



Introducing the **Digital Backpack**

Inspiration to pack it right.

Nau mai, haere mai

Welcome to the 'Digital Backpack'. This creative resource has kindly been created by Contagion, NZ On Air's media partner, to encourage content creators to think about marketing assets from very early on in their production journey.

With audiences now consuming content across an ecosystem of linear and digital platforms, ensuring awareness of local content, wherever it lives, is key.

A review in 2020 of NZ On Air's funding strategy highlighted that: "People can only enjoy content they know exists, and funding content that is poorly consumed through lack of awareness defeats the purpose."

In response, NZ On Air has developed a Discoverability Strategy to help audiences find screen content that interests and resonates with them, whatever platform it lives on. By supporting producer-led marketing and promotion that is additional and complementary to network/platform marketing efforts, we are helping NZ screen storytellers to better reach and engage with audiences, so local screen stories can be discovered and loved by local audiences.

In 2022 NZ On Air began working with Contagion to support selected projects with NZ On Air Discoverability campaigns. The way the process works is as follows:

- It starts with a producer-led brief based on the project and intended audience/s.
- Contagion then plans appropriate media campaigns.
- Producers create the ads / marketing assets (to the guidelines that Contagion provide).
- Contagion runs and optimises the marketing campaigns the point targeted audiences directly to the content.

These campaigns are successfully helping to create awareness **of local content** and **lifting** viewership numbers.

This Backpack has been designed to support those projects that are selected for a NZ On Air Discoverability campaign, as well as producers intending to run their own marketing campaigns. We hope it encourages producers to think early about capturing the suitable audio, video and imagery to give their campaign the best chance of success.

Another great resource for you to look at when consider the discoverability of your funded content is the **Publicity Planning Toolkit** by the Aotearoa Screen Publicists Collective. You can find more resources on their website [here](#).

Please click through to view our **2023 Creative Workshop** which was held for Tamariki and Rangatahi producers for more information.

Let us know what you think and we're always here for any questions you might have.

Nāku iti noa, nā



Sarah Donaldson

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Audience and Media Strategist
NZ On Air | Irirangi te Motu



Advertising assets provided to Contagion 'for a NZ On Air Discoverability campaign' need these.

It's never too early to start thinking about marketing your content - plan ahead to capture the best imagery and audio while you are filming or in production. Here are a few aspects to consider to make sure you get the most out of your content and advertising

Pack it right

This document walks through the main components to be considered when planning your marketing creative.

Mobile first approach

Audio

Portrait format for Video, Outdoor Advertising & Print.

Clear call to action

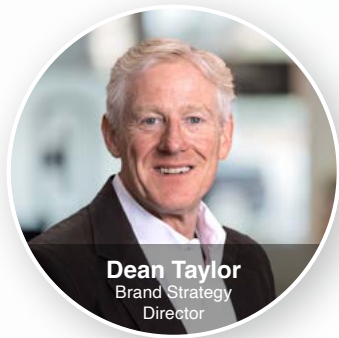


Remember the ABCD's

Align messaging

to layer in the funnel

Your Contagion Team



Dean Taylor
Brand Strategy
Director

I'll give you strategic guidance to make sure your ads are saying what they should say.



Oliver Maisey
Exec. Creative
Director

I'll help you create interesting ads by kick-starting the creative process



Rebecca Lloyd
GM Media

I'll keep an eye on the big picture to check everything's tracking properly.



Kali Pentecost
Digital Strategist

I'll help you test and learn, and open-up opportunities for you to do something different in digital.



Steph Walsh
Media & Marketing
Manager

I'm your first point of call for media planning, execution and delivery. If you want help, just ask.

The process when content is chosen for a discoverability campaign

Not all NZ on Air funded content will receive a discoverability campaign. It is expected that Producers will include in their funding application budgets to create marketing assets.*

1. NZ On Air evaluates approved funded content & selects qualifying projects
2. Producers are advised by NZ On Air that their content has been selected & are sent a briefing form to complete, providing as much information as possible
3. Contagion create a plan for paid media support
4. The plan is sent to NZ On Air & the Producer for approval
5. Contagion provide specs and deadlines so Producers can make their own creative assets
6. Producer to provide final assets i.e. 6sec/15secs + static images to NZ On Air and broadcast partner if applicable for approval.
- OR** Producer provides raw assets (6sec/15sec video + static images) to Contagion if creative assistance has been requested. Contagion will share the final assets with producer for review and to be shared with broadcast partner for approval prior to dispatch
7. Contagion will dispatch the final assets to the media publishers
8. Campaign goes live, and is monitored & optimised for performance by Contagion
9. Post campaign analysis is provided by Contagion outlining results & future learnings

*Refer to Funding Round Guidelines for more information or contact sarahd@nzonair.govt.nz

When it comes to advertising effectiveness, creative is king, followed by reach & targeting

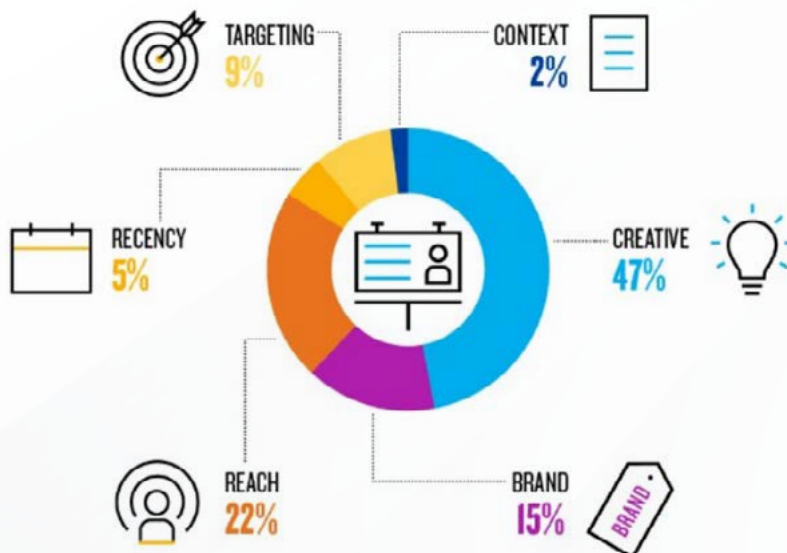
It's important to consider how the marketing elements work together to make your campaign a success.

Creative & Brand contribute 62% towards advertising outcome

- Ensure creative cuts through
- Ensure branding is seen

Reach & Targeting contribute 31% towards advertising outcome

- Know your audience



Source: Nielsen

The ABCD's of effective video advertising

On average, the ABCDs deliver a **30%** lift in short-term sales likelihood and a **17%** lift in long-term brand contribution.

Attention

Direction



Branding

Connection

Applying the ABCDs

Imagine you're on a creative team tasked with producing an ad for a new line of fish-flavoured dog treats.

Your concept was approved, and now it's time to put together a storyboard. As we go through the ABCDs, we'll explore how we might improve our ad at this early stage of execution.



Full video, showing the difference of "Fishos" pre and post applying the ABCD's

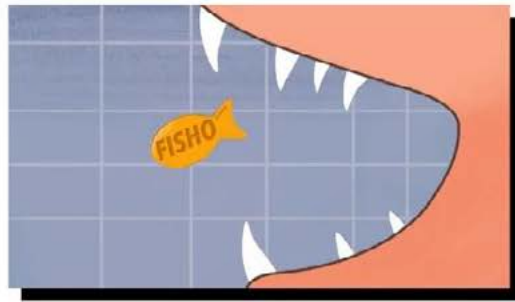
Applying the ABCDs

A = Attention: Hook the viewer

Start big! Successful ads work hard to earn engagement right from the get-go.

Of course, there are many ways to do this. You can start your ad in the middle of the action, or open with a close-up. Audio inputs like music, voice-over, and sound effects

create a rich, sensory experience that helps people pay attention. Think about colour and contrast to ensure your visuals are bright and strong. Play around with bold imagery at the start of your ad to create an attention-grabbing opening. Below are some ideas that you and the Fishos team might explore.



B = Branding: Brand early, often, and richly

Digital is a mix of sound-on/off experiences, so take advantage of the multisensory aspect of your medium to get more impact. Below are three different ways to ensure your brand is present.

Whether with in situ branding, graphic elements, voice-overs, or musical treatments, work your brand identity into the story.



Applying the ABCDs

C = Connection: Help people think or feel something

Don't think of your viewer as passive. Work to educate, inspire, or entertain them. Humanise your story to help them relate. Lean into emotional levers with storytelling techniques, such as humour or surprise.

But avoid doing too much in your ad. Focus the message as you make your connection.



D = Direction: Ask them to take action

Finally, with clear and simple instructions on what to do next, people will be more likely to respond to your ad the way you want.

A written call to action, graphics, audio, or even a scene from your story can help guide them. This is how you turn engaged viewers into active customers or fans of the show.



Creative Marketing Checklist



Mobile first



Portrait (vertical & square) formats



Audio



Clear call to action



Logo guidelines

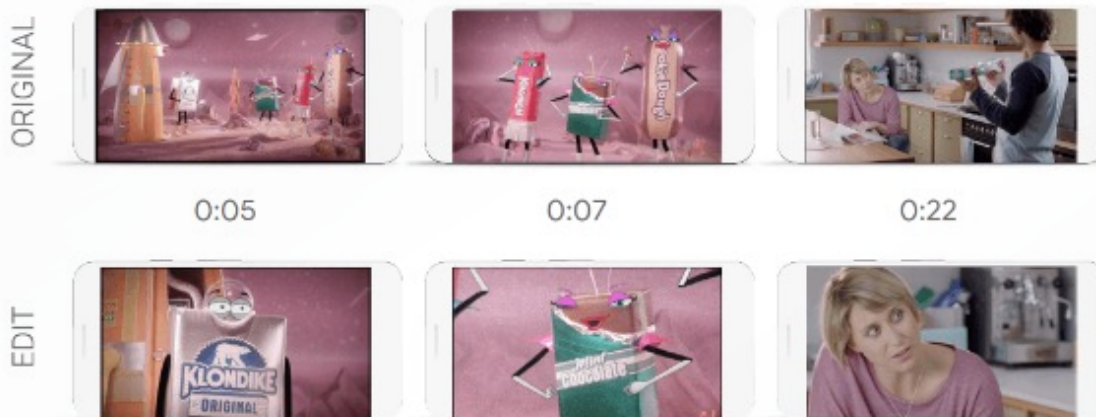
Mobile First

Fast cuts and Pacing

Bright footage (show up on dim phone screens)

Close cropping (zoom in on faces and key details)

Big text/graphics (stand out on small screens)



Klondike, an American ice-cream brand tested two ads with the same content but different framing on mobile.

They saw a **15%** increase in overall performance

Portrait (vertical & square) formats



Vertical

On the right: How a vertical video appears if the viewer engages full-screen mode

In the centre: The portion of a 9:16 vertical video that is cropped for the initial ad impression.

On the left: How the video ad appears upon ad impression.

Use the aspect ratio 9.16 for vertical videos. Avoid core messaging in the top 10% and bottom 25% of the video.

What's distinctive about this aspect ratio, is that it could be seen as most immersive because it utilises the entirety of a vertical screen.



Square

On the right: How a square video appears when the user engages fullscreen mode.

In the centre: Cropping behaviour (none).

On the left: How the video ad appears upon ad impression.

Use the aspect ratio 1:1 for square videos.

Tip: Use the **creative** space!

The advantage of using vertical videos is that you can film the subject that looks better in a vertical frame such as a waterfall. You can even creatively split the vertical space into two and show similar or merging subjects stacked on top of each other. Same for square videos.

Not many viewers are familiar with squared YouTube ads so showing them out of the ordinary ad sizes could make your creative stand out.

Audio

Audio needs to be included in the video content, ideally voiced by talent/characters from the content, ideally including the call to action along with the endframe.

Here is a nice example of the latest series launch of Bluey. They use a smart combination of show scenes and a voice over to get the message across.



Call to action & branding

Who funded your content and where it's available to be viewed or heard are important indicators.

The broadcast partner logos and the CTA are signposts for your audience. Without them people are lost.

The NZ On Air logo, YouTube, TVNZ et al also bring credibility, and let people know your show has been seen and approved by the right folk

Design your ads to allow room for the logos to sit cleanly, and to avoid interfering with your imagery.

Example of Awareness Logo Placement. Including all locations where people can view the content.



Example of Engagement Logo Placement. Directing people to the content on certain platforms.



Logo Guidelines

To make sure you're using the logos correctly refer to the guidelines here:

- 1: NZ On Air Logo & Accreditation
- 2: NZ On Air Logo Pack
- 3: NZ On Air Tamariki Logo Pack



Coloured or black & white logo options available.
Please choose the logo that will fit best with the layout of the ad and/or colour background.

CONTAGION
MEDIA

Please contact Contagion or Sarah for logos and guidelines.

✉ Stephanie.walsh@contagion.co.nz

✉ Sarahl@nzonair.govt.nz

MARKETING DELIVERABLES LIST

The following is an indicative list of marketing assets required to to launch your content

Press kit including:

- Title
- One line series synopsis
- One page series synopsis
- Episodic one line synopsis or “billings”
- Key character bios
- Key crew bios
- Key cast bios
- Suggested publicity angles for the content
- Contact information – crew and cast (or agents where the cast member has an agent)
- List of social media handles, links etc.

Video marketing materials including:

- 30” content trailer
- 15” content bumper
- 6” content bumper
- Series logo sting (if available)
- Optional: If a series, and available, each of the above for each episode





All video content to be supplied in mp4 format in 16:9; 9:16 (portrait) and 1:1 (square) aspect ratios.

Images including:

- 5 x high resolution digital images from the main content; landscape
- 5 x high resolution digital images from the main content; portrait
- 5 x high resolution digital images from the main content; square (could be cropped version of the other images)
- Series thumbnail (landscape) incl graphics
- Episodic thumbnail (landscape) incl graphics
- A static companion banner 300px (w) x 60px (h) to go next to YouTube Video ads
- Series logo
- Series poster (portrait) incl graphics
- **Optional:** 10 x BTS images including cast & crew photo(s)

Totally Awesome Creative Studio

Selected Discoverability Campaigns may include special rich media as units in Kids/Youth environments through our partnership with Totally Awesome.

Video ads	Display ads	Microsites & WebApp	Rich Media Bespoke
Editing and motion graphic capabilities, using client's assets to create custom experiences, garnering better results for videos.	We create and develop In-game Billboards, Mini Games, 3D Cubes and a host of other formats for better engagement with your target audience.	UI/UX based experiences designed basis campaign media mix and strategy to optimize ROI.	Custom-made builds from ideation to execution, catered to the right audience.
			

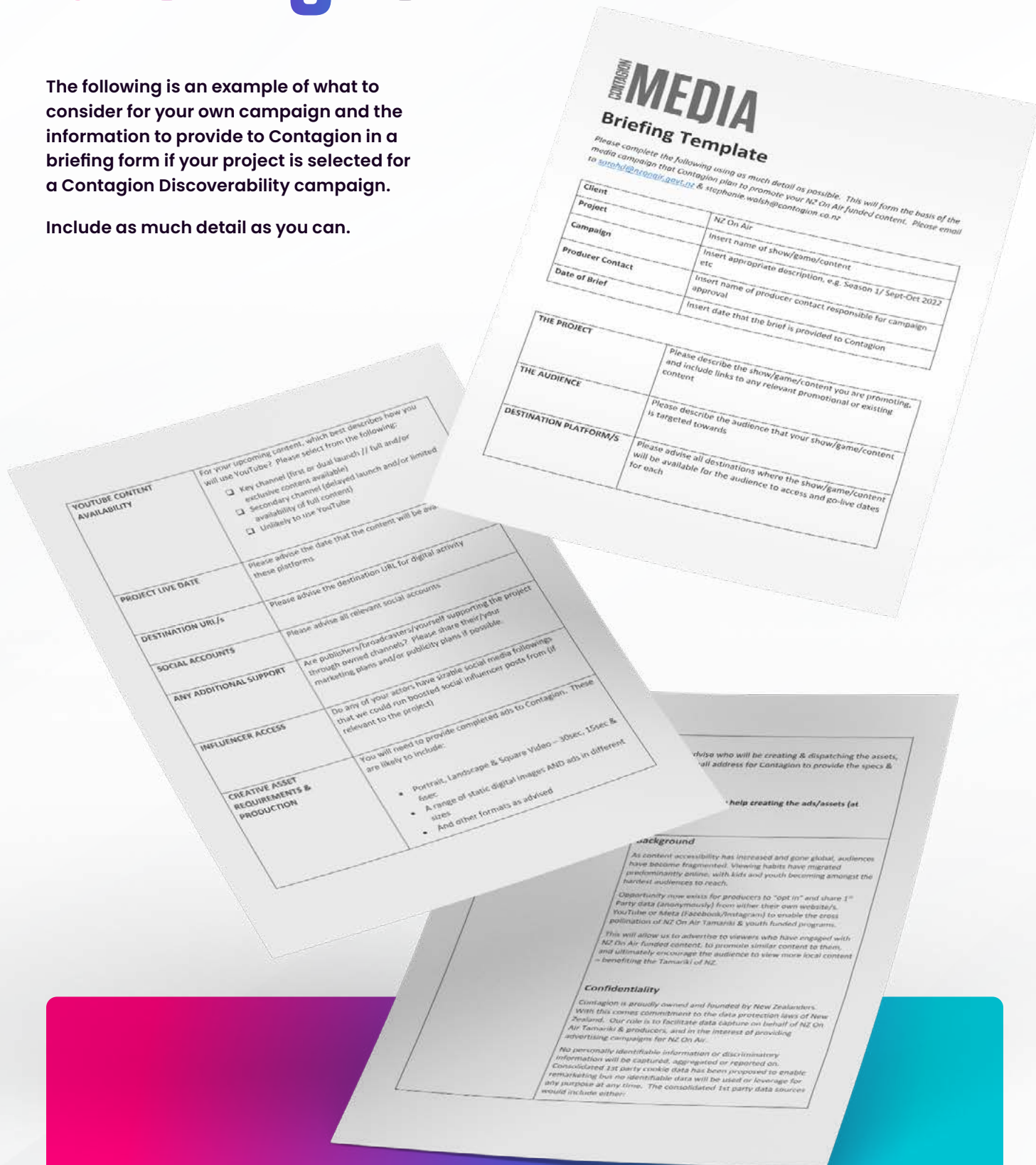
Process to build a rich media ad unit



Sample of briefing form

The following is an example of what to consider for your own campaign and the information to provide to Contagion in a briefing form if your project is selected for a Contagion Discoverability campaign.

Include as much detail as you can.



How to **dispatch** to Contagion

Full specs will be provided by Contagion upon campaign approval.

If supplying assets to Contagion, please dispatch in the following way:

- All YouTube videos to be uploaded to your YouTube channel (option to upload as unlisted so your audience doesn't see the ad). Provide this YouTube link to Contagion during dispatch
- Please check the assets are to spec and size by cross referencing them with the full specs provided by Contagion
- Dispatch to Contagion via a dropbox or wetransfer link including all assets, adcopy.
- Assets to be named appropriately to easily identify what assets are for which platforms. A dispatch sheet is advised if it is a large dispatch.
- Social adcopy required in a word document form and please outline which visual asset it accompanies



CONTAGION
MEDIA

Please dispatch all assets to

✉ Stephanie.walsh@contagion.co.nz

Digital Backpack

Marketing content is not an easy task but it's much easier when following these guidelines. If you want to stand out from the crowd, do something remarkable, be ambitious with your marketing goals, work with experts, and don't believe the myth that you need a large budget to achieve great results. Money helps, but creativity is the real currency in marketing. And of course, the back pack.



CONTAGION
MEDIA

Contact:

✉ Stephanie.walsh@contagion.co.nz