

The Great NZ Road Trip

CASE STUDY

Overview.

The Great NZ Road Trip backed by MTF was a major NZ Herald content series spearheaded by NZME Editor-at-Large Shayne Currie. Kicking off in November 2024, the 3,400 km journey took Shayne across Aotearoa from Cape Reinga to Dunedin over two weeks. Along the way, he immersed himself into local communities, meeting incredible people and reporting on fascinating stories from some of the most remote and unique corners of New Zealand.

Objectives.

1. To promote the NZ Herald's Road Trip content series, driving audiences to the NZ Herald's website for the latest from Shayne's travels.
2. To generate exposure for lead sponsor, MTF, "Your local money experts". The goal was to build a positive association between the financial services company and the excitement of the road trip, so MTF brand imaging and advertisements were placed everywhere throughout the content series.



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Campaign execution

Promotion for The Great New Zealand Road Trip focused on leveraging all NZME channels to generate maximum buzz and exposure for the trip. Articles were published to highlight local stories at nearly every major stopping point on the trip.

Articles featured a variety of topics from underwater secrets in small harbour towns to the mānuka honey industry, and how locals are doing their part to help end the plight of homelessness.

Social media visibility was leveraged through 45 social posts across Facebook and Instagram. Print editorial insertions featured stories of Shayne's adventures alongside MTF ad placements. To gain maximum traction and accessibility, the content series was granted a content slider on the coveted NZ Herald Homepage and a menu placement on the NZH app and desktop platforms. Digital MTF brand ads featured interactive elements such as scroll-to-reveal and clickable icons in a full-screen format to increase consideration and engagement. The audio schedule included 134 paid plus 44 bonus spots on The Hits, alongside Ad Libs and interviews.



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5.38M

Online ad placement
impressions

4.68M

Social media post views

1.77M

Unique browsers reached via
online articles

1.15M

Readers of print articles &
advertising

398,700

Radio ad and interview
listeners

100,807

Video viewers

MTF brand imagery viewed **13.3 M** times.



"The team here are aligned that it was a resounding success, from the brand fit, through to the content and all the media elements. We are stoked with how it came together."

-Natasha Callister, Chief Commercial Officer at MTF

