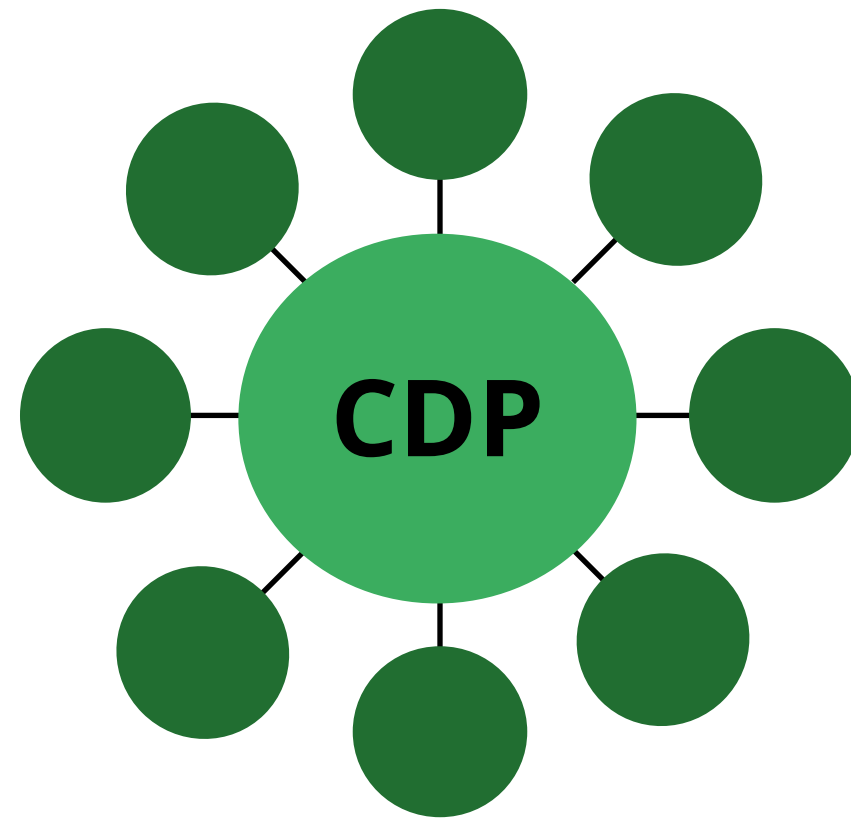
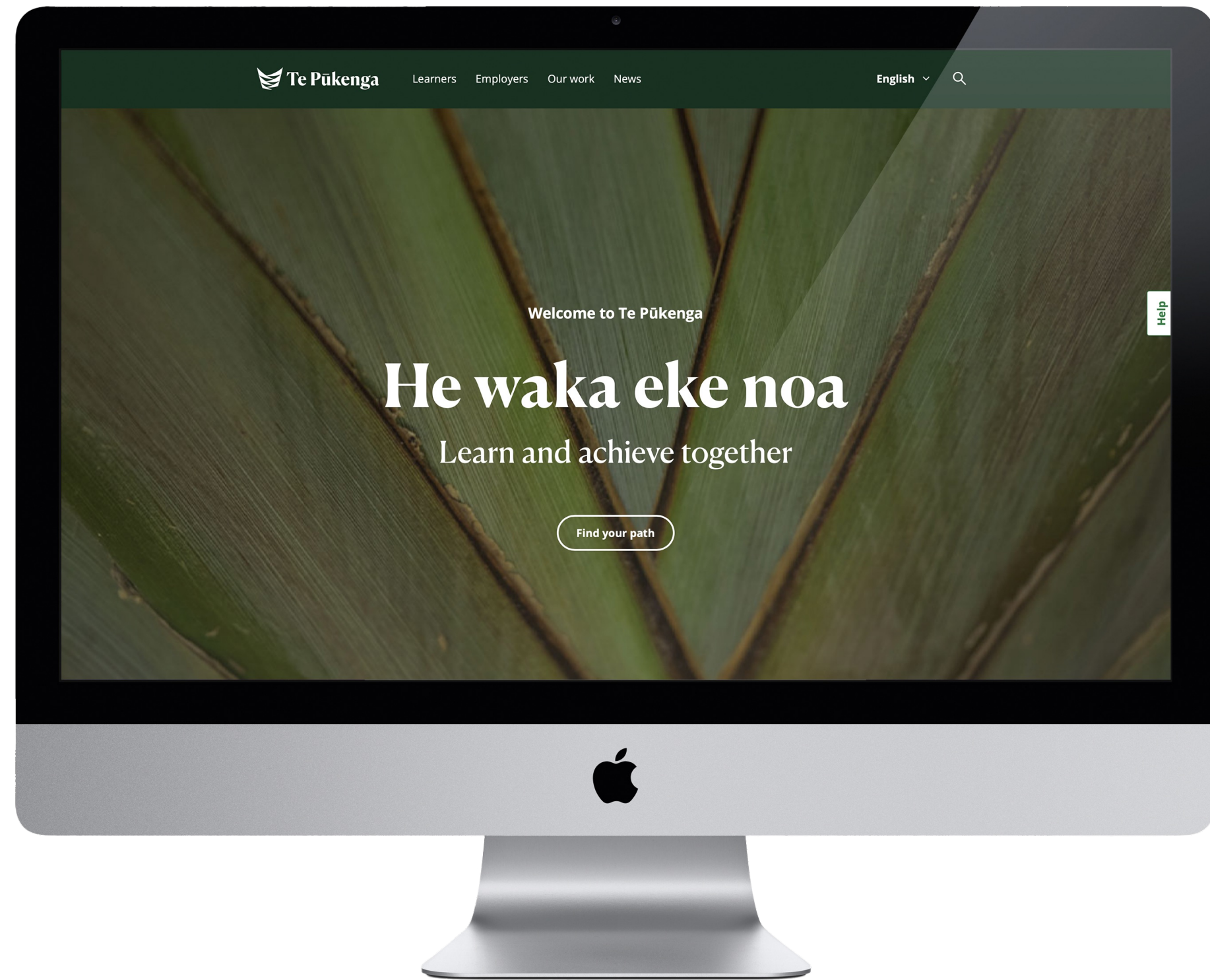
**KANTAR**

# Transition to a unified Te Pūkenga

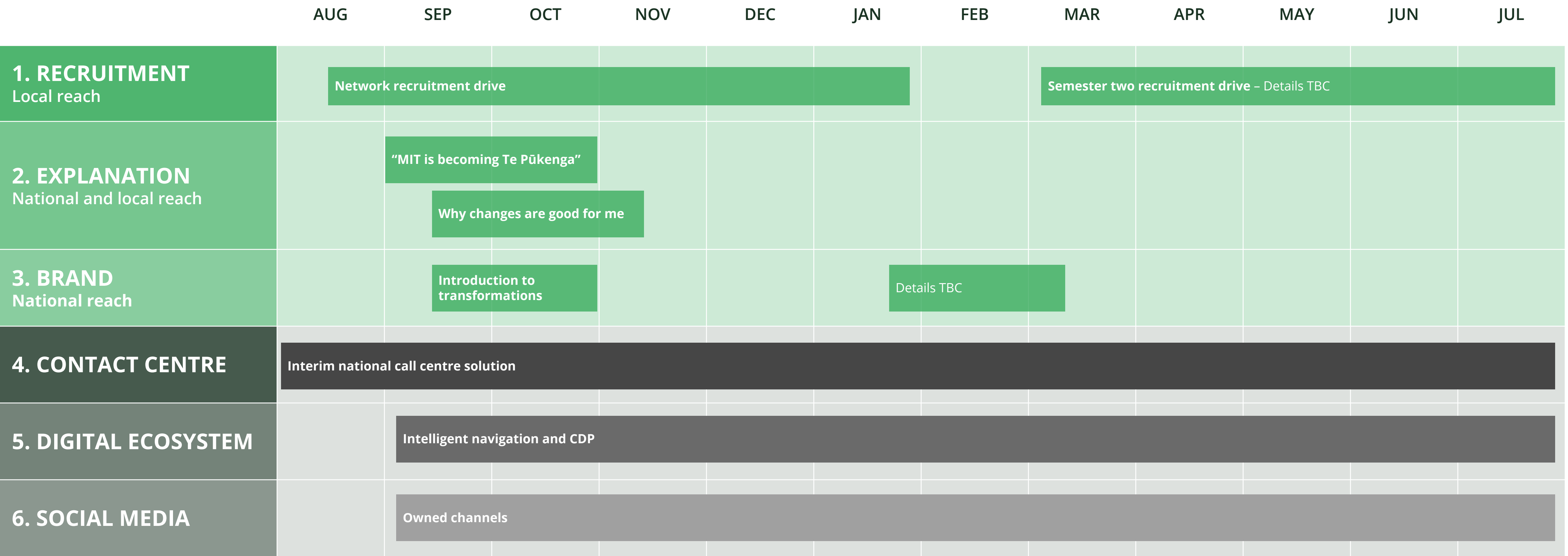
1. A concerted period of co-branding 'this goes with that'
2. Coordinated approach to learner recruitment for 2023
3. National launch, providing the platform for effective learner recruitment
4. Transition to a unified brand by 31 March 2023



# More than just an advertising campaign



# Our approach





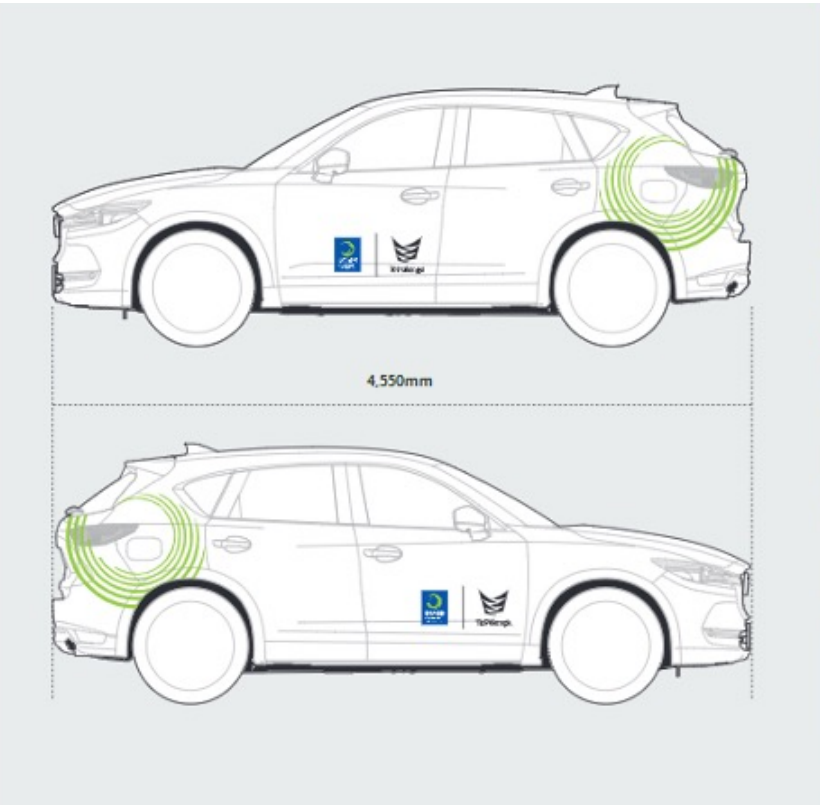
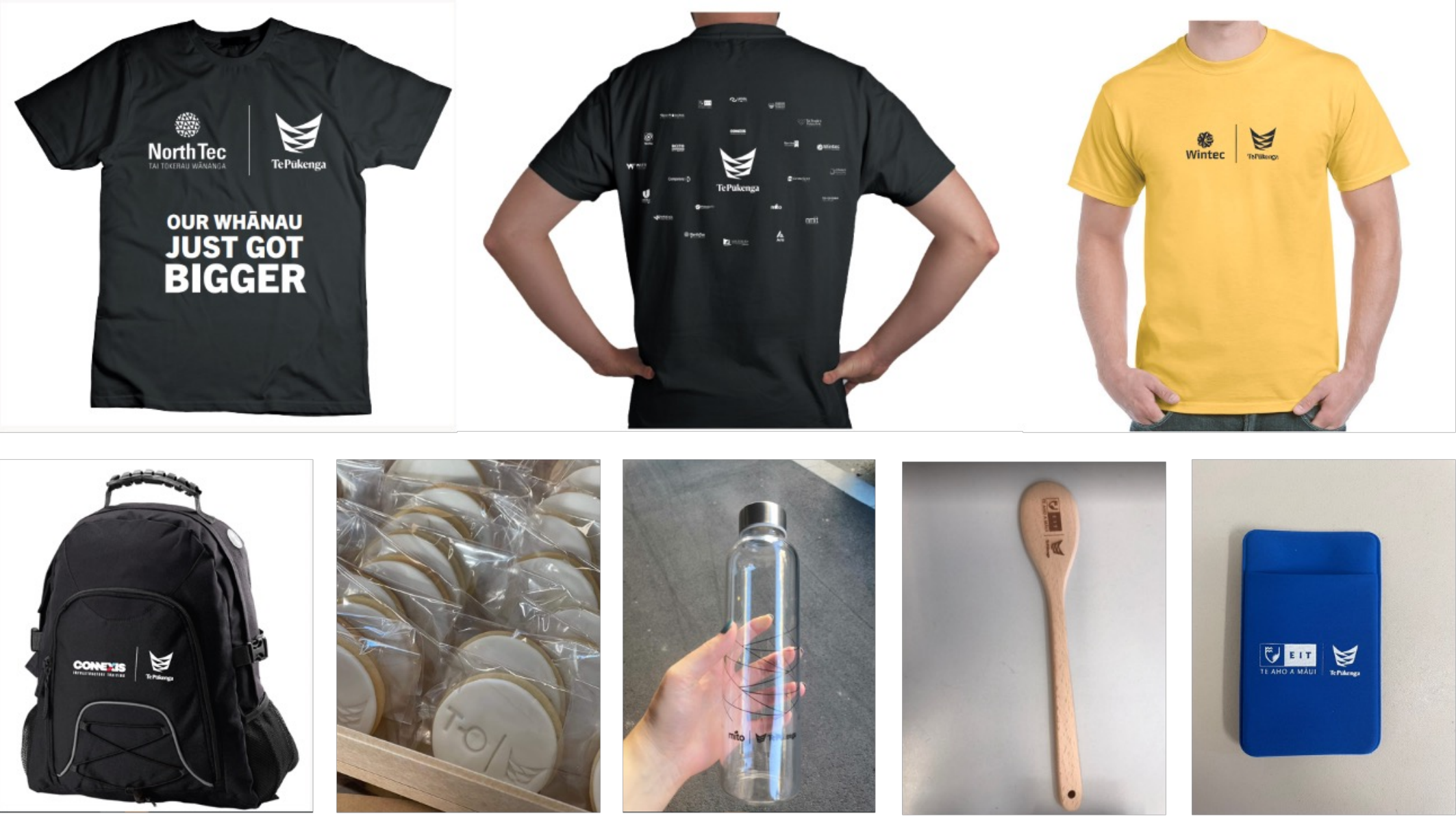
# Three important jobs to do

CAMPAIGN	CHALLENGE	PURPOSE	MESSAGE
1. RECRUITMENT	Keep enrolments up during a time of change	Drive enrolments for 2023	Enrol now to learn with purpose in 2023 E.g. Enrol in <nursing> now
2. EXPLANATION	Little understanding of what Te Pūkenga means	Explain the changes and why these changes are going to be good for them	Audience-specific messaging (messaging for learners, employers etc)
3. BRAND	Very low awareness of our existence	Build an emotional connection with Te Pūkenga	Connected as one to provide the best career focused learning

A concerted period of co-branding  
'this goes with that'



# Co-branding

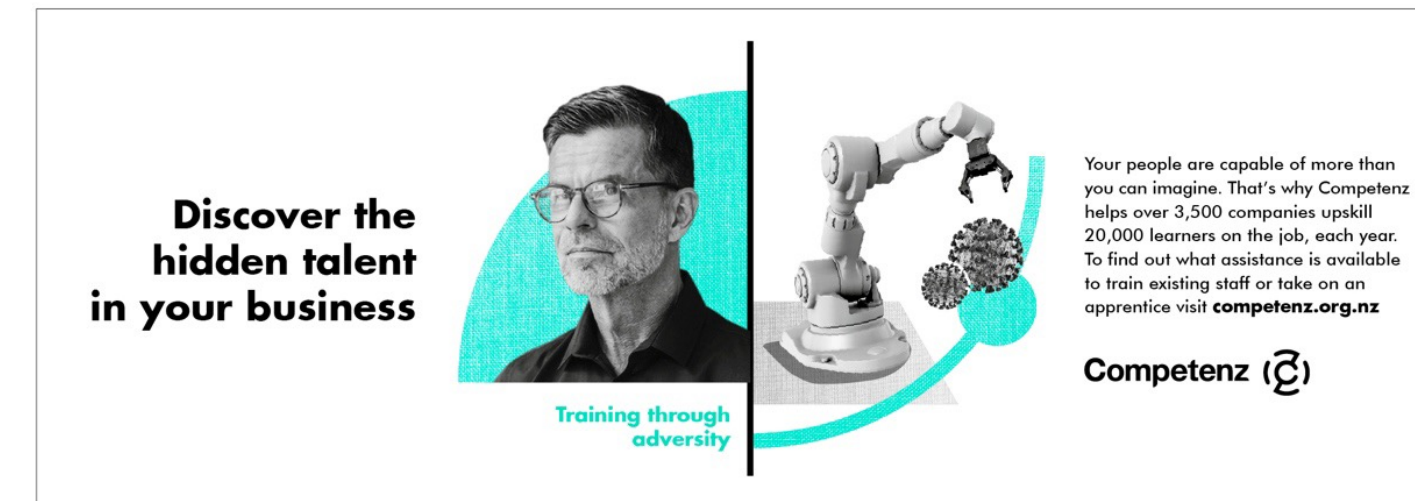
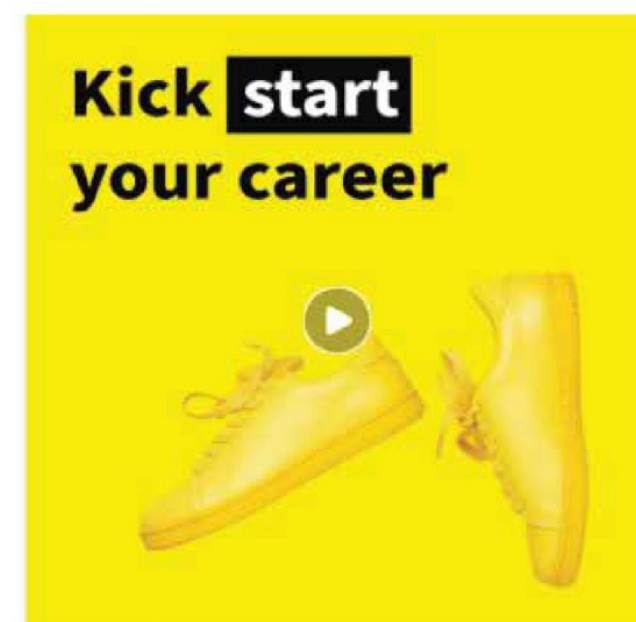
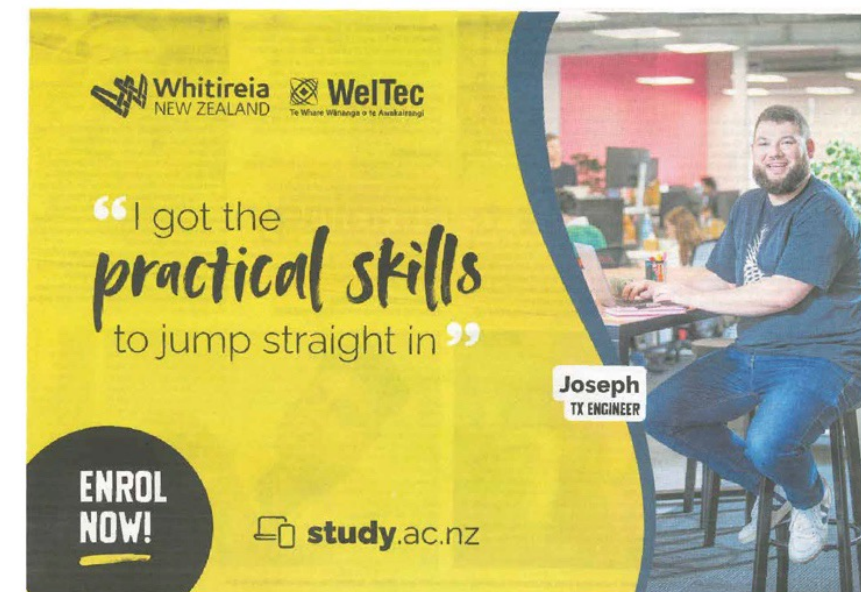
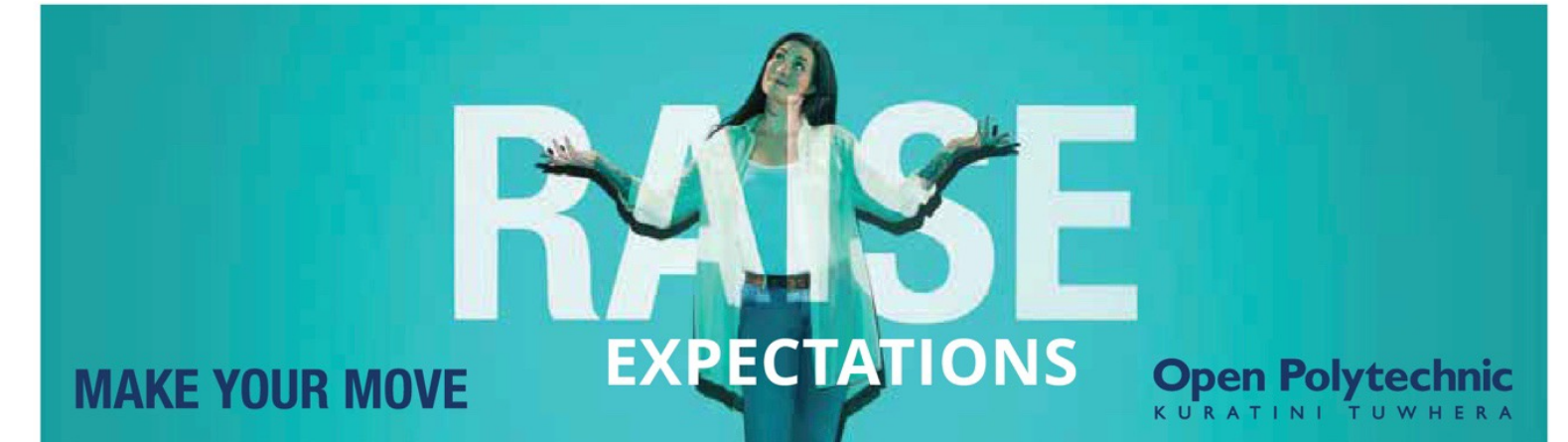
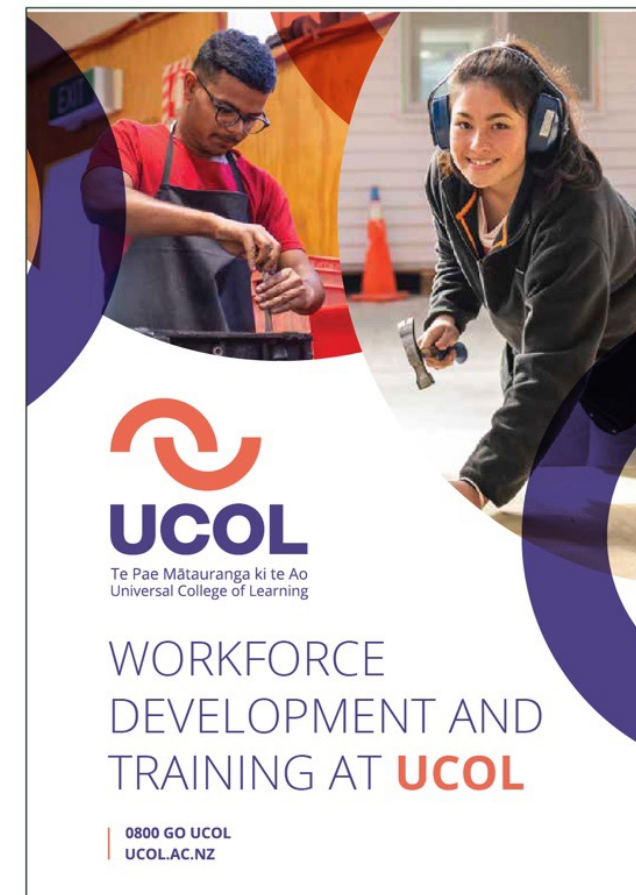




# Coordinated approach to learner recruitment for 2023



# Previous state recruitment and brand advertising across the network





# New state recruitment and brand advertising across the network



## Nurture the next generation

Equip yourself with the skills and knowledge needed to thrive in the dynamic early childhood sector with a certificate or diploma, starting at Ara in February. You'll learn from inspirational mentors in real-life learning environments and graduate work ready.

Explore the options and apply at [ara.ac.nz](https://ara.ac.nz)



## Cook up a storm

Start a certificate or diploma in cookery in February.

Explore the options and apply at [ara.ac.nz](https://ara.ac.nz)



## Start here, go anywhere.

At MIT we have options for everyone

[Learn more](#)



## Help start up an automotive career

Helping to transition young people into rewarding careers in the automotive industry is vital. StartUp<sup>®</sup> is MITO's secondary school programme that provides Year 11 to 13 students a great introduction to the working environment.

98% of StartUp<sup>®</sup> employers would recommend the programme to other employers, so if you'd like to help start up an automotive career, get in touch today!

[info@mito.org.nz](mailto:info@mito.org.nz)  
0800 88 21 21  
mito.nz

By becoming a StartUp<sup>®</sup> employer through MITO, you are offering interested and engaged students the opportunity to spend one day a week in an automotive workshop where they will gain practical, hands-on experience and earn micro-credentials approved by NZQA.



## Your industry training partner

Turning talent into capability

We support Kiwi businesses to get future-ready.

Get in touch to find the right training solution for your team.

[competenz.org.nz/contact-us](https://competenz.org.nz/contact-us)



**National launch, providing the platform  
for effective learner recruitment**

# Measurement framework

CREATIVE	MEDIA	ADVERTISING	MARKETING
<div>Pre-campaign testing</div> <div><ul style="list-style-type: none"><li>• Message out-take and focus</li></ul></div>	<div>Exposure</div> <div><ul style="list-style-type: none"><li>• Reach / Frequency of channels</li><li>• Total campaign reach</li><li>• Audience-specific reach</li><li>• Digital performance metrics</li><li>• Media efficiency metrics</li></ul></div>	<div>Reception</div> <div><ul style="list-style-type: none"><li>• Engagement</li><li>• Traffic to site</li><li>• Sentiment analysis</li><li>• Media mentions</li></ul></div>	<div>Comprehension</div> <div><div>Message KPI</div><ul style="list-style-type: none"><li>• Message out-take — 51%</li><li>• Relevance — 41%</li><li>• Likeability — 45%</li></ul><div>Brand KPI</div><ul style="list-style-type: none"><li>• Unprompted brand recall — 4%</li><li>• Prompted brand recall — 52%</li></ul></div>
<div><ul style="list-style-type: none"><li>• Independent Kantar research</li></ul></div>	<div><ul style="list-style-type: none"><li>• Platform metrics</li><li>• OMD performance analysis</li></ul></div>	<div><ul style="list-style-type: none"><li>• Platform metrics</li><li>• Website analytics</li><li>• News media</li></ul></div>	<div><ul style="list-style-type: none"><li>• Independent Kantar research</li></ul></div>



# Media strategy

## Flighting

18 Sep – end Oct  
Build Reach  
fast, then drop to  
maintenance levels in  
Broadcast channels

Tactical layers,  
maintain flight weights  
over campaign  
period

## Geography

National Broadcast  
launch with a  
considered approach to  
priority audience  
segments in key  
communities

## Targeting

Prioritisation of  
underserved audiences  
to be considered  
throughout all channels  
and touchpoints

## Accessibility

Accessibility guidelines  
to be considered for  
each touchpoint to  
ensure reach of the  
disabled community

# Media strategy

CHANNEL	MESSAGE	DETAILS	NUMBER OF ASSETS
TV, CINEMA, HEALTH TV AND VOD	Brand	TVNZ, Three, SKY, Discovery, Linear – Whakaata Māori	6 TV videos
SOCIAL	Explanation: Functional Message Explanation; Benefits	YouTube, Facebook Instagram and Tiktok	42 Social tiles 18 Online videos (12 in 3 sizes)
PRINT	Brand	Industry titles	1 Print publication in x 9 sizes
RADIO	Explanation Functional Message Explanation: Benefits Brand	Regional and National stations	15 Radio ads for Functional 19 Radio ads for Brand
OUT OF HOME	Brand	Regional / Community / Bespoke	24 Outdoor creative x 9 sizes
DIGITAL CONTENT	Explanation: Benefits	Sponsored content – NZME and Stuff	4 Sponsored content articles

# Campaign Idea - Woven futures

## **Building a basket of knowledge from across Aotearoa.**

The weaving together of our learning partners is not instantaneous. It's a journey that will take time, commitment and energy from all partners to achieve.

This campaign will introduce Te Pūkenga to Aotearoa and help explain what Te Pūkenga is here to do.

At the heart of what Te Pūkenga will do differently are ākonga and their whānau. Inspiring communities, who haven't always felt they have a place in education, to seek out knowledge.

Introducing Te Pūkenga will bring together different people from across campuses and workplaces in Aotearoa to demonstrate the strength of bringing a national network of learning organisations together.



# Collaborators

**Horomona Horo** - (Ngā Puhi, Ngāti Porou, Taranaki, English Devon, MacGregor Scotland)

Horomona is a Māori musician and composer. He is a practitioner of taonga pūoro, the collective term for the traditional musical instruments of the Māori. Horomona worked on the music composition with Dr Jeremy Myall.


**Dr Jeremy Mayall** is the CEO of Creative Waikato. Jeremy is a composer, performer, producer and artist.

**Raymond Edwards** - Te Whakatōhea, Ngāti Raukawa.

Raymond is an established New Zealand Director of Photography who now also works as a Director. Raymond is known for the films True Love (2021), Cousins (2021) and We Are Still Here (2022).

**Shushila Tākao** - Ngāi Tūhoe, Ngati Rārua, Te Atiawa, Ngāi Tahu Iwi

Shushila is the voiceover artist across all the radio, social and AV campaign assets. She is a New Zealand actress and model, best known for her roles in television series such as Tatau, Filthy Rich, and The Shannara Chronicles. She is of Māori, Indian, and French descent.





# Explaining the functional changes

**Open  
Polytechnic  
radio advert**





# Promoting the benefits



60"

<https://youtu.be/GW63eWV8s1Q>



# Campaign - Out of home



**Weaving together  
a stronger network**



**Te Pūkenga**  
tepūkenga.ac.nz



**Weaving together  
a better workforce**



**Te Pūkenga**  
tepūkenga.ac.nz



**He ohu mātauranga  
kua whiria ki ngā  
pūkenga rau**



**Te Pūkenga**  
tepūkenga.ac.nz



**Tuia ai he ohu  
mahi maitai**



**Te Pūkenga**  
tepūkenga.ac.nz



# Campaign - Out of home





# Campaign - Out of home





# Campaign - print





# Campaign - digital





# Human connection and the passing on of knowledge





Reinhardt

934









# AV launch

Moving beyond a functional message to create an emotional, human connection  
Reflective of who we are and what we want to achieve

60" Te Reo

<https://youtu.be/tTp21xaioBU>



60" English

<https://youtu.be/zACxhWpHjJk>





**Transition to a unified brand  
by 31 March 2023**



**Coming up:**

**Campaign planning for 2023**


**Branded asset replacement**

**International marketing**

**Further development of channels**



# Acknowledgements

- Toi Ohomai Mokoia Campus, Rotorua
  - Toi Ohomai Waipa Mill, Rotorua
  - MIT, Manukau, Otara
  - Unitec, Tamaki Makaurau
  - Air Chathams, Tamaki Makaura
  - Otago Polytechnic
  - SIT
  - Mane's Hair Salon
  - Whitireia WelTec
- 



“He kokonga whare, e kitea; He kokonga  
ngākau, e kore e kitea”

A corner of a house may be seen and  
examined; not so the corners of the heart