



Why localising content and choosing local influencers matters

By Courtney Ramsdale - Content Integration Strategist at WeAreTENZING

Many global brands are looking to streamline processes by basing their marketing teams for both Australia and New Zealand out of Australia. With both countries sharing a number of cultural similarities, it's easy to think that a one-size-fits-all approach to marketing across both countries can be equally as effective. However, it's important to note the key differences between the two markets, and how tweaking your campaigns to be more localised by using local brand advocates and influencers can drive better results and engagement.

For a country small in size and population, New Zealand's online consumer spending is significant, with its retail industry continuing to grow at a rapid rate every year since 2013. Australia Post reported that NZ is actually the top e-commerce destination for Australian goods. So how can Australian and global businesses capture and target this valuable audience in the most effective way?

Kiwis love local

There's a reason why Kiwibank won NZ's [most trusted](#) bank in 2020, and Whittaker's won the most trusted confectionery brand...Kiwis love to support brands who market their 'kiwi-ness'.



Whittakers frequently markets their 'kiwi-ness', and partners with Kiwis for Kiwi, a charity committed to growing the population of our native bird.

Localising your content can increase engagement from your target audience, as it makes your content more relevant to them. When people see references they recognise, this is more likely to resonate with them on an emotional level, which makes your brand appear more customer-focussed and shows customers that they are a priority. Marketing comms featuring Australian talent, accents, tone of voice and references that are pushed out to NZ markets can make customers feel like they are an afterthought to the Aussie audience. It's imperative to understand the value that comes from strengthening your personal connections with audiences, and the impact this has in creating brand loyalty.

A shortcut to doing this effectively is by utilising locally-based influencers who are experts in relating to their kiwi audiences and driving behavioural change amongst these key groups. This can help guarantee that you are using a local tone of voice and cultural references, as well as showing your brand has an understanding of topical issues and in-jokes.



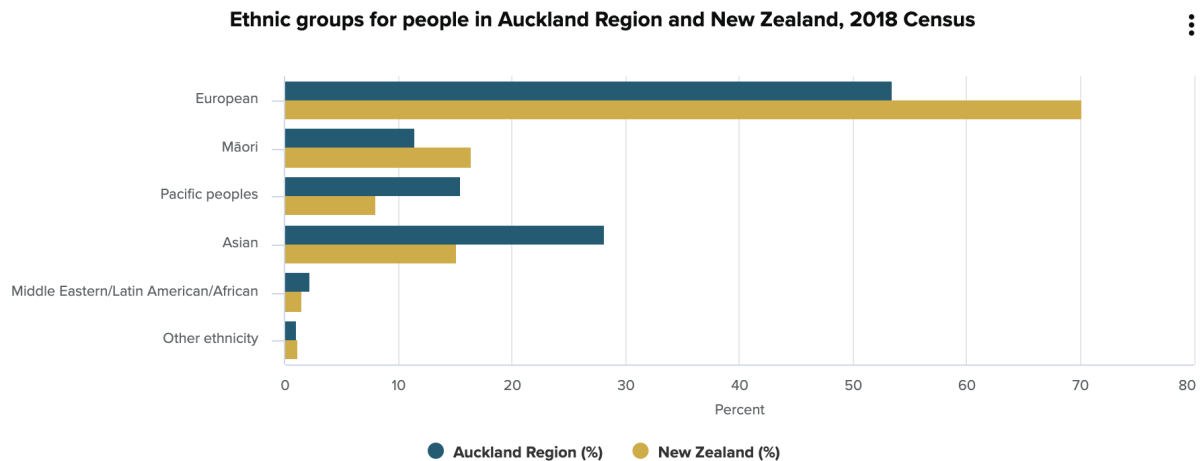
AIA's strategy for launching in the New Zealand market focussed around using relatable local ambassadors like Jess Quinn, and Hello Fresh worked with How To Dad and other special guest kiwis on their How to Dinner campaign, which won Youtube's top ad for 2020 in New Zealand.

Cultural makeup and representation

Nielsen has reported that New Zealanders are twice as likely to speak a language other than English compared with Australia, which is driven largely by our Asian, Pacific Island and Maori populations.

Auckland in particular is ranked more diverse than Sydney, New York or London, with 220 ethnic groups living there. Along with the Maori and Pasifika cultures being prevalent, close to 30% of Aucklanders are Asian (largely Chinese or Indian).

Pasifika culture in NZ is especially more widespread than in Australia, with the latest census recording that Pacific peoples make up over 8% of the total population here in NZ compared with less than 1% in Australia. Pacific peoples are a growing community here, and are estimated to make up close to 20% of the total NZ population by 2038.



Stats NZ

According to the latest census data, Maori, Pacific peoples and Asian communities make up over 55% of Auckland's total population.

Brands who prioritise cultural representation of Maori, Pasifika and Asian peoples when selecting content creators/influencers can benefit from increased resonance in the New Zealand market.

What can go wrong when casting from across the ditch?

Like brands, influencers also have reputations and images that they project to their audiences, and these reputations can work favorably for brands, provided they're positive and in alignment with brand ideals.

Selecting the right influencer is a nuanced process that involves a level of knowledge about a content creator that goes beyond their demographic analytics. Selecting the wrong influencer can have hugely negative effects on a brand's public image.

We've heard horror stories of Australian agencies contracting kiwi influencers for large scale campaigns, to find out later that their selected influencer may have criminal name suppression or are embroiled in controversy. Certain things are not easy to be aware of without having an ear to the ground and being privy to local word of mouth.

How to guarantee brand safety and effectiveness when using content creators across the Tasman

When it comes to choosing content creators/influencers, it's a lot harder to rely on hard follower/demographic data to know if your content will resonate with not just your Aussie audience but your Kiwi one too.

Find a partner that can assist with your local content creator strategy and ensure you are making the right choices when it comes to influencers, which will help you both avoid controversy and make your campaign more effective.

WeAreTENZING represents over 100 purposeful content creators in New Zealand, who are all vetted, brand-safe, and experts at speaking to kiwi audiences.

We are happy to be your one stop shop for New Zealand influencer-led campaigns and can assist in finding the right influencer for your brand.

Keen to work together? Contact us - courtney@wearetenzing.com