

# NZ HERALD AND VIVA WITH EMMA LEWISHAM

## CASE STUDY SEPTEMBER 2021

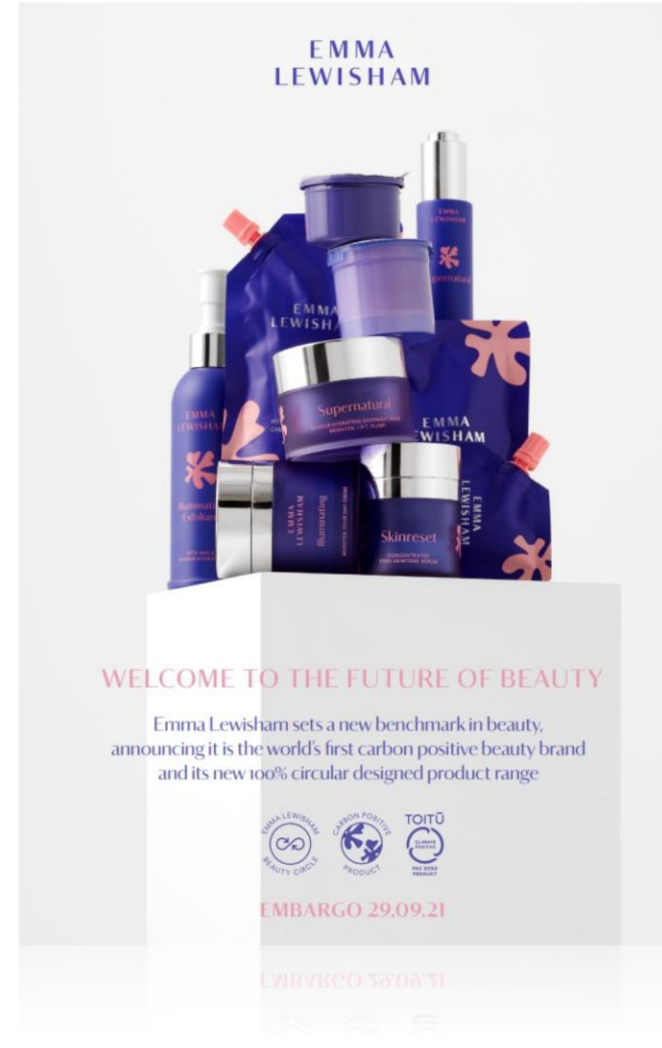
### OVERVIEW

In a world-first for a beauty brand, Emma Lewisham proudly announced its carbon positive product range and 100% circular designed business model using the reach and trust of The New Zealand Herald.

Emma Lewisham publicly released IP for its 100% circular designed product packaging and carbon positive model, enabling small and large competitors alike to capitalise from Emma Lewisham's investment and to start making widespread change within the beauty industry.

To validate these world-first achievements, Emma Lewisham received written endorsement from iconic environmentalist, ethologist and United Nations Messenger of Peace, Dr Jane Goodall – who is proud to globally support these industry-shifting efforts.

“New Zealand beauty brand, Emma Lewisham, is demonstrating what it means to be a truly sustainable business. Through their carbon positive and circular business model, Emma Lewisham is creating environmental prosperity and showing their peers that this business model is not just possible but paramount if we are to make a meaningful difference.” Dr Jane Goodall



# POWER OF PRINT

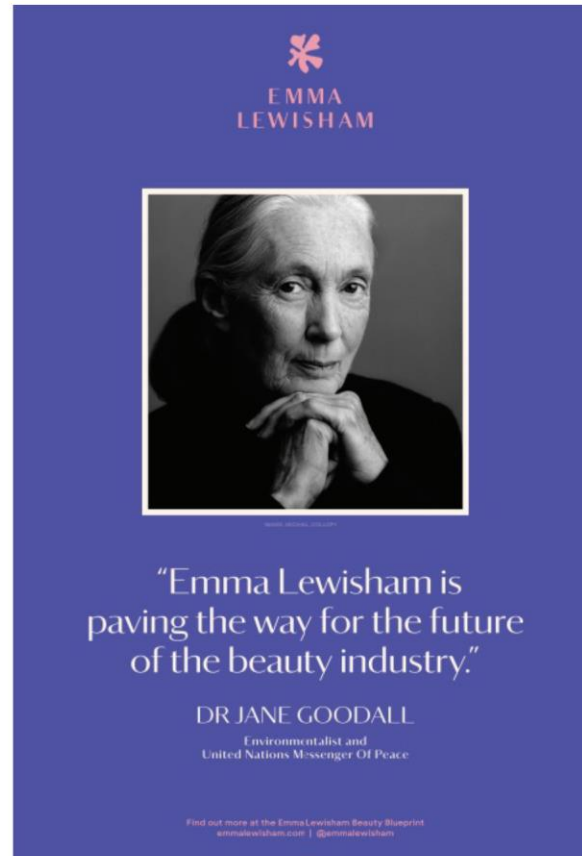
## CAMPAIGN ELEMENTS

Utilising a 'false front' on the NZ Herald for maximum reach and highest impact, the team at New Zealand Media and Entertainment worked closely with Emma Lewisham to create a bold open letter to the beauty industry.

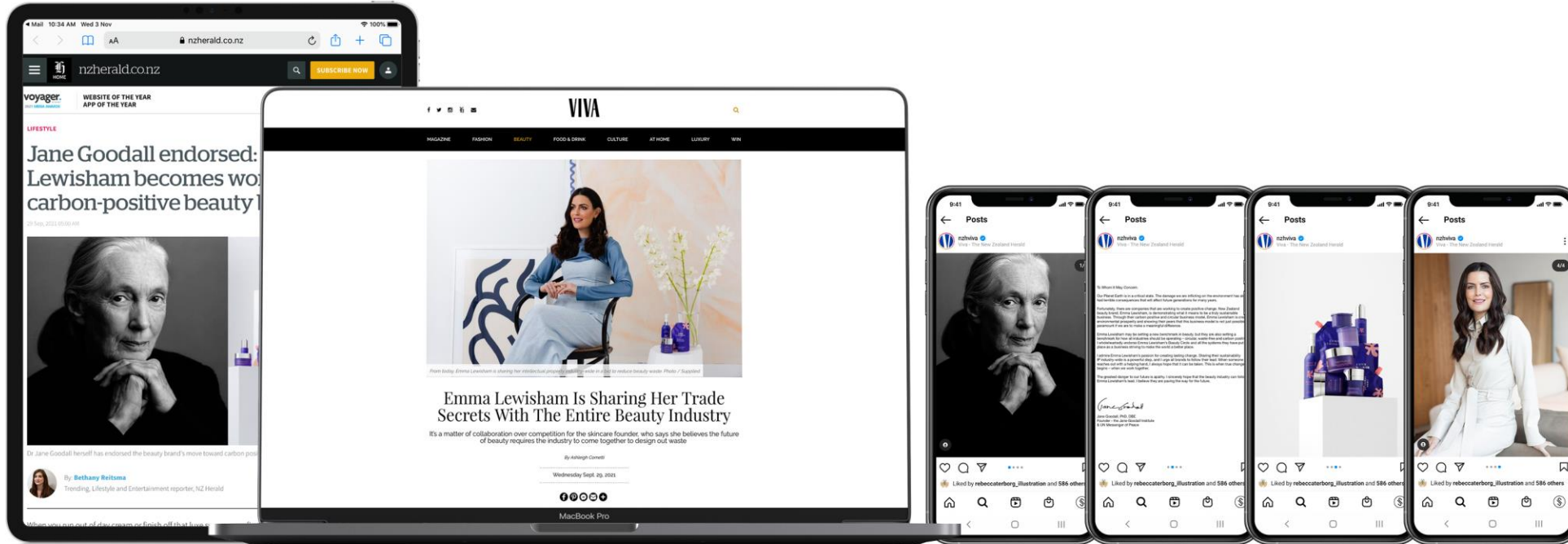
A broad, influential audience was targeted with an impactful call to action using print, which is often used for a launch or a celebration (in this case - both!) Running a 'false front' allows creative in a large format, visible to passers by at retail as well as in the homes of NZ Herald subscribers.

## THE OBJECTIVE

Emma Lewisham's objective was to raise awareness for the beauty industry's current waste problem and encourage likeminded businesses and people to reach out in the hopes of amplifying their free IP offering.



# VIVA IN PRINT AND COMPLEMENTED ONLINE



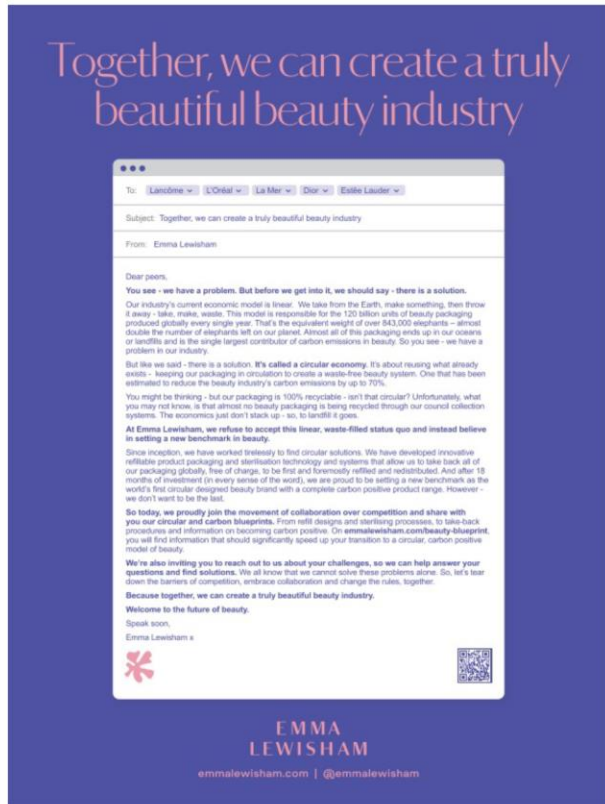
VIVA

 The New Zealand Herald

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MEDIA AND  
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# RESULTS



On Wednesday 29 September, the NZ Herald featured the open letter to the industry.

The Wednesday edition was selected to complement the VIVA insert that is printed each week, featuring a comprehensive review of beauty, fashion and lifestyle with a highly engaged, targeted audience.

The Wednesday Herald reaches over **613,000 readers**, the highest of any other weekday paper.\*

In addition to the wrap, the Emma Lewisham story was featured within both the online lifestyle section and viva.co.nz adding a powerful layer of news content and supporting social activity.

“The Viva effect can stretch across multiple NZME platforms and with this Emma Lewisham initiative, from a high-impact NZ Herald cover to content across Viva's print and digital touchpoints. By harnessing our full ecosystem, we can target not only a mass audience but a loyal and discerning Viva consumer. This case study demonstrates the synergy we can offer between innovative advertising, breaking news and influential lifestyle media.”

**AMANDA LINNELL**  
Premium Magazines Editor

\* Source: Nielsen CMI Q3 20 – Q2 21 AP15+

VIVA

 The New Zealand Herald

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# CLIENT FEEDBACK

## FEEDBACK

We worked closely with the New Zealand Herald to reach new audiences nationally for the launch of our world-first initiatives. The Herald's trusted reach and impact was instantaneous - Emma Lewisham was trending on Google in NZ for over 48 hrs after the wrap appeared.

## WEB

Our D2C website traffic on launch day was at a record high since the brand's inception.

## SOCIAL

Our social following grew immensely in the week after the launch, which was partly attributed to the New Zealand Herald's plethora of integrated coverage including social coverage across Viva's Instagram Grid (46K+ followers) and on the New Zealand Herald's Facebook page (1.1M likes)

## SALES

Our brand had an incredibly strong sales day on the launch and the days following the launch.



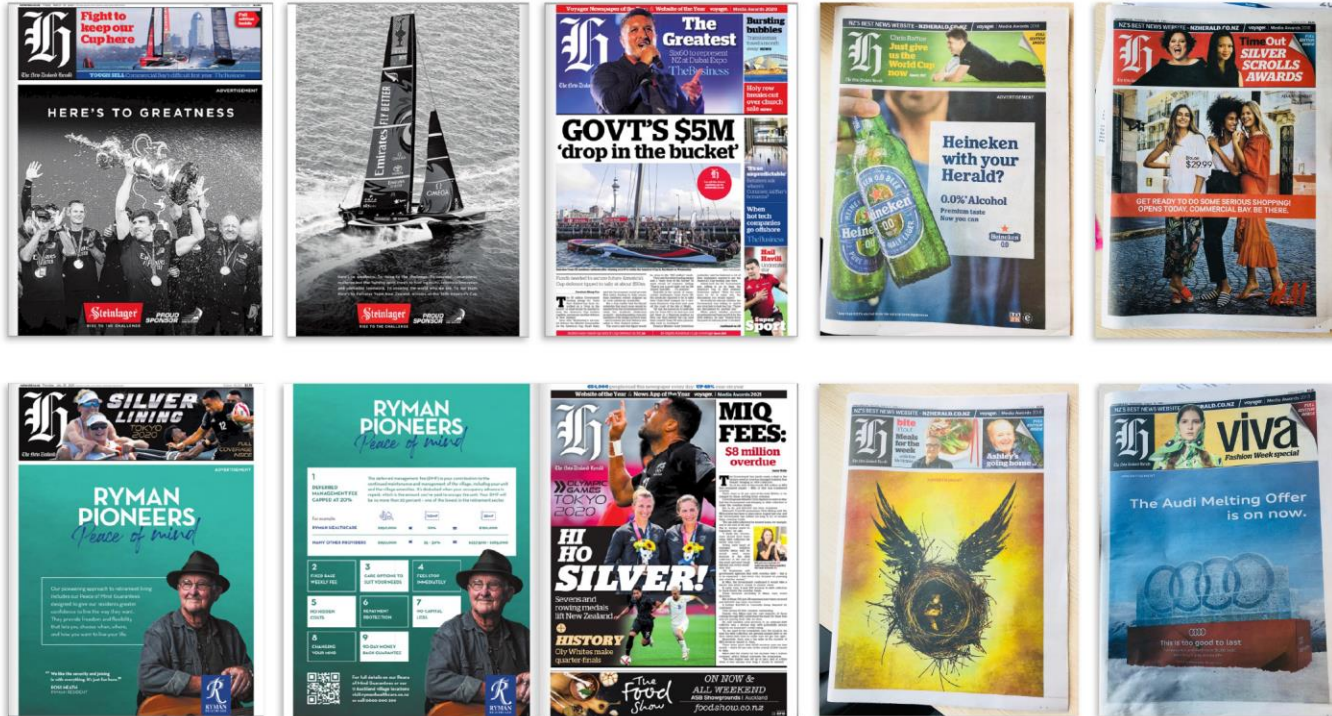
“Working with the New Zealand Herald to launch our world-first campaign was incredibly effective and a wise investment. We were able to access several of the Herald’s readership touchpoints to reach new audiences nationally to further amplify our campaign’s objective. Our false front cover was a true success, we received a plethora of positive feedback from our brand’s community on its impact in the industry.”

**EMMA LEWISHAM**



**EMMA  
LEWISHAM**  
- HEAD OFFICE -

# YOU'RE IN GREAT COMPANY



“To capture a moment in time, a celebration, a success or a launch, the false front of New Zealand’s leading newspaper gives our clients a canvas to be creative in a large media format delivered directly into the homes of our readers but also beaming out across retailers. The message sits under one of the most recognised and respected brands in the market so we take great care to work with the client to get the right tone and creative for such an environment.”

**CHRIS RUDD,**  
GENERAL MANAGER  
PUBLISHING – COMMERCIAL

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## ABOUT EMMA LEWISHAM

Emma Lewisham, New Zealand's leading luxury beauty brand is making waves in the industry because it embodies a new way of thinking. The seeds of Emma Lewisham's eponymous brand were sown when she uncovered a product she had been using for her own personal skin concern (hyperpigmentation) contained the ingredient 'hydroquinone' that, although effective, was questionable for people's health and banned in non-prescriptive products in many countries. After three years, and 52 iterations, Emma Lewisham entered the market in 2019 with the cult-status Skin Reset for hyperpigmentation and skin brightening, which is natural, and scientifically proven to outperform the most recognised and luxurious vitamin C and brightening products on the market.

Today, Emma Lewisham proudly rivals the most recognised luxury brands in the world while being a global leader towards a circular and carbon positive beauty model. Emma continues to be on a mission to make a meaningful, lasting difference in the beauty industry through innovative thinking, natural, science-backed products and being at the forefront of the circular and carbon positive beauty movement.

**For more information please contact:**

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