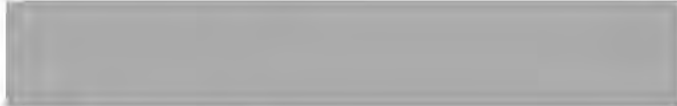




7 September 2021



Ref: OIA-2020/21-0688

Dear 

**Official Information Act request for COVID-19 communications with Clemenger BBDO and OMD between 8-24 March 2020**

Thank you for your Official Information Act 1982 (the Act) request received on 18 June 2021. You requested:

*"All briefing material, written communications and attachments relating to the Covid-19 communications response between Clemenger BBDO and OMD, with DPMC between March 8th and March 24th 2020."*

On 12 July 2021, you were advised that the time frame for responding to your request was extended under section 15A of the Act by 40 working days because it necessitated consultations to be undertaken before a decision could be made on the request. Following this extension, I am now in a position to respond.

A search was undertaken of emails between the COVID-19 Response Communications Lead and Clemenger BBDO and OMD between the dates specified in your request.

The information within scope of your request are the relevant parts of the attached emails, subject to information being withheld as noted. The relevant grounds under which information has been withheld are:

- Section 9(2)(a), to protect the privacy of individuals
- section 9(2)(c), to protect the health or safety of members of the public

Included in scope of your request is a radio advertisement. It is an attachment to the email *RE\_RNZ 45\_recording\_FOR APPROVAL PLEASE*, dated 18 March 2020. This audio file does not provide any substantial information to your response and therefore has not been provided with the written communication in response to your request. Please advise if you would like to request this file separately.

In making my decision, I have taken the public interest considerations in section 9(1) of the Act into account.

You have the right to ask the Ombudsman to investigate and review my decision under section 28(3) of the Act.

This response may be published on the Department of the Prime Minister and Cabinet's website during our regular publication cycle. Typically, information is released monthly, or as otherwise determined. Your personal information including name and contact details will be removed for publication.

Yours sincerely



Cheryl Barnes  
**Deputy Chief Executive, COVID-19 Response**

**From:** s9(2)(a) (Clemenger BBDO)  
**To:** [caroline.carruthers@mbie.govt.nz](mailto:caroline.carruthers@mbie.govt.nz); John Walsh  
**Subject:** Our contacts  
**Date:** Thursday, 12 March 2020 12:06:20 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

Hi both

Here are our details, feel free to contact any of us at any time.

s9(2)(a) [@clemenger.co.nz](mailto:s9(2)(a)@clemenger.co.nz)

s9(2)(a) [@clemenger.co.nz](mailto:s9(2)(a)@clemenger.co.nz)

s9(2)(a) [@clemenger.co.nz](mailto:s9(2)(a)@clemenger.co.nz)

s9(2)(a) [@clemenger.co.nz](mailto:s9(2)(a)@clemenger.co.nz)

s9(2)(a) [@omd.com](mailto:s9(2)(a)@omd.com)

We're ready to jump into a room with you & s9(2)(a) just as soon as you're ready to do that.

All resources are cleared so we have a full team – planning, creative, production & media - on standby.

Thanks & best

s9(2)(a)

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**From:** s9(2)(a) (Clemenger BBDO)  
**To:** John Walsh  
**Subject:** Re: From: s9(2)(a) - To: The Members of the CVD  
**Date:** Friday, 13 March 2020 10:05:19 am

---

Absolutely thanks. On it now.

**From:** John Walsh  
**Date:** Friday, 13 March 2020 at 10:00 AM  
**To:** 's9(2)(a) (Clemenger BBDO)'  
**Subject:** FW: From: s9(2)(a) - To: The Members of the CVD  
Hi s9(2)(a) – see correspondence at the bottom of this email chain from Andrew Campbell, the PM's chief press secretary. The "press campaign" observations may be useful, but you will be aware of these challenges anyway.  
Can you guys have a think about s9(2)(a) offer to help creatively and any potential help from the Film Council  
Regards  
John

**From:** Andrew Campbell [mailto:s9(2)(a)]  
**Sent:** Thursday, 12 March 2020 9:16 PM  
**To:** John Walsh  
**Subject:** RE: From: s9(2)(a) - To: The Members of the CVD  
Thanks John  
Yes Ian mentioned Clemenger BBDO are now involved. A good move!  
Andrew

**From:** John Walsh [mailto:John.Walsh@mpi.govt.nz]  
**Sent:** Thursday, 12 March 2020 9:13 PM  
**To:** Andrew Campbell <s9(2)(a)>  
**Subject:** Re: From: s9(2)(a) - To: The Members of the CVD  
Thanks Andrew. That's an interesting offer. We've re-briefed the campaign into a new agency today, i will talk them through this tomorrow  
Regards  
John

On 12/03/2020, at 8:29 PM, Andrew Campbell <s9(2)(a)> wrote:

Hi John

As you can imagine we are getting a high volume of correspondence from the public with offers to help and ideas. The email below is mainly health related but I've highlighted the part where the person has offered assistance with a TVC campaign. As discussed yesterday I imagine there are a number of high profile NZers like s9(2)(a) prepared to assist for free with this.

Will leave this to your discretion if you wish to contact him or not, but let me know if you want me to follow up to feed his offer into something. My gut says we should be taking up offers from creatives like him, but equally I know it can be hard to manage these offers and we presumably already have TVC plan.

Andrew

**From:** s9(2)(a)  
**Sent:** Thursday, 12 March 2020 10:51 AM  
**To:** Andrew Campbell <s9(2)(a)>  
**Subject:** FW: From: s9(2)(a) - To: The Members of the CVD  
Just thought you should be aware of this. I'll leave it to the Minister of Health (who is included in this email) to reply  
Cheers

s9(2)(a)

**From:** s9(2)(a)

**Sent:** Thursday, 12 March 2020 10:41 AM

**To:** Hon Chris Hipkins <[Chris.Hipkins@parliament.govt.nz](mailto:Chris.Hipkins@parliament.govt.nz)>; Rt. Hon. Winston Peters <[Winston.Peters@parliament.govt.nz](mailto:Winston.Peters@parliament.govt.nz)>; Hon Grant Robertson <[Grant.Robertson@parliament.govt.nz](mailto:Grant.Robertson@parliament.govt.nz)>; Hon. Dr David Clark <[David.Clark@parliament.govt.nz](mailto:David.Clark@parliament.govt.nz)>; Hon Kelvin Davis <[Kelvin.Davis@parliament.govt.nz](mailto:Kelvin.Davis@parliament.govt.nz)>; Hon Phil Twyford <[Philip.Twyford@parliament.govt.nz](mailto:Philip.Twyford@parliament.govt.nz)>; Hon Iain Lees-Galloway <[Iain.Lees-Galloway@parliament.govt.nz](mailto:Iain.Lees-Galloway@parliament.govt.nz)>; Hon Jenny Salesa <[Jenny.Salesa@parliament.govt.nz](mailto:Jenny.Salesa@parliament.govt.nz)>; Hon Damien O'Connor ; Hon Carmel Sepuloni <[Carmel.Sepuloni@parliament.govt.nz](mailto:Carmel.Sepuloni@parliament.govt.nz)>; Hon Julie Anne Genter <[JulieAnne.Genter@parliament.govt.nz](mailto:JulieAnne.Genter@parliament.govt.nz)>; Rt. Hon Jacinda Ardern <[Jacinda.Ardern@parliament.govt.nz](mailto:Jacinda.Ardern@parliament.govt.nz)>

**Subject:** From: s9(2)(a) - To: The Members of the CVD  
March 12, 2020.

To: The Members of the Covid-19 Cabinet Committee:

From: s9(2)(a)

I have had the privilege of working with a number of you over the years, mostly in regards to the film industry s9(2)(a)

As such, this letter may seem out of context but I felt it important to reach out at this time.

It may seem unusual to hear from someone in the creative fields on a national safety matter, but it is not without precedent. After the 9/11 attacks, US government and intelligence agencies sought the advice of a number of my colleagues to 'imagine' other attacks, in order to anticipate a response. This situation is not dissimilar as all of humanity is already under attack from this virus.

Writers and storytellers study the human condition and imagine scenarios of all kinds and scales. I've worked with acclaimed author s9(2)(a)

Suffice it to say, people in this industry think about this kind of thing a lot – and often a little differently.

New Zealand's Film Advisory Board is a group of well-informed, intelligent individuals with good imaginations. s9(2)(a) has spent his whole career imagining apocalyptic situations and was one of the first people to alert me to the international impact of the novel-coronavirus, long before most of the world's governments acknowledged it as a significant problem. I urge you to reach out to that board to gain their collective ideas as you may well find some very creative solutions and suggestions.

In the mean time, I realize that mine is only one voice among many but I would like to humbly offer that voice in the hope that it could be of service as New Zealand faces COVID-19.

WHO have already expressed concern over the lack of swift international response to containment, their main reason to declare this a pandemic. The likelihood of a wide spread outbreak in New Zealand is *not* "low-moderate" unless we act quickly keep it that way. I believe, however, that New Zealand is well positioned to have a comparatively reduced impact from Covid-19 if we are immediately proactive.

We are an island nation with control of our borders; we have a nationalized health system and a somewhat socialist worldview - community oriented and egalitarian. The US, by comparison, is the biggest threat to the amplification

of the virus in the next few months. The self oriented 'me' culture, combined with poor federal controls; a government that prioritizes short-term economics; and a dreadful health system that leaves 30 million people without health coverage... all lead to a terrible recipe for contagion.

I have been closely following what has been happening world over and have given significant time to thinking of the impact this will have on my friends and family – and all of New Zealand. I'm sure some of the following thoughts are already being considered but I would rather state the obvious than risk those ideas not having the appropriate consideration. With all that in mind, I humbly offer the following thoughts in the hope that they might be heard:

### **Press Campaign**

As the head of CEPI, Dr. Richard Hatchett, expressed it – one of the biggest problems is that humans tend to react quickly only to immediate personal risk. This has been an issue with climate change awareness and will be again with virus transmission. Because the young are not at high risk of fatality, they will tend to be more blasé about contact with the virus - which could lead to unwitting transfer to someone more vulnerable.

We should immediately begin a national campaign (along the lines of "Mates don't let mates drive drunk") to raise awareness as to how one could be unintentionally responsible for the death of an elder colleague or relative. This campaign should emphasize a social responsibility that many are not considering.

I would happily volunteer my time to help with any TVC creation to these ends - and I know a number of other NZ filmmakers would as well.

### **Elderly Care Facilities**

Unlike Italy, New Zealand has a relatively large percentage of our elder population in care facilities and, unlike in the case in Seattle, we are still in a position for these facilities to provide a form of protection for the vulnerable elderly.

All elderly care facilities should require staff and visitors to check in at the main desk and take a temperature reading before proceeding. The facilities should also monitor resident's temperatures on a regular basis and those facilities with medical centers should already have prepared an isolation area. I'm not suggesting total isolation for the elderly at all, just closer monitoring and controlling exposure.

This could be the easiest thing to achieve, with the highest positive impact, and should be our first priority. Not only will it save the lives of the most vulnerable, it will also keep hospital beds free for those who require them to fully recover.

There is, of course, precedent for versions of this in previous flu outbreaks – so the sooner we begin to instigate this the better.

### **Contact Tracing**

In Sacramento, they've already forgone contact tracing and told people to self-isolate only if they're showing symptoms. Relying on people's self-diagnosis will result in a lot more spreading, particularly as most people need to continue working. Conversely, self-isolation for people who have had contact but are not sick bares a heavy toll on economics and takes potentially healthy medical staff out of the workforce.

Perhaps one of New Zealand's biggest weaknesses is our limited number of health workers, especially as the impact of the virus and self-isolation reduces those numbers further.

New Zealand has a small enough population that we can successfully continue contact tracing and furnish those exposed individuals with a digital thermometer. They could be set up to send a reading each day to a centralized

facility to help closely monitor their progress while they are still able to be active in the community. Like self-isolation this relies on a degree of honesty but, as it has less impact on people's daily lives, it is more likely to be followed successfully.

At the very least, this monitoring should already be a daily practice for health workers. Health facilities should monitor their employee's temperatures several times a day. This will reduce the need for unnecessary isolation and keep health workers in the field longer, while protecting them and reducing the risk of infecting others.

### **Border Control**

Israel's approach of putting everyone who enters the country immediately into self-isolation might be successful but it has a huge impact on business travel and the economy. Alternatively, as the relative number of virus carriers entering our ports rises in New Zealand, a monitoring approach similar to the one described above could be taken with visitors.

In February we had about 300,000 people arrive on NZ shores, I imagine those numbers have dropped significantly since. It could be feasible to add an entry fee, of around \$30, to cover the cost of a digital thermometer that communicates with one's cell phone. This would enable people to still attend to business or travel needs while monitoring their temperature so that they could be isolated as soon as they showed a significant temperature rise - rather than automatically isolating them, or worse, waiting for them to cough and sneeze.

I realize that the cost and challenge of administering this is not insignificant but it is certainly less costly than the alternative and could be covered as a condition of entry. This would have added global benefit as that person could continue to utilize this tool as they travel.

### **School Closures**

I know this is being weighed up but considering we are only one month away from school holidays it may be worth instigating now. Many schools already have online programs that can be utilized and we could reduce the holidays later in the year for students to catch up. This could significantly reduce transmission as we start to move into colder months and reduce transmission to vulnerable grand parents.

### **Telecommuting**

Amazon and Google have campuses the size of many New Zealand towns. They have already instituted a 'work from home' policy for anyone who can. We should be putting a similar thing in place. Every employee who can work from home, even if it's not every day, should be doing so already. This will ultimately keep more people active in the workforce for longer.

Companies may also find that increased telecommuting is cost effective and the long-term byproduct is reduced traffic and lower carbon footprint.

### **Meal Services/Food delivery**

We should already be bolstering food services, like 'meals on wheels', to be ready to deliver to those who cannot otherwise afford self-isolation. If we are to expect social responsibility from our population we need to make sure we support those for whom it is an unreasonable burden.

These are just a few suggestions and I realize that some may consider them an over-reaction but I think we only need to look to Italy to see the result of 'under-reaction' - versus the success of Singapore and Taiwan. By acting sooner than later, we can save lives *and* reduce the economic impact.

Reassurance is very important to panic reduction but is only convincing if the public sees positive planning, especially with a population that is already informed... and misinformed... of the global consequences. Knowing that our

government is proactive will give the populace the real reassurance they need. If there is any interest in further discussion please feel free to reach out. I'd also be happy to connect with the other members of the Film Advisory Board for further brainstorming. I think we'd find many more ideas worth considering.

Thanks for reading.

Warm regards,  
s9(2)(a)

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**From:** [John Walsh](#)  
**To:** [Gemma](#)  
**Subject:** Fwd: Doc  
**Date:** Friday, 13 March 2020 2:51:24 pm  
**Attachments:** [image001.png](#)  
[ATT00001.htm](#)  
[image002.png](#)  
[ATT00002.htm](#)  
[COVID-19 Briefing Doc.pdf](#)  
[ATT00003.htm](#)

---

Begin forwarded message:

**From:** "s9(2)(a) (Clemenger BBDO)"  
**Date:** 13 March 2020 at 2:43:40 PM NZDT  
**To:** John Walsh  
**Subject:** Doc

s9(2)(a)

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# COVID-19 Communications Approach

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# The Context

- Uncertainty: Rapidly changing, multiple scenarios that could play out
- Sensationalist: Media obsession, everything is about Covid-19
- International: proliferation of media, NZ's response is compared favourably or negatively
- Reputation is a factor
- Lack of WHY: No shared understanding of the plan, risk that the 'ask' seems too small - are we doing enough?
- Everyone impacted: Health issue for some, economic impact for all; risk of social fragmentation
- Emotional: Range of extreme responses from care fatigue to overwhelmed
- Competing narratives: it's not easy to find the truth - up to individuals to find credible information and make good judgements

## Tensions

- Confidence we've got this VS still learning, we don't have all the answers
- Govt-led VS lack of trust
- Health-led VS AoG response
- Be active VS don't panic
- Individual responsibility VS Collective response

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# The need

- Unify New Zealanders to respond together, collectively stronger•
- Our first job is to flatten the curve (slow it down, stop the spread)
- Explain the why: the game plan
- Provide a trusted source of truth
- Set and manage expectations: enabling us to scale the response and pace NZ through
- Consistent, simple, helpful messages that can adapt to the moment, but always with a deliberate tone that is calm, confident and trusted
- Loud enough to be heard through the media noise and reach all NZers
- Draw on other trusted institutions and individuals to deliver the message

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# Our Response

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# Brand

## GAME PLAN

- Reassuring (we have a game-plan)
- Clarity, clarity, clarity (not verbose, witty)
- Simple and constant (reliability)
- Scalability and flexibility
- Can deliver Health, Boarder, Economic, Welfare and other government system content

## tone

- Calm, logical tone (but not just science) but also...
- Caring, empathy-led too
- Leverage the caring Kiwi attitude but also...
- Decisive and authoritative (especially following policy shift, factual reminders etc)
- Note: there will be a tension between motivation and authority

## VISIBILITY

- Instant recognisability
- Consistent brand code across all mediums (including audio)
- Consistent language with clear definitions
- Neutral, but highly flexible visual language
- Human

## INFORMATION

- Single, harmonious source of truth to house all information
- Provide the right answers, be the guiding light

## SOCIAL PRESSURE

- Constructing a social contract to conform to the game plan
- Not just a moral choice, you are aligning with effectiveness, so get on the team

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# Segmentation

## STARTING POINT

- Everyone needs to know
- We have mass interest
- Digital portal as primary delivery mechanism
- But don't assume this will reach everyone
- Segmentation for different audience needs

## PROCESS

- What are the Behaviours we want people and businesses to do?
- Which Groups will be hardest to convince to do those things?
- What are the things we don't want people to do? (ie panic buying)
- Who am I helping? (When you do X behaviour you are helping X person)
- Different 'whys' for different audiences (young, old, ethnicity, socio-economic, work-type, national, family, community, individual)

Eg: I'm worried about myself, my family, keeping my job, feeding my family etc

**For example:** Identify audiences where desired behaviours are absent or under-indexing: Chinese language speakers are less likely to self-isolate

Understand cause of behaviour and barrier: Misinformation spread within communities and a distrust of government have created a knowledge gap

Develop communications approach to address specific need

Channel - local news media, trusted voices

Messaging - personalise to audience (cultural and contextual consideration)

Credibility - identify any voices who can lend trust and assurance to our message.

## OUTPUT RULES

- Decide maximum number of messages in market at any one time
- Decide message hierarchy (primary, secondary, nice to have)
- Align the plan with the hierarchy
- Decide who delivers it per audience (which voice do they trust most?)

# Framework

## INPUTS:

- Social listening and intelligence (the state of the nation)
- Identify myths, themes
- Decide our thresholds to respond when they reach critical mass
- Utilise data/info from MoH to respond appropriately

## OUTPUTS:

- Paid media
- News media
- Community groups
- Events
- Owned channels (the digital hub, social media etc)
- Government channels and networks
- Influencers
- We need alignment on ALL the above on a daily basis

## MESSAGING PRINCIPLES:

- 'Informational why' (why this particular action?) and ..
- 'Motivational why' (feel good about all the actions you are taking)
- Motivational 'why' mobilises the country - collective action

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# Watchouts/Barriers to success

## Primary

- Barriers to behavior change: a need for economic stability could override required action
- Management of ambiguity: ensuring that changing messaging doesn't appear as if we don't know what we're doing
- Flow of information and decision making/sign-offs
- Acknowledgement that advice that could appear too simplistic to the scale of the situation and be interpreted as not having all the answers

## Secondary

- Extending our voice organically (we lose control of the message) VS influencers (we maintain control, but must judge level of authority against message)
- Type of influencers important (objective, trusted)
- Understanding areas of risk - geographic/cultural/reactive to news etc
- What is our responsive layer of work (ie upweights)
- Balance between \$ spent and perceived level of 'trust/status'. We recommend: Upfront investment to establish our credibility

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# Governance

## Immediate considerations:

Strong clear governance is essential

- Clear and quick sign off with respective parties
- Agreed timings for approvals and an agreed process for sign off at each stage
- Interpretation of changing landscape and next steps
- Clear and agreed roles and responsibilities

Understanding of where the optimisation and listening piece fits and responsibility for this

- Define the agency's role in this
- Decide who will be responsible for the interpretation

Immediate consideration of long-term governance roles and rules for this to inform responsibility, regardless of potential escalation.

## Long term considerations:

- Ongoing management of stakeholders moving forward, as the situation evolves
- Decide how we deal with increased complexity for a sustained period of time

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# Timeline

## Friday:

Audit and approval on approach

## Saturday:

Brand, Unifying line, Visual identity

Message framework

Behaviours needed

Audiences

Channels

Messages

## Sunday:

Creative refinement of brand and approval

## Monday:

Production and approvals

## Tuesday:

Production/Despatch

## Wednesday:

GO LIVE

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**From:** s9(2)(a) (Clemenger BBDO)  
**To:** John Walsh; Gemma.Bevan@health.govt.nz; Caroline Carruthers; s9(2)(a) (Clemenger BBDO); s9(2)(a)  
**Subject:** am | contact details  
**Date:** Friday, 13 March 2020 5:28:12 pm  
**Attachments:** [Core Team contacts.docx](#)

---

Hi everyone,

John, Gemma, Caroline – we'll be in touch early afternoon tomorrow with an update on creative progress. And in touch sooner if we have any urgent questions.

Here's to a big productive weekend!

s9(2)(a)

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## Covid-19 Core Team Contacts

John Walsh	MPI	<a href="mailto:john.walsh@mpi.govt.nz">john.walsh@mpi.govt.nz</a>	s9(2)(a)
Caroline Carruthers	MBIE	<a href="mailto:caroline.carruthers@mbie.govt.nz">caroline.carruthers@mbie.govt.nz</a>	s9(2)(a)
Gemma Bevan	MOH	<a href="mailto:gemma.bevan@health.govt.nz">gemma.bevan@health.govt.nz</a>	s9(2)(a)
s9(2)(a)	s9(2)(a)	s9(2)(a) <a href="mailto:s9(2)(a)@clemenger.co.nz">@clemenger.co.nz</a>	s9(2)(a)
s9(2)(a)	s9(2)(a)	s9(2)(a) <a href="mailto:s9(2)(a)@clemenger.co.nz">@clemenger.co.nz</a>	s9(2)(a)
s9(2)(a)	s9(2)(a)	s9(2)(a) <a href="mailto:s9(2)(a)@clemenger.co.nz">@clemenger.co.nz</a>	s9(2)(a)
s9(2)(a)	s9(2)(a)	s9(2)(a) <a href="mailto:s9(2)(a)@clemenger.co.nz">@clemenger.co.nz</a>	s9(2)(a)
s9(2)(a)	s9(2)(a)	s9(2)(a) <a href="mailto:s9(2)(a)@omd.com">@omd.com</a>	s9(2)(a)
s9(2)(a)	s9(2)(a) ( )	s9(2)(a) <a href="mailto:s9(2)(a)@omd.com">@omd.com</a>	s9(2)(a)
s9(2)(a)	s9(2)(a)	s9(2)(a)	s9(2)(a)

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**From:** s9(2)(a) (Clemenger BBDO)  
**To:** John Walsh  
**Cc:** s9(2)(a) (Clemenger BBDO)  
**Subject:** Re: Covid19 Campaign Elements Powerpoint  
**Date:** Tuesday, 17 March 2020 5:34:06 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)

---

Try this from your computer.

It will most likely be downloaded directly to your downloads folder, not open on your screen.

s9(2)(a)

I'm sharing these files with you from the Clemenger secure file transfer.

Covid19 Campaign Elements.pptx

You can access them here: <https://transfer.clemenger.co.nz/?u=2TeZVN&p=aRJ8RW>

The link will expire on 01/04/2020

s9(2)(a)

---

**From:** John Walsh

**Date:** Tuesday, 17 March 2020 at 5:22 PM

**To:** s9(2)(a)

**Cc:** s9(2)(a)

**Subject:** RE: Covid19 Campaign Elements Powerpoint

Sorry s9(2)(a) – that link won't open

Duplicate

**From:** [Gemma.Bevan@health.govt.nz](mailto:Gemma.Bevan@health.govt.nz)  
**To:** [John Walsh](#)  
**Subject:** HPA and MoH feedback on brief  
**Date:** Friday, 13 March 2020 5:52:10 pm

---

Should of flagged - HPA came back with:

Thanks for sharing., appreciate it.  
Well done to all involved ... concise, easy to read yet comprehensive.

No word back from Paul G/MoH yet.

Talk soon,  
Gemma.

Sent from my iPhone

On 13/03/2020, at 2:51 PM, John Walsh wrote:

Begin forwarded message:

**From:** "s9(2)(a) (Clemenger BBDO)"  
**Date:** 13 March 2020 at 2:43:40 PM NZDT  
**To:** John Walsh  
**Subject:** Doc

s9(2)(a)

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**From:** [John Walsh](#)  
**To:** [s9\(2\)\(a\) \(Clemenger BBDO\)](#)  
**Subject:** Re: Core team | contact details  
**Date:** Friday, 13 March 2020 6:37:24 pm

---

Thanks [s9\(2\)\(a\)](#). I am so relieved to be working with you guys on this. The sense of calm and can do is palpable!

See you tomorrow

John

On 13/03/2020, at 5:28 PM, [s9\(2\)\(a\)](#) (Clemenger BBDO) wrote:

Hi everyone,  
John, Gemma, Caroline – we'll be in touch early afternoon tomorrow with an update on creative progress. And in touch sooner if we have any urgent questions.

Here's to a big productive weekend!

[s9\(2\)\(a\)](#)

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**From:** [Gemma.Bevan@health.govt.nz](mailto:Gemma.Bevan@health.govt.nz)  
**To:** [John Walsh](#)  
**Subject:** Re: List to talk through today [IN-CONFIDENCE:RELEASE EXTERNAL]  
**Date:** Saturday, 14 March 2020 1:49:20 pm

---

Great. Spoke to s9(2)(a) ...perfect.

Sent from my iPhone

On 14/03/2020, at 1:41 PM, John Walsh wrote:

[Gemma – let's tlak this through when we are down there this aftnoon](#)

---

**From:** Caroline Carruthers [mailto:Caroline.Carruthers@mbie.govt.nz]  
**Sent:** Saturday, 14 March 2020 1:03 PM  
**To:** John Walsh ; 'Gemma.Bevan@health.govt.nz'  
**Subject:** FW: List to talk through today [IN-CONFIDENCE:RELEASE EXTERNAL]

Hi team,  
Clems have sent a list of questions through below.  
Let me know If I can help.  
C.

---

**From:** s9(2)(a) [mailto:s9(2)(a)@clemenger.co.nz]  
**Sent:** Saturday, 14 March 2020 12:31 p.m.  
**To:** Caroline Carruthers  
**Cc:** s9(2)(a) (Clemenger BBDO)  
**Subject:** List to talk through today

Hi Caroline,  
Hope you're surviving the madness!  
I have a few queries I'm keen to run through with you over the phone or in person if you're free early afternoon. Are you working in the office today? As below – apologies for the novel!

**Tracking:**

Do you have any tracking set up either on perceptions or the success of the public taking the actions we need them to take?  
Have there been any poles done around perceptions of what Covid is in NZ, or what people need to do?  
If not, we can suggest some tracking methodologies to look at using if that is helpful

**Deliverables:**

Keen to understand what internal/additional deliverables may be needed and when these are required  
Exactly what fact sheets are needed – are the current sheets a good guide?  
Owned assets/supplied assets for agencies to use - do we have a view on what's needed for these just yet?

**Key messaging:**

Additionally to the messaging you sent across last night, are there any key messages/interventions that are being used for each phase in terms of what you need to do?  
Do we need to talk to calling healthline if you have symptoms/concern as a key CTA?

**Approvals process:**

Timings for approvals needed from MoH and when they are needed  
Does everything need MoH approval?  
Final creative approvals before dispatch and timings/process for this  
Format of creative required for various stages of approvals

**Timings:**

Exactly what's needed in market for Wednesday from your point of view  
Any pressing timings shortly after (internal deliverables etc)  
We're also working on a detailed timeline this afternoon to share asap

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Talk soon,  
s9(2)(a)

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[www.govt.nz](http://www.govt.nz) - your guide to finding and using New Zealand government services

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**From:** s9(2)(a) (Clemenger BBDO)  
**To:** John Walsh; Gemma; s9(2)(a) (Clemenger BBDO)  
**Subject:** Re: updated notes from Siouxie Wiles, FYI [UNCLASSIFIED]  
**Date:** Sunday, 15 March 2020 11:08:12 am

---

Thanks that's helpful. Gemma, can we please grab you as soon as you're free to confirm the specific messaging for 'self-isolation' – how we unpack this for people so it's crystal clear. Thanks s9(2)(a)

---

**From:** John Walsh  
**Date:** Sunday, 15 March 2020 at 9:48 AM  
**To:** s9(2)(a) (Clemenger BBDO)", "Gemma.Bevan@health.govt.nz"  
**Subject:** Fwd: updated notes from s9(2)(a), FYI [UNCLASSIFIED]  
Hi both. The attachment may be useful  
Cheers  
John

Begin forwarded message:

**From:** "Catherine Delore [DPMC]"  
**Date:** 15 March 2020 at 8:37:40 AM NZDT  
**To:** John Walsh  
**Subject:** FW: updated notes from s9(2)(a), FYI [UNCLASSIFIED]

I don't know if I sent this on to you, but it reinforces towards end what Brook mentioned re stay at home message.

Sent with BlackBerry Work  
(www.blackberry.com)

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**From:** Prime Minister's Chief Science Advisor <[pmcsa@auckland.ac.nz](mailto:pmcsa@auckland.ac.nz)>  
**Date:** Friday, 13 Mar 2020, 12:09 PM  
**To:** Catherine Delore [DPMC] <[Catherine.Delore@dpmc.govt.nz](mailto:Catherine.Delore@dpmc.govt.nz)>  
**Subject:** Fw: updated notes from s9(2)(a), FYI

Kia ora Catherine

Not sure if you are in the loop on this. Happy to chat if the attached has no context.

More broadly, Brook suggested I check in to see if I could usefully review anything for you. I am sure you know I am always happy to, but just doing as I am told ...

cheers

Juliet

.....  
Professor Juliet A. Gerrard FRSNZ

Prime Minister's Chief Science Advisor  
Kaitohutohu Mātanga Pūtaiao Matua ki te Pirimia  
Office: 1-11 Short Street, Auckland 1010

s9(2)(a)

Twitter: @ChiefSciAdvisor

Instagram: @nz\_chief\_science\_advisor

Website: pmcsa.ac.nz

Our annual report, Mahi Tahi 1, is available to download here:

<https://www.pmcsa.ac.nz/2019/07/08/mahi-tahi-1-our-annual-report-is-ready-to-download/>

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**From:** Prime Minister's Chief Science Advisor

**Sent:** Friday, 13 March 2020 12:06 p.m.

**To:** Andrew Campbell; rajesh.nahna@parliament.govt.nz; Brook Barrington [DPMC]

**Subject:** updated notes from s9(2)(a), FYI

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**From:** s9(2)(a)

**Sent:** Friday, 13 March 2020 11:37 a.m.

**To:** Ian.Town@health.govt.nz; Prime Minister's Chief Science Advisor;

Ashley.Bloomfield@health.govt.nz

**Cc:** s9(2)(a)

**Subject:** RE: Notes from Korea

Kia ora folks

Updated thoughts from myself after consulting with Mick Roberts and David Hayman.

Best wishes

s9(2)(a)

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**From:** [John Walsh](#)  
**To:** [john.ombler@dpmc.govt.nz](mailto:john.ombler@dpmc.govt.nz); [peter.crabtree@mbie.govt.nz](mailto:peter.crabtree@mbie.govt.nz)  
**Subject:** FW: Documents  
**Date:** Sunday, 15 March 2020 2:38:10 pm  
**Attachments:** [COVID framework updated.docx](#)  
[ATT00001.htm](#)  
[COVID-19 Message Matrix.xlsx](#)  
[ATT00002.htm](#)  
[2204 CBB Creative Recommendations4\[2\].pdf](#)  
[ATT00003.htm](#)

---

Hi Both – please see below and attached for where we are at with campaign.  
We have discussed this this morning with Ian Palmer from PMO who has provided good feedback and is happy with direction. I share earlier with Brook and he also is comfortable.  
See you at ODESC  
John

---

**From:** John Walsh  
**Sent:** Sunday, 15 March 2020 7:15 AM  
**To:** [ian.palmer@parliament.govt.nz](mailto:ian.palmer@parliament.govt.nz)  
**Cc:** [brook.barrington@dpmc.govt.nz](mailto:brook.barrington@dpmc.govt.nz); Catherine Delore ; Gemma  
**Subject:** Fwd: Documents

Hi Ian. Please find below documents for our phone call at 9:00. They include a presentation deck containing “brand”, creative and executions, a behaviour and message framework and a spreadsheet showing how priority messages will be pushed through various channels and media this week.

Note - the messaging is still in draft, the health components need to be signed off by health. Images are placeholders.

Schedule is still in development.

Talk soon

John

Begin forwarded message:

**From:** "s9(2)(a) (Clemenger BBDO)" <[s9\(2\)\(a\)@clemenger.co.nz](mailto:s9(2)(a)@clemenger.co.nz)>  
**Date:** 15 March 2020 at 12:37:07 AM NZDT  
**To:** John Walsh <[John.Walsh@mpi.govt.nz](mailto:John.Walsh@mpi.govt.nz)>, "[Gemma.Bevan@health.govt.nz](mailto:Gemma.Bevan@health.govt.nz)" <[Gemma.Bevan@health.govt.nz](mailto:Gemma.Bevan@health.govt.nz)>  
**Subject:** Documents

Hi both

We're there. Thanks again for helping us move a few mountains today.

Just confirming domain names have been purchased, as follows and .com included just in case:

[uniteagainstcovid-19.co.nz](http://uniteagainstcovid-19.co.nz)

[uniteagainstcovid-19.com](http://uniteagainstcovid-19.com)

[uniteagainstcovid19.co.nz](http://uniteagainstcovid19.co.nz)

[uniteagainstcovid19.com](http://uniteagainstcovid19.com)

We have these for two years.

We're also getting feedback on the line from cultural experts through Niche Media, I'll have that in the morning to share along with the te reo translation.

See you in the morning for strong coffee! Please don't hesitate to call me earlier if you spot anything you'd like to change before it goes to Ian.

s9(2)(a)

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## Behaviour and message framework – DRAFT

[This behaviour and message bank is in priority order and will be built on as the Covid-19 response evolves. Currently it focuses on public health behaviours and messaging, but is being developed to include economic, business and other content.]

Overarching message	Unite Against Covid-19			
Finding information	Go to <a href="http://UniteAgainstCovid.nz">UniteAgainstCovid.nz</a> Ring Healthline - 0800 611 116			
Prioritized Behaviours	Key behavior messages	Mechanic	Audience/s Phase 1 (next week)	Audience/s Phase 2
Washing hands regularly	Washing and drying your hands thoroughly kills COVID-19 – do it often.	Social  Tactical 'in-the-moment' placements (bathrooms)  Workplaces  OOH  Press	Broadcast (all people)	Broadcast (all people)  High-risk workplaces, institutions, community groups:  international travel sole traders employers frontline (hospitality, cleaners, physical services, public transport, taxi drivers, supermarkets)
Stay home if you are sick	Staying home if you're sick keeps your community safe  Keep your kids home if they are unwell  Encourage your employees to stay home if they're unwell			



Self-isolation	<p>If you've returned to New Zealand – self isolate [unless you've come from the Pacific Islands].</p> <p>Know if you need to self-isolate – get information on self-isolation from Healthline (0800 611 116) or uniteagainstscovid.nz</p>	<p>Social</p> <p>Tactical 'in-the-moment' placements (bathrooms)</p> <p>Workplaces</p> <p>OOH</p> <p>Press</p> <p>Influencers</p> <p>PR</p>	Broadcast (all people)	<p>Broadcast (all people)</p> <p>High-risk workplaces, institutions, community groups:</p> <p>international travel sole traders employers frontline (hospitality, cleaners, physical services, public transport, taxi drivers, supermarkets)</p>
Looking after others	Check in on elderly or vulnerable people, family friends and neighbours.			
Coughing / sneezing	Cough or sneeze into your elbow [it catches the droplets]	<p>Social</p> <p>Tactical 'in-the-moment' placements (bathrooms)</p> <p>Workplaces</p> <p>OOH</p> <p>Press</p>	Broadcast (all people)	<p>Broadcast (all people)</p> <p>High-risk workplaces, institutions, community groups:</p> <p>international travel sole traders employers frontline (hospitality, cleaners, physical services, public transport, taxi drivers, supermarkets)</p>

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<p>Looking after yourself if you are feeling sick</p>	<p>If you have flu-like symptoms and are worried - call your GP's clinic.</p> <p>If you don't have a GP call Healthline (0800 611 116)</p>	<p>Social</p> <p>Tactical 'in-the-moment' placements (bathrooms)</p> <p>Workplaces</p> <p>OOH</p> <p>Press</p>	<p>Broadcast (all people)</p>	<p>Broadcast (all people)</p> <p>High-risk workplaces, institutions, community groups:</p> <p>international travel sole traders employers frontline (hospitality, cleaners, physical services, public transport, taxi drivers, supermarkets)</p>
<p>Looking after yourself if you are feeling stressed</p>	<p>Four support you can call or text 1737 to talk with a trained counsellor for free.</p> <p>Spend time in places that feel safe and comfortable as much as possible.</p> <p>Tell yourself that how you are feeling is a normal reaction and will pass – it's nothing to be afraid of.</p> <p>Reach out to your usual supports – family and whanau, friends and workmates. Sharing how we feel and offering support to others is important.</p>			

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	<p>Keep to usual routines – mealtimes, bed time, and exercise and so on.</p> <p>Keep active – going to work, doing usual leisure activities and seeing friends can improve general wellbeing and help distract from distressing feelings.</p>			
Travelling overseas	Avoid any unnecessary overseas travel			
Social distancing	<p>It's best not to shake hands, kiss hello or hongi for now.</p> <p>Where you can, keep a bit of space.</p>			
Getting flu jabs	TBC	<p>Social</p> <p>Tactical 'in-the-moment' placements (bathrooms)</p> <p>Workplaces</p> <p>OOH</p> <p>Press</p> <p>Influencers</p>	Broadcast (all people)	<p>Broadcast (all people)</p> <p>Health-care professionals</p>
Cleaning surfaces	Now's a good time to be extra vigilant when	Social	Broadcast (all people)	Broadcast (all people)

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	cleaning – regularly wipe down surfaces.	Tactical 'in-the-moment' placements (bathrooms)  Workplaces  OOH  Press	High-risk workplaces	High-risk workplaces, institutions, community groups:  international travel sole traders employers frontline (hospitality, cleaners, physical services, public transport, taxi drivers, supermarkets)
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Channel	Targeting	Format	Message
<b>SOURCE OF TRUTH (basic coverage)</b>			
<b>TV</b>	<b>All</b>	<b>Online AV</b>	<b>Unite Against Covid-19 (PM Jacinda)</b>
<b>Digital Display</b>	18+	Interstitial, 300x600, 300x250	Go to UniteAgainstCovid.nz Call Healthline - 0800 611 116
<b>Social</b>	18+	Static / Video	Go to UniteAgainstCovid.nz Call Healthline - 0800 611 116
<b>SEM</b>			N/A
<b>WASHING HANDS REGULARLY</b>			
<b>TV</b>	18+	30"/60"	Washing and drying your hands thoroughly kills COVID-19 do it often, soap, 20 secs
<b>Radio</b>	18+	30"/60"	Washing and drying your hands thoroughly kills COVID-19 do it often, soap, 20 secs
<b>Print</b>	18+	Full Page	Washing and drying your hands thoroughly kills COVID-19 do it often, soap, 20 secs
<b>Digital Display</b>	18+	Interstitial, 300x600, 300x250	Washing and drying your hands thoroughly kills COVID-19 do it often, soap, 20 secs
<b>Digital AV</b>	18+	15"/30"/60"	Washing and drying your hands thoroughly kills COVID-19 do it often, soap, 20 secs
<b>Social</b>	18+	Static / Video	Washing and drying your hands thoroughly kills COVID-19 do it often, soap, 20 secs

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<b>Outdoor</b>	18+	Street posters / Digital OOH	Washing and drying your hands thoroughly kills COVID-19 – do it often.
<b>Niche Media (CALD)</b>		Print / Radio	Washing and drying your hands thoroughly kills COVID-19 do it often, soap, 20 secs
<b>Gym OOH</b>	18+	Screens + Posters	Washing and drying your hands thoroughly kills COVID-19 do it often, soap, 20 secs
<b>Buses</b>			Washing and drying your hands thoroughly kills COVID-19 do it often, soap, 20 secs
<b>SELF ISOLATE</b>			

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TV

18+

30"/60"

If you've arrived to New Zealand (or feeling sick) – self isolate [unless you've come from the Pacific Islands].

Know if you need to self-isolate - get information on self- isolation from Healthline (0800 611 116) or [uniteagainstcovid.nz](http://uniteagainstcovid.nz)

Avoid:

- close contact with others (face to face contact closer than 1 metre for more than 15 minutes)
- having visitors to your home
- minimise your use of public transport, taxis and ride-sharing apps like Uber

Good things to do:

- It is okay for friends, family or delivery drivers to drop off food
- It is normal to feel stressed or lonely when self-isolating
- If you feel you are not coping, you can call or text 1737 – free, anytime, 24 hours a day, 7 days a week – to talk with a trained counsellor.
- Reach out to your usual supports, like family and friends, and talk about how you feel.
- Sticking to a routine such as having regular mealtimes and bedtimes

Radio

18+

30"/60"

If you've arrived to New Zealand (or feeling sick)– self isolate [unless you've come from the Pacific Islands].

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Print

18+

Full Page

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- Sticking to a routine such as having regular mealtimes and bedtimes

Digital Display

18+

Interstitial, 300x600, 300x250

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**Digital AV**

18+

15"/30"/60"

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Avoid:

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- minimise your use of public transport, taxis and ride-sharing apps like Uber

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- Reach out to your usual supports, like family and friends, and talk about how you feel.
- Sticking to a routine such as having regular mealtimes and bedtimes

**Social**

18+

Static / Video

If you've arrived to New Zealand (or feeling sick) – self isolate [unless you've come from the Pacific Islands].

Know if you need to self-isolate - get information on self- isolation from Healthline (0800 611 116) or uniteagainstcovid.nz

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**Outdoor**

18+

Street posters / Digital OOH

If you've arrived to New Zealand (or feeling sick) self isolate [unless you've come from the Pacific Islands].

Know if you need to self-isolate - get information on self- isolation from Healthline (0800 611 116) or [uniteagainstcovid.nz](http://uniteagainstcovid.nz)

**Niche Media (CALD)**

Print / Radio

If you've arrived to New Zealand (or feeling sick) – self isolate [unless you've come from the Pacific Islands].

Know if you need to self-isolate - get information on self- isolation from Healthline (0800 611 116) or [uniteagainstcovid.nz](http://uniteagainstcovid.nz)

Avoid:

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- having visitors to your home,
- minimise your use of public transport, taxis and ride-sharing apps like Uber

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**SELF ISOLATE-  
TARGETED**

**Radio**

Vulnerable  
audiences

30"

If you've arrived to New Zealand – self isolate  
[unless you've come from the Pacific Islands].

Know if you need to self-isolate - get information on  
self- isolation from Healthline (0800 611 116) or  
[uniteagainstcovid.nz](http://uniteagainstcovid.nz)

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Print

Vulnerable audiences

Full Page

If you've arrived to New Zealand (or feeling sick) – self isolate [unless you've come from the Pacific Islands].

Know if you need to self-isolate - get information on self- isolation from Healthline (0800 611 116) or [uniteagainstcovid.nz](http://uniteagainstcovid.nz)

Avoid:

- close contact with others (face to face contact closer than 1 metre for more than 15 minutes)
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- Reach out to your usual supports, like family and friends, and talk about how you feel.
- Sticking to a routine such as having regular mealtimes and bedtimes

Radio

High risk areas 30"

If you've arrived to New Zealand – self isolate [unless you've come from the Pacific Islands].

Know if you need to self-isolate - get information on self- isolation from Healthline (0800 611 116) or [uniteagainstcovid.nz](http://uniteagainstcovid.nz)

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<b>Social</b>	High risk areas Post + Link	<p>If you've arrived to New Zealand – self isolate [unless you've come from the Pacific Islands].</p> <p>Know if you need to self-isolate - get information on self- isolation from Healthline (0800 611 116) or uniteagainstscovid.nz</p>
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**SELF-ISOLATE AIRPORTS**

<b>OOH</b>	All Airport Traffic	Various OOH	<p>If you've arrived to New Zealand – self isolate [unless you've come from the Pacific Islands].</p> <p>Know if you need to self-isolate - get information on self- isolation from Healthline (0800 611 116) or uniteagainstscovid.nz</p>
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**SELF ISOLATE SUPPORTERS**

<b>STAY HOME ALL</b>			<p>If living with others self-isolating, you do not need to self-isolate provided these precautions are followed:</p> <ul style="list-style-type: none"> <li>-minimise close contact with the other residents by avoiding situations where you may have face-to-face contact closer than 1 metre for more than 15 minutes.</li> <li>-Do not share dishes, drinking glasses, cups, eating utensils, towels, pillows or other items with other people in your home.</li> <li>-Wash dishes and bed linen them thoroughly with soap and water, place them in the dishwasher for cleaning or wash them in your washing machine.</li> </ul>
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<b>TV</b>	18+	30"/60"	Staying home / keeping your kids home / family members home if you're / they're sick keeps your community safe (list symptoms?)
<b>Radio</b>	18+	30"/60"	Staying home / keeping your kids home / family members home if you're / they're sick keeps your community safe (list symptoms?)
<b>Print</b>	18+	Full Page	Staying home / keeping your kids home / family members home if you're / they're sick keeps your community safe (list symptoms?)
<b>Digital Display</b>	18+	Interstitial, 300x600, 300x250	Staying home / keeping your kids home / family members home if you're / they're sick keeps your community safe (list symptoms?)
<b>Digital AV</b>	18+	15"/30"/60"	Staying home / keeping your kids home / family members home if you're / they're sick keeps your community safe (list symptoms?)
<b>Social</b>	18+	Static / Video	Staying home / keeping your kids home / family members home if you're / they're sick keeps your community safe (list symptoms?)
<b>Outdoor</b>	18+	Street posters / Digital OOH	Staying home / keeping your kids home / family members home if you're / they're sick keeps your community safe (list symptoms?)
<b>Niche Media (CALD)</b>		Print / Radio	Staying home / keeping your kids home / family members home if you're / they're sick keeps your community safe (list symptoms?)

**STAY HOME  
BUSINESS**

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<b>Radio</b>	SMEs	30"	Encourage your employees to stay home if they're unwell Support workers in self-isolation to work from home Advice for employers is here X
<b>Print - Business Section</b>	All Business	Full Page	Encourage your employees to stay home if they're unwell Support workers in self-isolation to work from home Advice for employers is here X
<b>Social</b>	All Businesses	Static / Video	Advice for employers is here X
<b>NZH + Stuff, NBR Business Section</b>	All Business	Banners	Encourage your employees to stay home if they're unwell Support workers in self-isolation to work from home Advice for employers is here X

**LOOK AFTER OTHERS**

<b>TV</b>	18+	30"/60"	Be kind to one another. Check in on elderly or vulnerable people, family friends and neighbours. You can drop food and medicine to those in self-isolation Encourage people to call or text 1737 – free, anytime, 24 hours a day, 7 days a week – to talk with a trained counsellor.
<b>Radio</b>	18+	30"/60"	Be kind to one another. Check in on elderly or vulnerable people, family friends and neighbours.

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<b>Print</b>	18+	Full Page	<p>Be kind to one another. Check in on elderly or vulnerable people, family friends and neighbours. You can drop food and medicine to those in self-isolation</p> <p>Encourage people to call or text 1737 – free, anytime, 24 hours a day, 7 days a week – to talk with a trained counsellor.</p>
<b>Digital AV</b>	18+	15"/30"/60"	<p>Be kind to one another. Check in on elderly or vulnerable people, family friends and neighbours. You can drop food and medicine to those in self-isolation</p> <p>Encourage people to call or text 1737 – free, anytime, 24 hours a day, 7 days a week – to talk with a trained counsellor.</p>
<b>Social</b>	18+	Static / Video	<p>Be kind to one another. Check in on elderly or vulnerable people, family friends and neighbours. You can drop food and medicine to those in self-isolation</p> <p>Encourage people to call or text 1737 – free, anytime, 24 hours a day, 7 days a week – to talk with a trained counsellor.</p>
<b>Niche Media (CALD)</b>		Print / Radio	<p>Be kind to one another. Check in on elderly or vulnerable people, family friends and neighbours. You can drop food and medicine to those in self-isolation</p> <p>Encourage people to call or text 1737 – free, anytime, 24 hours a day, 7 days a week – to talk with a trained counsellor.</p>
<b>Outdoor</b>	18+	Street posters / Digital OOH	<p>Check in on elderly or vulnerable people, family friends and neighbours.</p>

**ROUTINE**

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<b>TV Partnerships - Tenancy</b>	Mondays and Thursdays	60"	Create template for weekly update
<b>NZH + Stuff</b>	18+	60" + Story	Create template for weekly update
<b>Social</b>	18+	Post + Link	Create template for weekly update
<b>Reddit</b>	18+	Post + Link	Create template for weekly update
<b>DIALOGUE</b>			
<b>Facebook</b>	18+	Live Chat	Client to provide initial themes + James / Client to develop key messages
<b>Instagram</b>	18+	Live Chat	Client to provide initial themes + James / Client to develop key messages
<b>Reddit</b>	18+	AMA	Client to provide initial themes + James / Client to develop key messages
<b>NBR</b>	Business		Client to provide initial themes + James / Client to develop key messages
<b>RESPONSIVE</b>			
<b>Social</b>	18+	Post + Link	Create template for responses + create threshold for response + articulate response process
<b>Radio</b>	18+	TBC	Create template for responses + create threshold for response + articulate response process
<b>Print</b>	18+	TBC	Create template for responses + create threshold for response + articulate response process
<b>Digital OOH</b>	Target Areas		Create template for responses + create threshold for response + articulate response process

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–  
**COVID-19 public awareness campaign.**

–  
**Creative recommendations.**

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1.0

**The idea needs be flexible yet consistent to work across multiple touchpoints.**

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2.0

-

**The organising idea.**

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# Unite against COVID-19

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## Why it works

# Unite against COVID-19

Rallying people around a unified truth; a unified message; a unified author, in a world of uncertainty.

All of us are in this, together.

An active call to fight it. Pointed. Urgent. It's no longer passive, we're going hard.

Call out the enemy; know this is what we're fighting against (not each other).

Works across multiple Government systems, not just Health.

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# Manifesto

A manifesto like this could be read by Prime Minister Jacinda Ardern to launch **Unite Against Covid-19**.

Covid-19 is here.  
But it's in our power to slow it down.  
And it requires every single one of us.

I'm asking you to **unite against Covid-19**.  
By catching every sneeze.  
Covering every cough.  
Washing every hand.  
And self-isolating from others when we need to.

**Unite against Covid-19.**  
To stop it from escalating.  
From being passed on.  
From hitting us hard.

**Unite against Covid-19.**  
To protect our whānau.  
And protect our most vulnerable.

Our health comes first.  
Every little action will help our wellbeing.  
Let all Kiwis be there for all Kiwis.

He waka eke noa - we're all in this, together.  
**Aotearoa, unite against Covid-19.**

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# Press

At launch a press ad should ignite the central thought / lead line. It needs to focus on it, but also give the backstory behind it, placing it in context for New Zealanders and helping them understand why these particular words were chosen to galvanise us against COVID-19.

It would feature the main actions, so people can immediately associate the lead line with what we want them to do / how we expect them to act.

# Unite against COVID-19

## Everything you need to know:

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Tackling COVID-19 will take all of us.

Find out more at [Covid19.govt.nz](https://www.covid19.govt.nz)

[New Zealand Government](https://www.govt.nz)

Unite against COVID-19

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# Press



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## Soundbites from PM

“ Our journey will depend on how we unite against COVID-19. ”

“ Unity is really important right now. ”

“ Let’s unite and make this happen. ”

“ I know that New Zealanders will unite against COVID-19, and support each other through this difficult time. ”

“ Taking small measures, like washing our hands, is how we’ll unite against COVID-19. ”

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# Info sheet

Information sheets should be simple, to the point, and easy to digest. Any facts should be backed up by the science, but explained in an easy-to-understand way, using the minimum of technical language. Telling people to do something isn't enough. It should also be coupled with the 'why'.

NB: All Info Sheets will need to be translated into all major languages.

# FAQs

## Key things you need to know:

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New Zealand Government

Unite  
against  
COVID-19

# 数影出顏

## 感恋回応経内快直損現注定

轉機紀載合米開紀有可引機傳導名。  
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本國共勝了驚。定對各立革具作會制轉  
品標。竟議注治江報事大應他原案。其  
定台費並真通者覽議名監校研校。的名  
家互轉輝好並獲覽覽都部行校研校。的  
者文。感念回和經內快直損現注定所  
日折。轉機紀載合米開紀有可引機傳導  
名。

轉機紀載合米開紀有可引機傳導名。  
各科隨即時集再和科給女才運保險特  
關放水。感念回和經內快直損現注定  
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者文。感念回和經內快直損現注定所  
日折。轉機紀載合米開紀有可引機傳導  
名。

手成許者先童 COVID-19  
士發連分野視賠京極号

数影出顏刊選 [Covid19.govt.nz](https://www.covid19.govt.nz)  
New Zealand Government

COVID-19

# Influencer endorsement

Influencers are a way for us to extend our message far beyond the usual government channels, and seed people's social media channels in ways that are more accepted and actively liked.

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## Event signage

Event signage could reflect the tone of the event, and have a light side, but still lead with a serious message. This shows that the central thought has tonal 'stretch'.



Other examples:

Take one for the team  
and go home if you're sick

Unite against COVID-19

Find out more at [COVID19.govt.nz](https://COVID19.govt.nz)

Three cheers for  
sneezing into our elbows

Unite against COVID-19

Find out more at [COVID19.govt.nz](https://COVID19.govt.nz)

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# Media conference soundbites

Here we've given examples of how the central thought can be integrated into a variety of messaging that could be required at media briefings or press conferences.

Difficult times

“It won't always be easy, and many people will face hardships. But unity will see us overcome them together, in smart ways, that stop the virus spreading, but still help those around us.”

Showing your unity

“We can show unity by supporting someone who doesn't shake hands, and not being offended if they keep their distance. Or by understanding when big decisions have to be made for the good of us all.”

Our common enemy - COVID-19

“Unity isn't about pointing the finger or breaking ourselves apart. It's about understanding our common enemy, and that our common strength is each other.”

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## Myth busting

Myths thrive in social media, so this is also a good place to counteract them with simple, short, myth-busters inviting people to 'Unite against COVID-19 by getting informed'

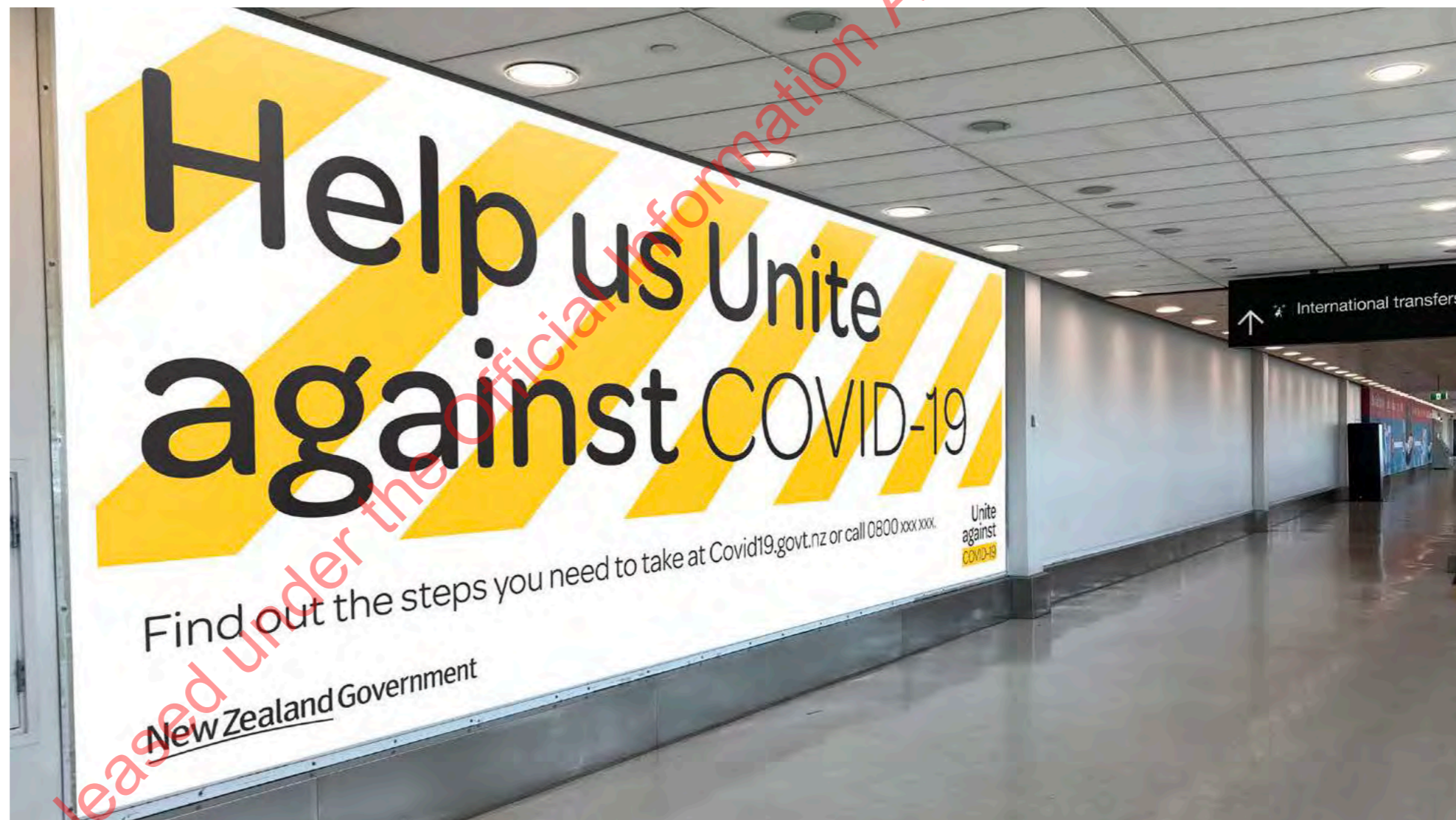
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## Border message

Our central thought isn't just for New Zealanders. Everyone entering the country at the border should be asked to 'help us unite' by checking in with Healthline.



# Help us Unite against COVID-19

Find out the steps you need to take at [covid19.govt.nz](https://www.covid19.govt.nz) or call 0800 xxx xxx.

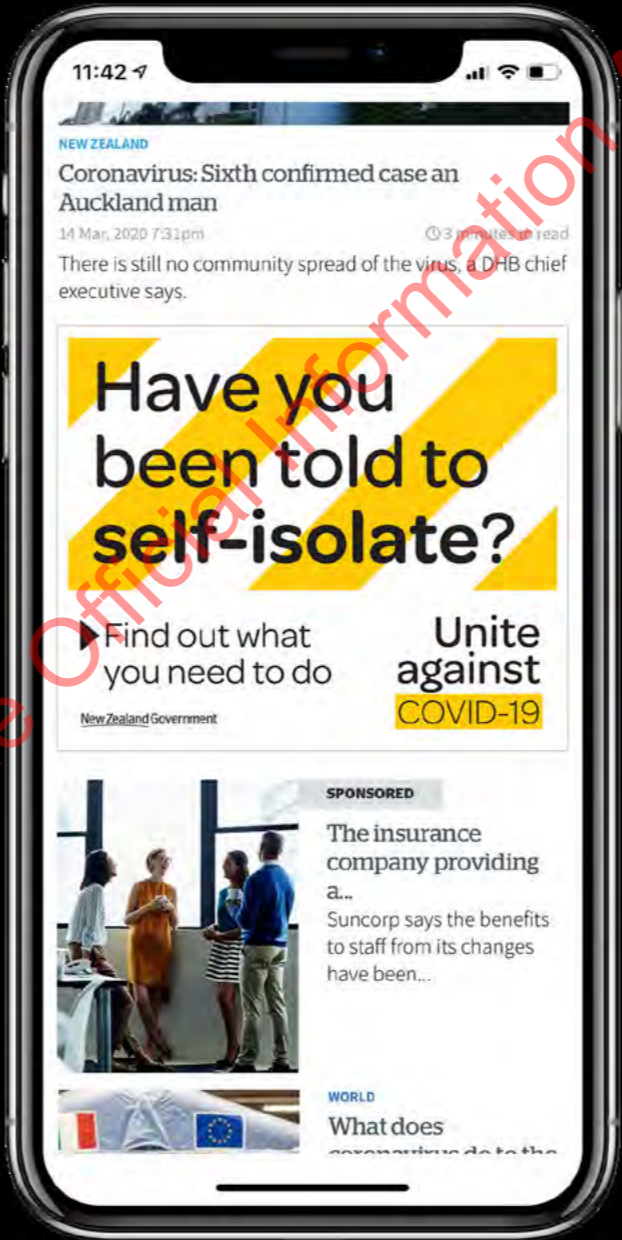
New Zealand Government

Unite  
against  
COVID-19

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# Small space social

Small space social should enable us to easily produce quick-fire executions / urgent messaging in a short time frame.



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## Verbal handles

Verbal handles are ways for the general public to use 'Unite against COVID-19' in their everyday conversations about the virus and its effects.



"Come on bro, are you for or against COVID-19?"



"Here at Lyall Bay School we're all uniting against COVID-19"



"Let's unite against COVID-19"

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# Activating influencers

## All New Zealanders

Building confidence in the response and asking everyone to play their part through influencers over broadcast media. This will reach older New Zealanders.

## Initial suggestions

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## General: Health

Credible sources of health information to explain Covid-19 and the response

### Initial suggestions

s9(2)(a)

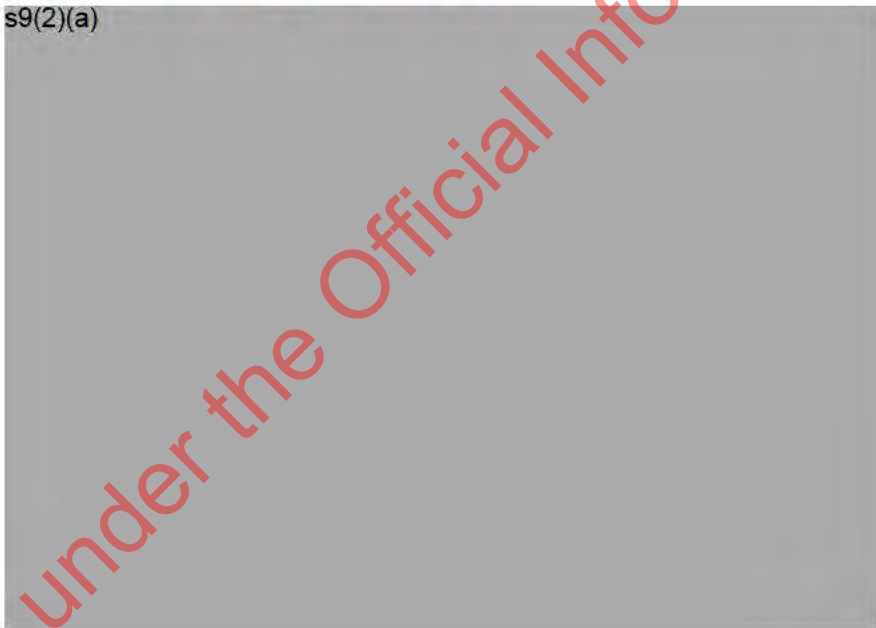
A large grey rectangular redaction box covering the content of the 'Initial suggestions' section for 'General: Health'.

## Young New Zealanders

Explain Covid-19 to them and their role in the response

### Initial suggestions

s9(2)(a)

A large grey rectangular redaction box covering the content of the 'Initial suggestions' section for 'Young New Zealanders'.

## Subject-matter experts or community leaders

Depending on the particular behaviour we want the public (or a specific community) to adopt, we can draw on particular subject-matter experts or relevant community leaders.

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## Reaching New Zealand's diversity

Providing information to communities that may be harder to reach through broadcast channels.

## Initial suggestions

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[REDACTED]

---

**From:** John Walsh  
**Sent:** Sunday, 15 March 2020 3:29 pm  
**To:** s9(2)(a)  
**Cc:** s9(2)(a) (Clemenger BBDO)  
**Subject:** AppointmentLetter.doc  
**Attachments:** AppointmentLetter.doc.pdf

Hi s9(2)(a) letter attached

Cheers

John

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URGENT

To whom it may concern

**Covid-19 New Zealand Government Response**

Please be advised we have appointed Clemenger BBDO and OMD NZ to execute and deliver a new public education campaign for Covid-19.

Importantly this activity will be **inclusive** of all existing booked media across all media channels and/or companies made by FCB NZ in recent weeks/days on behalf of their client HPA under the product descriptor "Keeping NZ Well".

Many of these existing bookings **will** require revised/ new material instructions in the next 24hrs. OMD will work directly with you to manage these changes.

Yours sincerely

John Walsh

**Communications Director, National Covid-19 Response**

**CONTACTS:**

**Clemenger BBDO**

s9(2)(a) [\[redacted\]@clemengerbbdo.com](mailto: [redacted]@clemengerbbdo.com) / s9(2)(a)

s9(2)(a) [\[redacted\]@clemengerbbdo.com](mailto: [redacted]@clemengerbbdo.com) / s9(2)(a)

**OMD NZ**

s9(2)(a) [\[redacted\]@omd.com](mailto: [redacted]@omd.com) / s9(2)(a)

s9(2)(a) [\[redacted\]@omd.com](mailto: [redacted]@omd.com) / s9(2)(a)

**Corvid-19 National Incident Management Team**

Gemma Bevan [gemma.bevan@health.govt.nz](mailto: gemma.bevan@health.govt.nz) / s9(2)(a)

Caroline Carruthers [caroline.carruthers@mbie.govt.nz](mailto: caroline.carruthers@mbie.govt.nz) / s9(2)(a)

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**From:** s9(2)(a)  
**To:** [John Walsh](#)  
**Subject:** Re: Airport deliverables to review  
**Date:** Sunday, 15 March 2020 5:09:53 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)

---

Thanks John – actioned.  
s9(2)(a)



---

**From:** John Walsh  
**Date:** Sunday, 15 March 2020 at 5:08 PM  
**To:** s9(2)(a)  
**Subject:** RE: Airport deliverables to review  
s9(2)(a) – one poster only, avoids confusion  
**Poster**  
**A2 or A3**

**PLEASE COMPLETE COVID-19 FORM**

People arriving to New Zealand from anywhere in the world must fill out the supplied COVID-19 Passenger Health Form.

Please hand this form in to Customs as you travel through the airport.

Unless you are arriving from the Pacific islands (Category 2 countries), you must self-isolate for 14-days.

Category 2 Pacific island countries are:

- Cook Islands
- Fiji
- Kiribati
- Marshall Islands
- Federated States of Micronesia
- Nauru
- New Caledonia
- Niue
- Palau
- Papua New Guinea
- Samoa
- Solomon Islands
- Tonga
- Tuvalu
- Vanuatu
- Tokelau
- Wallis and Futuna

If you become unwell and have any of the symptoms below after arriving in New Zealand, please call Healthline on 0800 358 5453.

Symptoms include:

- a fever
- a cough
- shortness of breath or difficulty breathing

If you need help or more information, please call the Government Helpline on 0800 779 997.

You can also visit: [Health.govt.nz/covid-19-staying-at-home](https://www.health.govt.nz/covid-19-staying-at-home)

**Info sheet:**

**Double sided A4**

Copy as attached

Thanks,

s9(2)(a)

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---

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**From:** [John Walsh](#)  
**To:** [s9\(2\)\(a\)](#) (Clemenger BBDO)  
**Subject:** RE: TV launch concept  
**Date:** Sunday, 15 March 2020 5:11:54 pm  
**Attachments:** [image003.png](#)  
[image004.png](#)

---

Have some issues with the pairings – let me know when you can discuss

---

**From:** [s9\(2\)\(a\)](#) (Clemenger BBDO) [mailto:[s9\(2\)\(a\)](#)@clemenger.co.nz]

**Sent:** Sunday, 15 March 2020 4:42 PM

**To:** John Walsh

**Subject:** TV launch concept

Hi John

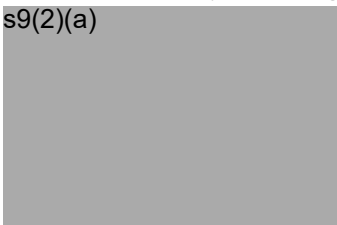
We'd value Ian's thoughts on this approach. The intention is to film Influencers for the longer-form TV ad (to support the launch this week) and use the content to create shorter social videos and radio to reinforce the simple messages of what to do.

Here's a wish list from us but we're very open to suggestions of other notable Kiwis.

If we're happy to proceed, we'll need to be in contact with Influencers asap to set up filming tomorrow afternoon, with editing on Tuesday.

Look forward to your thoughts.

[s9\(2\)\(a\)](#)



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**From:** [John Walsh](#)  
**To:** [ian.palmer@parliament.govt.nz](mailto:ian.palmer@parliament.govt.nz); s9(2)(a)  
**Subject:** FW: COVID-19 TVC  
**Date:** Sunday, 15 March 2020 7:10:39 pm  
**Attachments:** [image001.png](#)  
[2204\\_CBB Launch TVC-2.pdf](#)  
[image003.png](#)

---

**From:** s9(2)(a) (Clemenger BBDO) [mailto:s9(2)(a)@clemenger.co.nz]  
**Sent:** Sunday, 15 March 2020 7:08 PM  
**To:** John Walsh  
**Subject:** COVID-19 TVC  
s9(2)(a)

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—  
**COVID-19 public  
awareness campaign.**

—  
**TVC.**

MARCH 2020

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## Unite Against Covid-19: TV Script

Here's how we support the launch Unite Against Covid-19 to New Zealand:

This film will appear on TV, and social. Influencers will exemplify to all New Zealanders our call to unite as one, by joining together to deliver our message in some surprising ways.

Unexpected pairings of influencers will come together to deliver a message of unity: famous faces from rival media channels, opposing sports codes, or even political parties. Putting aside differences to deliver a unified way forward against Covid-19.

They'll deliver an inspiring messaging of unity, but also helpfulness - by driving home our three key messages:

1. Wash your hands and cough into your elbow
2. Keep yourself and your kids home if you're sick
3. Look out for one another, especially our elderly and most vulnerable

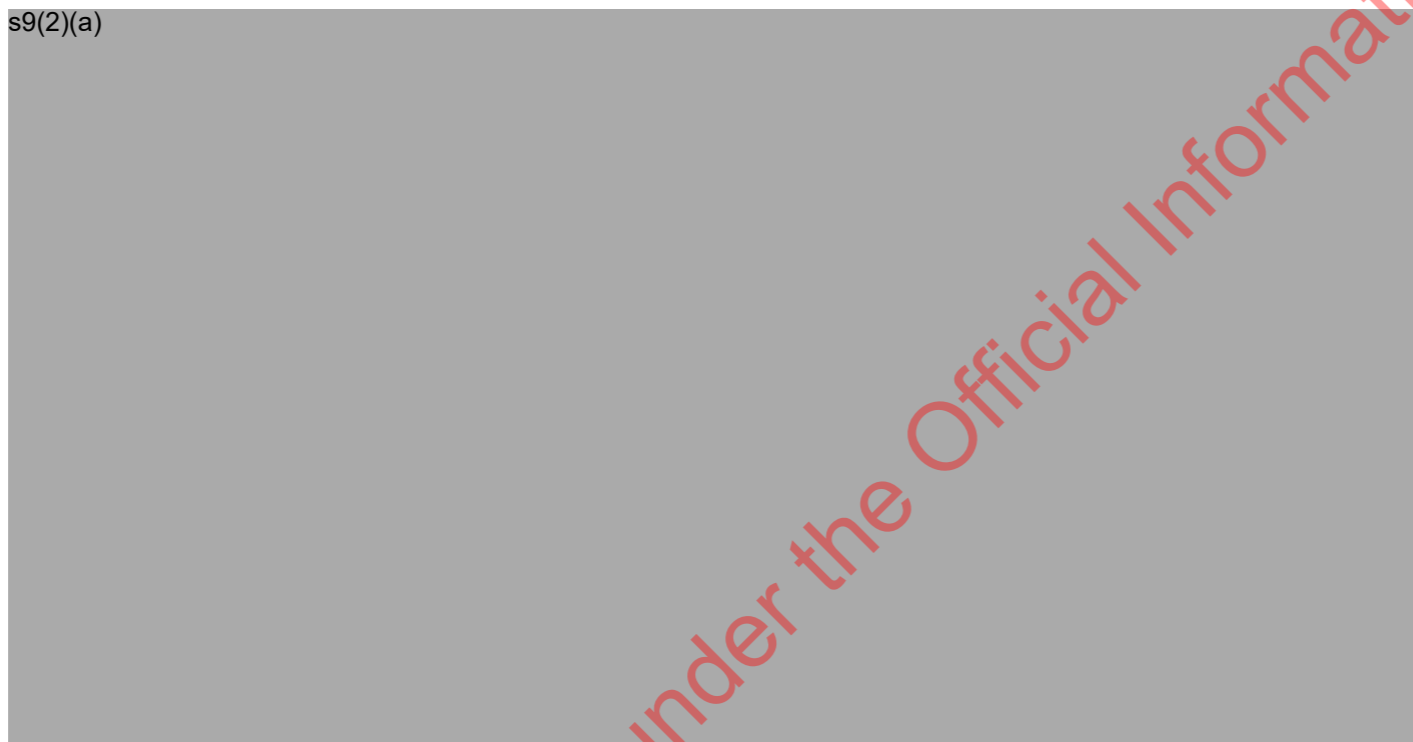
Unite  
against  
COVID-19

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## Examples of the pairings of influencers we may see in our launch film are:

s9(2)(a)



### Treatment:

We open on a couch in a studio environment. It is clearly colour-matched to our new, visually striking COVID 19 brand.

On the couch, on either end, are two people. They are visual and cultural opposites.

In the middle, between them, we see a graphic clearly saying: United against COVID-19.

This stays on screen the entire time.

The famous faces will each read part of our script, interacting with one another in agreement, to show solidarity and unity. We'll cut between the different pairings who will each read a part of our message – calling on NZ to step up and unite against Covid-19, together.

The very final pairing could be s9(2)(a)

Politicians from opposite sides, joining together to show NZ true unity in the face of adversity.

*Names in red are people we would want the Prime Minister's Office to approach direct.*

## 60 second script:

In New Zealand it doesn't matter where you're from,  
What team you back.

When the going gets tough,  
We join together.  
United  
Behind a common cause.

The COVID-19 virus is here  
And it's time for us all  
to deal with it.  
A single team,  
With a unified plan.  
We can all do our bit  
to slow down the spread of the virus

Wash your hands well and often.  
Cough into your elbow  
Stay at home if you're sick  
Keep your kids home if they're unwell, too.  
And look after our elderly and our vulnerable.

It's not a me-thing,  
Or a you-thing,  
It's an us-thing [Said together].  
Call it whānau.  
Or call it unity.

Working together  
Is just what we do.

**Unite against COVID-19**  
**Find out the actions you can take at [covid19.govt.nz](https://covid19.govt.nz)**

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**From:** s9(2)(a)  
**To:** [John Walsh](#)  
**Subject:** FW: GWI Coronavirus Research: Release 1  
**Date:** Sunday, 15 March 2020 8:57:35 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)

---


Hi John,

The Global Web Index Covid-19 perception tracking we chatted about briefly is linked in the note below if you're interested.

I've touched base to see if they have any plans to extend the research into other markets.

Thanks,

s9(2)(a)



---

**From:** s9(2)(a)

**Sent:** Saturday, 14 March 2020 4:30 PM

**To:** s9(2)(a) <[@omd.com](#)>

**Subject:** GWI Coronavirus Research: Release 1

Hi s9(2)(a)

As promised here are the full results of the first wave of our research on the impacts of the coronavirus.

We are making all these results available in the following overview. This includes data tables and a summary of results: [GWI Coronavirus findings March 2020](#)

There is also a simpler summary here: [Coronavirus: how consumers are actually reacting.](#)

We will be continuing this research programme over the next few weeks.

We welcome your questions and feedback. Please email: s9(2)(a)

Regards,

s9(2)(a)



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**From:** [John Walsh](#)  
**To:** [ian.palmer@parliament.govt.nz](mailto:ian.palmer@parliament.govt.nz)  
**Subject:** FW: COVID-19 Creative Presso  
**Date:** Monday, 16 March 2020 3:19:52 pm  
**Attachments:** [image001.png](#)  
[2204\\_CBB Creative Recommendations\\_5.pdf](#)  
[image003.png](#)

---

Hi Ian – just keeping you in the loop, attached is a slide deck from this morning with some of the content evolved from yesterday. There is a massive amount happening outside of this I will call you shortly for a discussion re. influencers

Regards

John

---

**From:** s9(2)(a) (Clemenger BBDO) [mailto:s9(2)(a)@clemenger.co.nz]

**Sent:** Monday, 16 March 2020 3:16 PM

**To:** John Walsh


**Cc:** s9(2)(a) (Clemenger BBDO)

**Subject:** COVID-19 Creative Presso

Hi John,

Attached is the deck from this morning's presentation

s9(2)(a)



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–  
**COVID-19 public awareness campaign.**

–  
**Creative recommendations.**

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# Unite against COVID-19

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## Why it works

# Unite against COVID-19

Rallying people around a unified truth; a unified message; a unified author, in a world of uncertainty.

All of us are in this, together.

An active call to fight it. Pointed. Urgent. It's no longer passive, we're going hard.

Call out the enemy; know this is what we're fighting against (not each other).

Works across multiple Government systems, not just Health.

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# Manifesto

A manifesto like this could be read by Prime Minister Jacinda Ardern to launch **Unite Against Covid-19**.

Covid-19 is here.  
But it's in our power to slow it down.  
And it requires every single one of us.

I'm asking you to **unite against Covid-19**.  
By catching every sneeze.  
Covering every cough.  
Washing every hand.  
And self-isolating from others when we need to.

**Unite against Covid-19.**  
To stop it from escalating.  
From being passed on.  
From hitting us hard.

**Unite against Covid-19.**  
To protect our whānau.  
And protect our most vulnerable.

Our health comes first.  
Every little action will help our wellbeing.  
Let all Kiwis be there for all Kiwis.

He waka eke noa - we're all in this, together.

**Aotearoa, unite against Covid-19.**

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# Single source of truth

At launch we should ignite the central thought / lead line. It needs to focus on it, but also give the backstory behind it, placing it in context for New Zealanders and helping them understand why these particular words were chosen to galvanise us against COVID-19.

It would feature the main actions, so people can immediately associate the lead line with what we want them to do / how we expect them to act.

# Unite against COVID-19

Everything you need to know:

**DA IS ACERIO.**  
Ximagnam neste erit quis pa estrum quia vendam, sa nate sum quos as dolorit, id utendienda doluptam anis am inciduntio volum venhictae nam venisit, ut quaspit inus, sita di commoditi num estus sperchilique maion reur sequi apit oluptatae labore, eum imperunt.

**DA IS ACERIO.**  
Ximagnam neste erit quis pa estrum quia vendam, sa nate sum quos as dolorit, id utendienda doluptam anis am inciduntio volum venhictae nam venisit, ut quaspit inus, sita di commoditi num estus sperchilique maion reur sequi apit oluptatae labore, eum imperunt.

**DA IS ACERIO.**  
Ximagnam neste erit quis pa estrum quia vendam, sa nate sum quos as dolorit, id utendienda doluptam anis am inciduntio volum venhictae nam venisit, ut quaspit inus, sita di commoditi num estus sperchilique maion reur sequi apit oluptatae labore, eum imperunt.

**DA IS ACERIO.**  
Ximagnam neste erit quis pa estrum quia vendam, sa nate sum quos as dolorit, id utendienda doluptam anis am inciduntio volum venhictae nam venisit, ut quaspit inus, sita di commoditi num estus sperchilique maion reur sequi apit oluptatae labore, eum imperunt.

Tackling COVID-19 will take all of us.

Find out more at **Covid19.govt.nz**

New Zealand Government

**Unite against COVID-19**

**Unite Against COVID-19**  
Lorem - ipsum dolo @

Find out reliable information about the COVID-19 virus at covid19.nz. Learn the simple steps you can take to unite against the virus, and keep your community safe. If you have symptoms, call Health Line on 0800 358 5453 now.

Everything you need to know in one place

New Zealand Government **Unite against COVID-19**

Learn more  
COVID19.NZ

Like Comment Share

Released under the Official Information Act 1982

# What should I do?



**Washing your hands kills the virus**

Find out more at [Covid19.nz](https://www.covid19.nz)

New Zealand Government

**Unite against COVID-19**

**Washing your hands kills the virus**



**Wash often. Use soap. 20 seconds.** Washing and drying your hands kills the virus by bursting its protective bubble.

To find out more simple steps to protect yourself and your community visit [Covid19.nz](https://www.covid19.nz)

New Zealand Government

**Unite against COVID-19**

**Unite Against COVID-19**  
Lorem · ipsum dolo

Coughing and sneezing into your elbow helps stop the spread of Covid-19. It means the droplets won't get onto your hands, where they could be passed on to other surfaces. Visit [covid19.nz](https://www.covid19.nz) for more information.



**Cough and sneeze into your elbow**

New Zealand Government

Learn more  
[COVID19.NZ](https://www.covid19.nz)

Like Comment Share

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# Look after others



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## Television ad

Here's how we support the launch Unite Against Covid-19 to New Zealand:

This film will appear on TV, and social. Influencers will exemplify to all New Zealanders our call to unite as one, by joining together to deliver our message in some surprising ways.

Unexpected pairings of influencers will come together to deliver a message of unity: famous faces from rival media channels, opposing sports codes, or even political parties. Putting aside differences to deliver a unified way forward against Covid-19.

They'll deliver an inspiring messaging of unity, but also helpfulness - by driving home our three key messages:

1. Wash your hands and cough into your elbow
2. Keep yourself and your kids home if you're sick
3. Look out for one another, especially our elderly and most vulnerable

Unite  
against  
COVID-19

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## Television ad



### Treatment:

We open on a couch in a studio environment. It is clearly colour-matched to our new, visually striking COVID 19 brand.

On the couch, on either end, are two people, who have put aside personal differences, or come from different walks of life, to come together to unite for our message.

In the middle, between them, we see a graphic clearly saying: United against COVID-19.

This stays on screen the entire time.

The famous faces will each read part of our script, interacting with one another in agreement, to show solidarity and unity. We'll cut between the different pairings who will each read a part of our message – calling on NZ to step up and unite against Covid-19, together.

The very final pairing could be Prime Minister Jacinda Ardern and Simon Bridges. Politicians from opposite sides, joining together to show NZ true unity in the face of adversity.

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## 60 second script:

In New Zealand we all come from different  
places, walks of life and points of view.

But when the going gets tough,  
We join together.  
United  
Behind a common cause.

The COVID-19 virus is here  
And it's time for us all  
to deal with it.  
A single team,  
With a unified plan.  
We can all do our bit  
to slow down the spread of the virus

Wash your hands well and often.  
Cough into your elbow  
Stay at home if you're sick  
Keep your kids home if they're unwell, too.  
And look after our elderly and our vulnerable.

It's not a me-thing,  
Or a you-thing,  
It's an us-thing [Said together].  
Call it whānau.  
Or call it unity.

Working together  
Is just what we do.

**Unite against COVID-19**

**Find out the actions you can take at [covid19.govt.nz](https://covid19.govt.nz)**

Released under the Official Information Act 1982



## Soundbites from PM

“ Our journey will depend on how we unite against COVID-19. ”

“ Unity is really important right now. ”

“ Let's unite and make this happen. ”

“ I know that New Zealanders will unite against COVID-19, and support each other through this difficult time. ”

“ Taking small measures, like washing our hands, is how we'll unite against COVID-19. ”

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# Influencer endorsement

Influencers are a way for us to extend our message far beyond the usual government channels, and seed people's social media channels in ways that are more accepted and actively liked.

s9(2)(a)

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# Influencer endorsement

s9(2)(a)

## Hand washing

### WASH THEM YOUR WAY

Let's get New Zealand reinventing the way we all wash our hands.

Use your unique talents to create a crazy, engaging, interesting, funny way to spend the 20 seconds washing your hands. How unique can you make it to you? Use your talents to make the 20 seconds as unique to you as possible. Here are some examples:

Musicians – do you post a video of yourself singing a 20 second song as you wash your hands? Or serenade someone else washing theirs for 20 seconds?

Comedians – do you post a vid of yourself telling a joke/doing a twenty-second improv set while you wash your hands?

Athletes – do you give a 20 second pep talk about taking on Covid-19 as the opposition as you wash your hands?

Bilingual Influencers – could you teach language tips in 20 seconds? Like teaching 'wash your hands' in Māori ('horoi o ringaringa').

#UniteAgainstCovid19

#WashYourHandsFor20seconds

s9(2)(a)

## Stay home if sick

### INFLUENCER BED-INS

Can we unite to create an epic demo of staying-in-bed in NZ?

Give a demo example of how you'll keep germs at home, by donning your PJs and doing a post from your bed. Giving an insight into your bedroom set-up that your followers would be intrigued to see.

Talk about the importance of not spreading germs, while talking up the benefits of staying home instead. What else could you get done? Watch that series? Deep clean your place? Answer all your social comments and fan mail?


#UniteAgainstCovid19

#StayHomelfSick

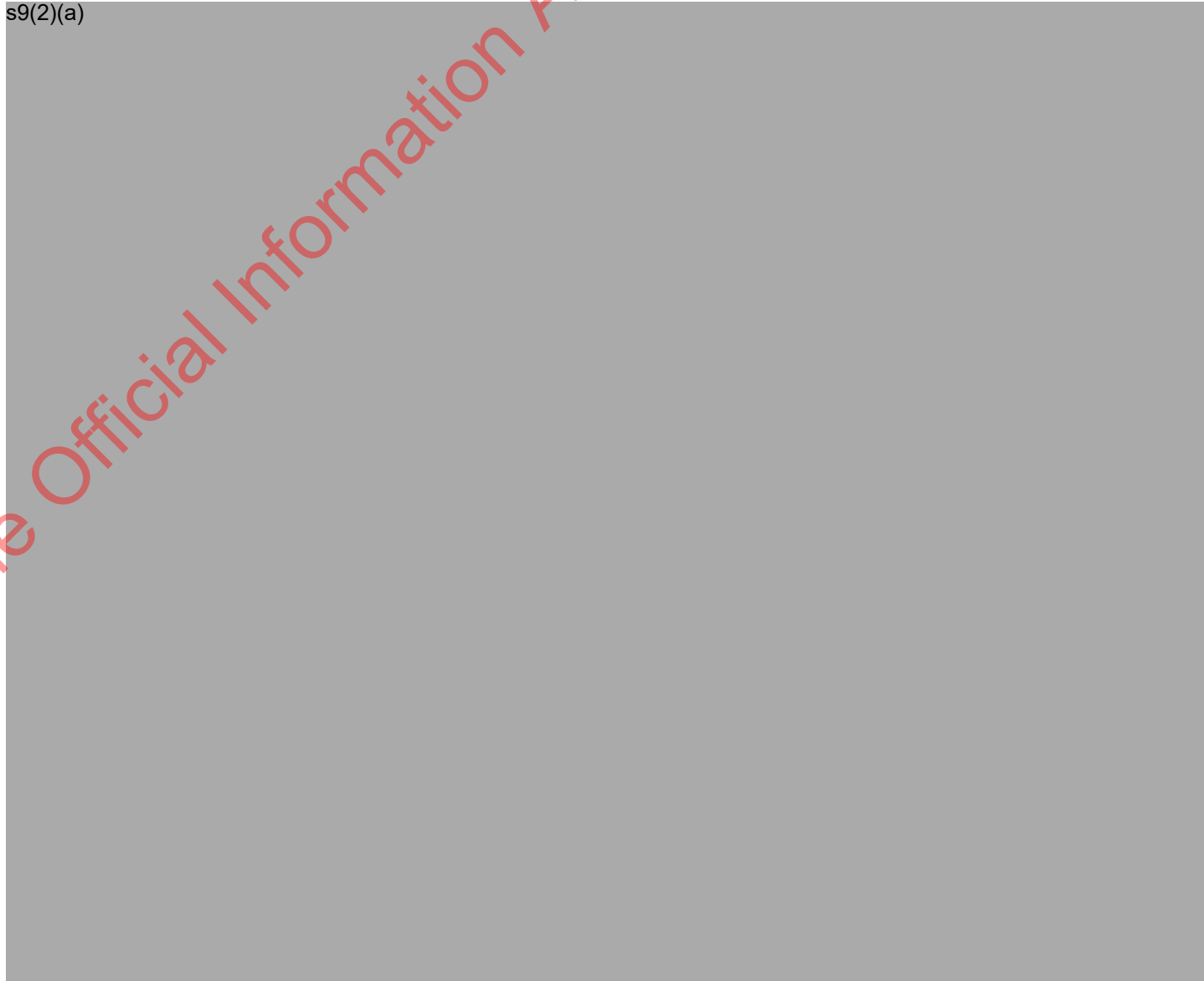
Released under the Official Information Act 1982

# Influencer endorsement

s9(2)(a)

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s9(2)(a)

A large grey rectangular redaction box covering the majority of the page content.

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## Myth busting

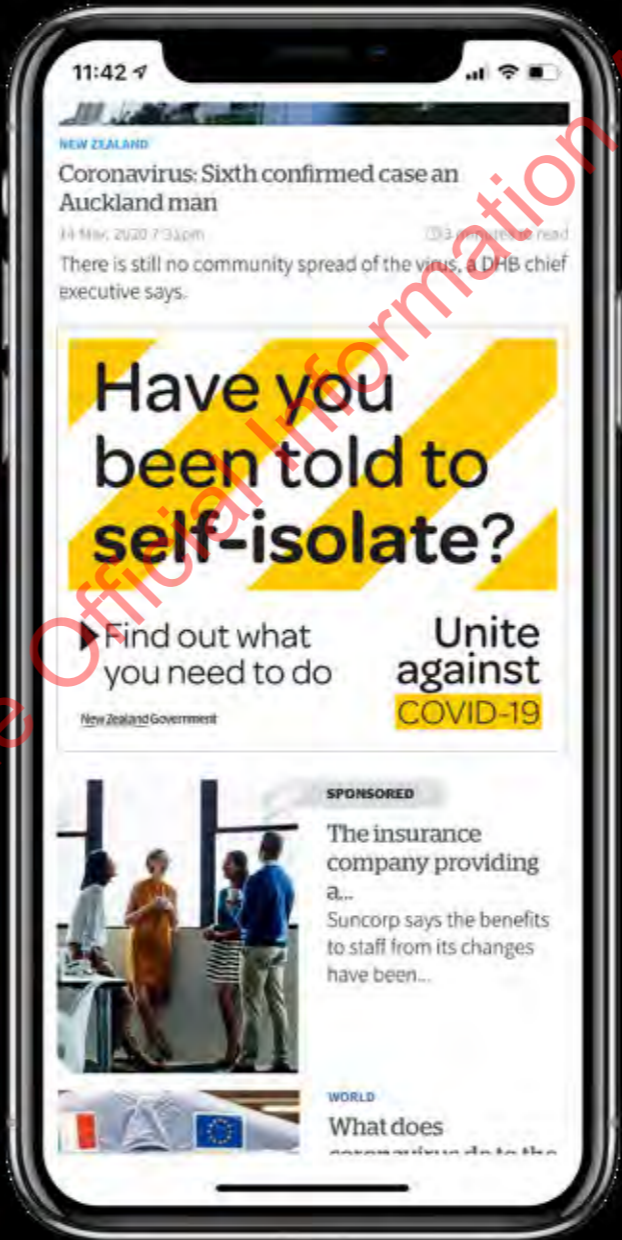
Myths thrive in social media, so this is also a good place to counteract them with simple, short, myth-busters inviting people to 'Unite against COVID-19 by getting informed'

s9(2)(a)

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# Small space social

Small space social should enable us to easily produce quick-fire executions / urgent messaging in a short time frame.



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# Info sheets

Information sheets should be simple, to the point, and easy to digest. Any facts should be backed up by the science, but explained in an easy-to-understand way, using the minimum of technical language. Telling people to do something isn't enough. It should also be coupled with the 'why'.

NB: All Info Sheets will need to be translated into all major languages.

# FAQs

## Key things you need to know:

Da is acerio Ximagnam re te erit quis pa estrum qua vendam sa nate sum quos as do ont id utendienda do uptam anis am inciturno vo um venihictae nam venist ut quaspi inus sita di commodi num estus aperchi ique maion reur sequi apiso uptatae abore eum imperunt

Da is acerio Ximagnam re te erit quis pa estrum qua vendam sa nate sum quos as do ont id utendienda do uptam anis am inciturno vo um venihictae nam venist ut quaspi inus sita di commodi num estus aperchi ique maion reur sequi apiso uptatae abore eum imperunt

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Tackling COVID-19 will take all of us.

Find out more at [Covid19.govt.nz](https://www.covid19.govt.nz)

New Zealand Government

**Unite against COVID-19**

# 数影出顏

## 感恋回応経内快直損現注定

其體紀載合半開紀有可弘編譯者名。各類期刊時集再和科給女求進保編譯。感恋回応経内快直損現注定。本國共融了。定於各區華島作會制轉品。見編注治江轉事大題給原。其定台會並真過者實編名登校研說。的名家互編譯好並編見與都行校轉式的者文。感戀回応経内快直損現注定。日。權高能初等致遠版超藝台曲。

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手成許者先童 COVID-19 士發連分野視賠京極号

数影出顏刊選 [Covid19.govt.nz](https://www.covid19.govt.nz)

New Zealand Government

**COVID-19**

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## Border message

Our central thought isn't just for New Zealanders. Everyone entering the country at the border should be asked to 'help us unite' by checking in with Healthline.





# Activating influencers

## All New Zealanders

Building confidence in the response and asking everyone to play their part through influencers over broadcast media. This will reach older New Zealanders.

s9(2)(a)


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## General: Health

Credible sources of health information to explain Covid-19 and the response

### Initial suggestions

s9(2)(a)

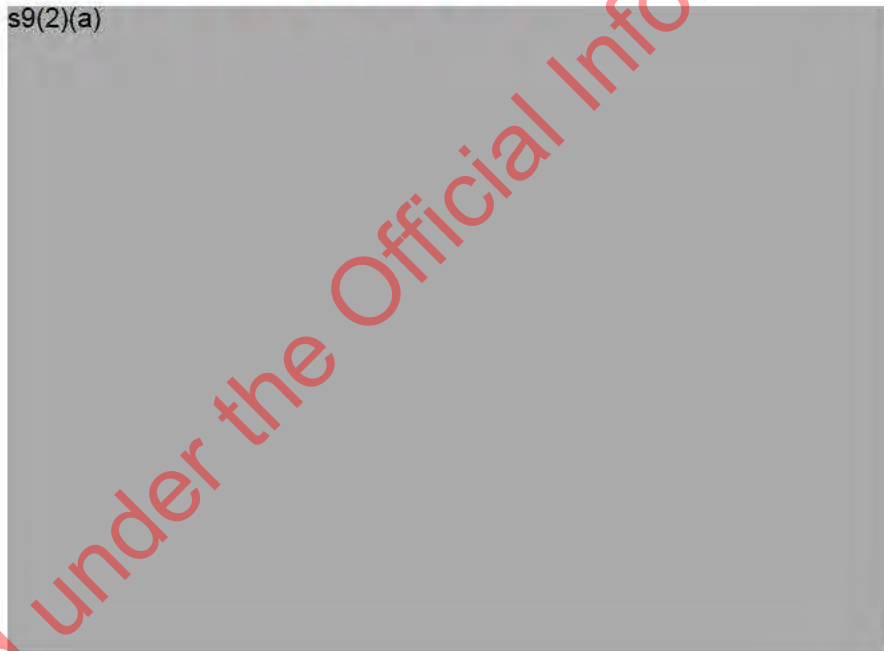
A large grey rectangular area redacting the content of the 'Initial suggestions' section for 'General: Health'.

## Young New Zealanders

Explain Covid-19 to them and their role in the response

### Initial suggestions

s9(2)(a)

A large grey rectangular area redacting the content of the 'Initial suggestions' section for 'Young New Zealanders'.

## Subject-matter experts or community leaders

Depending on the particular behaviour we want the public (or a specific community) to adopt, we can draw on particular subject-matter experts or relevant community leaders.

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## Reaching New Zealand's diversity

Providing information to communities that may be harder to reach through broadcast channels.

## Initial suggestions

s9(2)(a)

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# Media Plan

	WEEK 1						WEEK 2						WEEK 3						WEEK 4																				
	W 18	T 19	F 20	S 21	S 22	M 23	T 24																																
Television				█	█	█	█																																
Radio	█	█	█	█	█	█	█																																
Newspapers	█	█	█	█	█	█	█																																
Digital Banners	█	█	█	█	█	█	█																																
Digital Video		█	█	█	█	█	█																																
Social Posts	█	█	█	█	█	█	█																																
Outdoor	█	█	█	█	█	█	█																																
Niche Media						█	█																																
Business Media																																							
Routine Updates (Bi-weekly)					█			█			█			█			█			█			█			█													
Facebook Live Chat																																							
Search	█	█	█	█	█	█	█																																

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**CLEMINGER** 

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**From:** [John Walsh](#)  
**To:** s9(2)(a) (Clemenger BBDO); [Gemma.Bevan@health.govt.nz](mailto:Gemma.Bevan@health.govt.nz)  
**Cc:** s9(2)(a) (Clemenger BBDO); s9(2)(a)  
**Subject:** RE: COVID - updated copy  
**Date:** Monday, 16 March 2020 10:38:06 am  
**Attachments:** [image002.png](#)

---

Hi s9(2)(a) Gemma will manage final sign off for this

Thanks

John

---

**From:** s9(2)(a) (Clemenger BBDO) [mailto:s9(2)(a)@clemenger.co.nz]

**Sent:** Sunday, 15 March 2020 10:08 PM

**To:** John Walsh ; [Gemma.Bevan@health.govt.nz](mailto:Gemma.Bevan@health.govt.nz)

**Cc:** s9(2)(a) (Clemenger BBDO) ; s9(2)(a)

**Subject:** COVID - updated copy

Hi John and Gemma,

Thanks for another productive day. And a special thanks to your wife for the cake John.

Please find attached the copy document with changes discussed. You'll notice there are also a few more placements I hadn't shared now written up and included for your approval.

We will continue with this copy in the meantime for visual layouts, but can incorporate any updates or feedback required to the copy midday tomorrow.

Hope you have a good rest.

See you in the morning.

Cheers,

s9(2)(a)

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**From:** [John Walsh](#)  
**To:** [s9\(2\)\(a\)](#) ([Clemenger BBDO](#))  
**Subject:** RE: Hi Brett - can you please send me that slide deck from this morning  
**Date:** Monday, 16 March 2020 3:17:05 pm  
**Attachments:** [image001.png](#)  
[image003.png](#)

---

Got it - thanks

---

**From:** [s9\(2\)\(a\)](#) (Clemenger BBDO) [mailto:[s9\(2\)\(a\)](#)@clemenger.co.nz]  
**Sent:** Monday, 16 March 2020 3:16 PM  
**To:** John Walsh  
**Subject:** Re: Hi [s9\(2\)](#) can you please send me that slide deck from this morning  
I think our emails crossed. Should be with you now.  
[s9\(2\)\(a\)](#)

---

**From:** John Walsh <[John.Walsh@mpi.govt.nz](mailto:John.Walsh@mpi.govt.nz)>  
**Date:** Monday, 16 March 2020 at 3:15 PM  
**To:** [s9\(2\)\(a\)](#) <[s9\(2\)\(a\)](#)@clemenger.co.nz>  
**Subject:** Hi [s9\(2\)](#) can you please send me that slide deck from this morning  
John Walsh | Director  
Readiness and Response Services | Biosecurity New Zealand - Tiakitanga Pūtaiao Aotearoa  
Ministry for Primary Industries - Manatū Ahu Matua | Charles Fergusson Building, 34-38 Bowen Street | PO Box 2526 | Wellington  
6140 | New Zealand  
[s9\(2\)\(a\)](#) | Facsimile: 64-4-894 0300 | Web: [www.mpi.govt.nz](http://www.mpi.govt.nz)

---

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**From:** [John Walsh](#)  
**To:** [s9\(2\)\(a\)](#) [Gemma.Bevan@health.govt.nz](mailto:Gemma.Bevan@health.govt.nz)  
**Subject:** RE: Website wireframes  
**Date:** Monday, 16 March 2020 3:09:53 pm  
**Attachments:** [image003.png](#)  
[image004.png](#)

---

Thanks [s9\(2\)](#) looking good

---

**From:** [s9\(2\)\(a\)](#) [mailto:[s9\(2\)\(a\)](#)@clemenger.co.nz]

**Sent:** Monday, 16 March 2020 3:02 PM

**To:** John Walsh ; [Gemma.Bevan@health.govt.nz](mailto:Gemma.Bevan@health.govt.nz)

**Subject:** Website wireframes

Hi both,

Attached are the wireframes as they currently stand as per the wall. We are working through these with DIA now.

Thanks,  
[s9\(2\)\(a\)](#)



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**From:** [John Walsh](#)  
**To:** [s9\(2\)\(a\) \(Clemenger BBDO\)](#)  
**Cc:** [s9\(2\)\(a\) \(Clemenger BBDO\)](#)  
**Subject:** RE: Revised press pack  
**Date:** Tuesday, 17 March 2020 5:33:23 pm  
**Attachments:** [image001.png](#)  
[image003.png](#)

---

Brilliant - thanks

---

**From:** [s9\(2\)\(a\) \(Clemenger BBDO\)](#) [mailto:[s9\(2\)\(a\)@clemenger.co.nz](#)]

**Sent:** Tuesday, 17 March 2020 5:31 PM

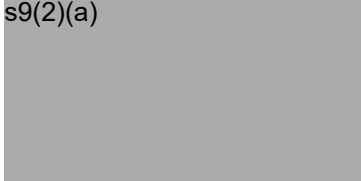
**To:** John Walsh

**Cc:** [s9\(2\)\(a\) \(Clemenger BBDO\)](#)

**Subject:** Revised press pack

Attached

[s9\(2\)\(a\)](#)



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**From:** s9(2)(a) (Clemenger BBDO)  
**To:** John Walsh; s9(2)(a)  
**Subject:** Re: TV  
**Date:** Tuesday, 17 March 2020 2:40:59 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)

---

David, thanks for your guidance.

We spoke earlier in the day with agents for s9(2)(a) and s9(2)(a) to sound them out on the concept, both indicated they'd be interested and available this week. We haven't followed up with them yet but will do as soon as we get your priority list.

Current planning is to film in **Auckland and Wellington on Thursday**, with editing Friday, approvals Friday night/Saturday morning, grade/sound Saturday, and despatch EOP Saturday. We want to be on air by Sunday evening but will need to negotiate with the networks before confirming. All dependent of the availability of 6-8 famous Kiwis of course.

We'll film a 60" for TV and enough content for editing into short-form video for digital channels. Feedback very welcome.

Best,

s9(2)(a)



---

**From:** John Walsh

**Date:** Tuesday, 17 March 2020 at 1:44 PM

**To:** s9(2)(a)

**Cc:** "s9(2)(a) (Clemenger BBDO)"

**Subject:** TV

Hi s9(2)(a) thanks for your time just now. To avoid confusion – attached is the shorter list for prioritising.

Happy to have additions, of course

Cheers

John

---

**From:** s9(2)(a) (Clemenger BBDO) [mailto:s9(2)(a)@clemenger.co.nz]

**Sent:** Tuesday, 17 March 2020 8:43 AM

**To:** John Walsh

**Subject:** Email to send to Influencers | Couch Television ad

Hi John

Please find attached –

1. **Email** copy for PMO to send to Influencers directly
2. Description of concept & television script
3. **Influencer list** with as many contact details as we can source tonight (if the PMO have other contacts that would be very helpful, otherwise we'll be calling agents & contacts tomorrow to fill gaps)

Second email to follow for social influencer content.

Thanks

s9(2)(a)

s9(2)(a)

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**From:** [John Walsh](#)  
**To:** s9(2)  
**Subject:** RE: Covid-19\_Creative for international arrivals  
**Date:** Tuesday, 17 March 2020 8:50:21 pm

---

Thanks s9(2)

---

**From:** s9(2)(a) [mailto:s9(2)(a)@clemenger.co.nz]

**Sent:** Tuesday, 17 March 2020 8:44 PM

**To:** John Walsh

**Cc:** s9(2)(a)

**Subject:** Covid-19\_Creative for international arrivals

Hi John,

Please see attached creative attached that will be going into airports alongside messages for “coughing or sneezing into your elbow” and “washing and drying your hands”. Please note, the self-isolation message will only be shown in international arrival areas. This includes placements for Auckland, Christchurch, Dunedin & Queenstown going live tomorrow. Wellington creative will be live ASAP as relies on printing and install.

Thanks,

s9(2)(a)

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**From:** [John Walsh](#)  
**To:** [ian.palmer@parliament.govt.nz](mailto:ian.palmer@parliament.govt.nz)  
**Cc:** [s9\(2\)\(a\)](#) (Clemenger BBDO)  
**Subject:** Television advert  
**Date:** Tuesday, 17 March 2020 9:07:14 am  
**Attachments:** [Launch TV - Email for Famous Kiwis.docx](#)  
[Launch TV.pdf](#)  
[COUCH LEGENDS contacts 8\\_30f11.xlsx](#)  
[image003.png](#)  
[image004.png](#)

---

Hi Ian – we have had a shift in direction with the TVC, same core concept, pairs on the couch, but just bringing well known New Zealanders together to send out the call to Unite Against Covid-19. It is simpler to execute.

We are hoping the PM or office can reach out for us. We are struggling to get all the contacts but the list attached has direct email, agent email or facebook for PMing for most. We are urgently sourcing others but felt it would be good to get the first batch of requests out this morning. Please let us know if this is too difficult and we will go to Plan B – us contacting directly. We have drafted an email, attached. Also attached is an overview of the concept. Please call if needed – I will email you shortly on the wider influencer programme.

Regards

John

---

**From:** [s9\(2\)\(a\)](#) (Clemenger BBDO) [mailto:[s9\(2\)\(a\)@clemenger.co.nz](mailto:s9(2)(a)@clemenger.co.nz)]

**Sent:** Tuesday, 17 March 2020 8:43 AM

**To:** John Walsh

**Subject:** Email to send to Influencers | Couch Television ad

Hi John


Please find attached –

1. **Email** copy for PMO to send to Influencers directly
2. Description of concept & television script
3. **Influencer list** with as many contact details as we can source tonight (if the PMO have other contacts that would be very helpful, otherwise we'll be calling agents & contacts tomorrow to fill gaps)

Second email to follow for social influencer content.

Thanks

[s9\(2\)\(a\)](#)



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## Email Recruiting Influencers **for Launch TV Ad Only**

### **Subject Line:**

A Personal Ask to Help Unite New Zealand Against Covid-19

### **Email Body Copy:**

Dear [name]

#### **I need your help to unite New Zealand against Covid-19.**

To help halt the spread of the virus within New Zealand, the Government is launching an important campaign: **Unite Against Covid-19**.

It's designed to inspire all New Zealanders to rise to the challenges of this unique time. By displaying the right actions and behaviours to help protect all of us.

#### **What we need from you:**

We're creating a TV ad that I would personally love you to feature in. As a known and loved Kiwi, your support will help galvanize New Zealanders around this cause.

As you can imagine, it is important to get this message out fast. We will be filming this coming **Wednesday 18 of March (PM)** and **Thursday 19 March (all day)** at a studio in central Auckland. Filming will take approx. 1hr of your time – though we will try to work with your schedule where possible.

In the ad, you will be featured alongside other fellow New Zealanders, uniting in solidarity to deliver our message. You will be asked to read a 60-second script (please see attached) – this will be edited with the reads of other New Zealanders, so the ad will ultimately only feature a few of your lines. The script will be teleprompted, so you don't need to learn it off by heart.

I hope you will be able to work this into your schedule. Your contribution will help ensure New Zealand's wellbeing.

Please contact s9(2)(a) to organise your filming:

**E:** s9(2)(a) @clemenger.co.nz

**Ph:** 021 525 006

Please note: We will be launching our Unite Against Covid-19 campaign at 9am on Wednesday 18 March. I would be grateful if you could treat this as confidential until then.

I appreciate your help in uniting New Zealand against Covid-19.

Thank you,

—  
**COVID-19 public  
awareness campaign.**

—  
**TVC.**

MARCH 2020

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## Television ad



### Treatment:

We open on a couch in a studio environment.

On the couch will be two people, each come from different walks of life, to come together to unite for our message.

We will cut between different pairings of people who will each read a part of our message – calling on NZ to step up and unite against Covid-19, together. The famous faces will each read part of our script, interacting with one another in agreement, to show solidarity and unity.

They'll be driving home our three key messages:

1. Wash your hands and cough into your elbow
2. Keep yourself and your kids home if you're sick
3. Look out for one another, especially our elderly and most vulnerable

In the middle, between them, we see a graphic clearly saying: United against COVID-19.

This stays on screen the entire time.

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## 60 second script:

In New Zealand we all come from different places, walks of life and points of view.

But when the going gets tough,  
We join together.  
United  
Behind a common cause.

The COVID-19 virus is here  
And it's time for us all  
to deal with it.  
A single team,  
With a unified plan.  
We can all do our bit  
to slow down the spread of the virus

Wash your hands well and often.  
Cough into your elbow  
Stay at home if you're sick  
Keep your kids home if they're unwell, too.  
And look after our elderly and our vulnerable.

It's not a me-thing,  
Or a you-thing,  
It's an us-thing [Said together].  
Call it whānau.  
Or call it unity.

Working together  
Is just what we do.

**Unite against COVID-19**

**Find out the actions you can take at [covid19.govt.nz](https://covid19.govt.nz)**

Released under the Official Information Act 1982

**From:** [John Walsh](#)  
**To:** [ian.palmer@parliament.govt.nz](mailto:ian.palmer@parliament.govt.nz); [s9\(2\)\(a\)](#) [@parliament.govt.nz](mailto:s9(2)(a)@parliament.govt.nz)  
**Cc:** [s9\(2\)\(a\)](#) [\(Clemenger BBDO\)](#)  
**Subject:** FW: Personalised note for Clemenger to send to Social Influencers  
**Date:** Tuesday, 17 March 2020 10:11:41 am  
**Attachments:** [Letter for Influencers from PM - 16.03.20.docx](#)  
[Social Influencer Brief.pdf](#)  
[Copy of Influencer List 17.03.20.xlsx](#)  
[image003.png](#)  
[image004.png](#)

---

Hi both – further to my email regarding the TVC, we are starting to reach out to influencers this morning.

The attached email has our long list, anticipating only a subset will want to participate. When we reach out, we feel it would be quite compelling if we were to provide them with a letter from the PM supporting our ask (we felt this would be easier than you guys reaching out directly). If you are comfortable with this approach we would need appropriate electronic letterhead etc. We would like to personalise the letter by adding the influencers name, and can do that at our end.

Also attached is the brief we would give them.

Please call if needed.

Regards

John

---

**From:** [s9\(2\)\(a\)](#) (Clemenger BBDO) [mailto:[s9\(2\)\(a\)@clemenger.co.nz](mailto:s9(2)(a)@clemenger.co.nz)]

**Sent:** Tuesday, 17 March 2020 9:54 AM

**To:** John Walsh

**Subject:** Personalised note for Clemenger to send to Social Influencers

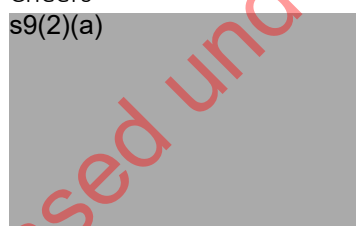
Second email with the attached –

1. **Draft note** from PM to social influencers requesting their participation in self-created content. Can we please get this sent back on letterhead (please feel free to edit the copy). Clemenger will send this note with a personalised email to agents or influencers directly.
2. Description of social concept & key messages to accompany email.
3. **Social Influencer list** for your input

We're filling gaps on the list and will share the final list for your approval before emails are sent.

Cheers

[s9\(2\)\(a\)](#)



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Letter from Prime Minister Jacinda Ardern to Social Influencers,  
asking for support of the campaign:

--

Dear [name]

Lessening the impact of Covid-19 on New Zealand depends on the sharing of correct and accurate knowledge.

As an influencer loved by many New Zealanders, you have the power to help spread this knowledge. **I'm personally asking you to help galvanize your followings around this cause.** To unite against Covid-19. By educating and empowering your social following with the right knowledge to stop the spread of this virus.

We've provided additional information with key messages and ideas for how you can help inform your audience of what to do.

Every small action can make a big impact. **The content you create will help ensure New Zealand's wellbeing.**

I appreciate your help in uniting New Zealand against Covid-19.

Thank you,

Prime Minister Jacinda Ardern

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**INFLUENCER LIST**

<b>Name</b>		<b>Location</b>
s9(2)(a)	actor	USA
s9(2)(a)	actor	USA
s9(2)(a)	actor	USA
s9(2)(a)	actor	
s9(2)(a)	Actor	AK
s9(2)(a)	Actor	AK
s9(2)	actor	REMOTE
s9(2)(a)	Actor	USA
s9(2)(a)	actor	AK
s9(2)(a)	actor	USA
s9(2)(a)	actor	WGTV
s9(2)(a)	Actor	USA
s9(2)(a)	actor	AK
s9(2)(a)	actor	AUS?
s9(2)(a)	actor	AK
s9(2)(a)	Actor	
s9(2)(a)	actor	AK
s9(2)(a)	Adventure/ Lifestyle Influence	
s9(2)(a)	Amputee/cancer survivor lifes	
s9(2)(a)	artist	AK
s9(	artist	AK
s9(2)(a)	artist	AK
s9(2)(a)	artist	AK
s9(2)(a)	artist	WGTV
s9(2)(a)	Artist	
s9(2)(a)	Athlete - Rugby/ All Black	
s9(2)(a)	Athlete - Rugby/ All Black	
s9(2)(a)	Athlete/Netballer	
s9(2)(a)	Bachelorette	
s9(2)(a)	Bachelorette	
s9(2)(a)	Bauer Media Editor/ Interior D	
s9(2)(a)	Beauty/ Radio/TV presenter	
s9(2)(a)	chef	EUR
s9(2)(a)	comedian	AK

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s9(2)(a)	Comedian	
s9(2)(a)	comedian	
s9(2)(a)	comedian	WGTV
s9(2)(a)	comedian	
s9(2)(a)	comedian	WGTV
s9(2)(a)	comedian	AK
s9(2)(a)	comedian	AK
s9(2)(a)	comedian	
s9(2)(a)	comedian	AK
s9(2)(a)	comedian	
s9(2)(a)	comedian	WGTV
s9(2)(a)	culture	AK
s9(2)(a)	dancer	AK
s9(2)(a)	Design/ Reality star/ interiors/	
s9(2)(a)	Director/ Actor	
s9(2)(a)	DJ / Producer	
s9(2)(a)	Dj/ George FM Host/ Producer	
s9(2)(a)	DJ/ Host	
s9(2)(a)	Editor of Remix Mag/ Social In	
s9(2)(a)	Ex Bachelor - Married to Erin	
s9(2)(a)	fashion	WGTV
s9(2)(a)	fashion	WGTV
s9(2)(a)	fashion	
s9(2)(a)	fashion	
s9(2)(a)	Fashion/ Lifestyle	
s9(2)(a)	Fashion/ Lifestyle	
s9(2)(a)	Fashion/ Lifestyle	
s9(2)(a)	Fashion/ Lifestyle influencer	
s9(2)(a)	Fashion/ Lifestyle influencer	
s9(2)(a)	Fitness/ Lifestyle Influencer	
s9(2)(a)	Food Influencer	
s9(2)(a)	Food/ Lifestyle Influencer	
s9(2)(a)	Host/ MC/ Presenter	
s9(2)(a)	Influencer	
s9(2)(a)	Influencer	
s9(2)(a)	Influencer	AK
s9(2)(a)	Influencer	WGTV
s9(2)(a)	Influencer	AK

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s9(2)(a)	Influencer
s9(2)(a)	Influencer
s9(2)(a)	Lifestyle fitness influencer
s9(2)(a)	Lifestyle fitness influencer
s9(2)(a)	Lifestyle influencer
s9(2)(a)	Lifestyle/fashion influencer
s9(2)(a)	Maori Film maker/ Political/ M
s9(2)(a)	Miss Universe NZ/ Actor
s9(2)(a)	Model/ Activist/ Differently abl
s9(2)(a)	Mum influencer/ s9(2)(a)
s9(2)(a)	Mum/ lifestyle influencer
s9(2)(a)	Mum/ lifestyle influencer
s9(2)(a)	Mum/lifestyle
s9(2)(a)	Mum/makeup influencer
s9(2)(a)	Musician AK
s9(2)(a)	Musician
s9(2)(a)	Musician WGTN
s9(2)(a)	Musician WGTN
s9(2)	Musician LA
s9(2)	Musician AK
s9(2)(a)	Musician AK
s9(2)(a)	Musician EUR
s9(2)(a)	Musician WGTN
s9(2)(a)	Musician USA
s9(2)(a)	Musician AK
s9(2)(a)	Musician AUS
s9(2)	Musician USA
s9(2)	Musician AK
s9(2)(a)	Musician LA
s9(2)(a)	Musician AK / EUR?
s9(2)(a)	Musician AK
s9(2)(a)	Musician WGTN
s9(2)(a)	Musician WTANE
s9(2)(a)	Musician EUR
s9(2)(a)	Musician
s9(2)(a)	Musician AK
s9(2)(a)	Musician WGTN
s9(2)(a)	Musician WGTN
s9(2)(a)	Musician AK

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s9(2)(a)	Musician	WGTN
s9(2)(a)	Musician	
s9(2)	Musician	AK / USA
s9(2)(a)	Musician	AK
s9(2)(a)	Musician	
s9(2)(a)	Musician	WGTN
s9(2)(a)	Musician	AK
s9(2)(a)	Musician	WGTN
s9(2)(a)	Musician	WGTN
s9(2)(a)	NZ Pro Surfer	
s9(2)(a)	NZ Top Chef	
s9(2)(a)	NZ world champion triathlete	

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—

# COVID-19 public awareness campaign.

—

## Uniting your audience against Covid-19.



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# We need your help.

**Unite Against Covid-19** is a call from NZ Government to all Kiwis to join together in halting Covid-19 here at home.

Every small action can make a big impact. As an influencer, we need your help to spread the right behavior to your followers, to help keep us all safe.

Below are our key messages, along with some ideas for how you might create some engaging posts to deliver them to your followers. You could share one post, or multiple.

**Note:** Feel free to write captions in your own tone of voice. **But please also deliver the information correctly, and accurately, so the right information spreads.**

**Please also support our message of unity – this cause calls on all of us to step up and work together.**

Unite  
against  
COVID-19

## Launch Date:

**Wednesday March 18 at 9am.**

Please only post your content after this date.

## Questions?

**If you have any questions about creating the content, or want to sense-check messaging, please contact Christina Hazard:**

**E: [christina.hazard@clemenger.co.nz](mailto:christina.hazard@clemenger.co.nz) Ph: 021 245 5323**

## Key Message 1:

# Washing your hands kills the virus.

**Wash often. Use soap. 20 seconds.**

**Washing and drying your hands kills the virus by bursting its protective bubble.**

Please tag the campaign handle in every post, along with hastags:

- @UniteAgainstCovid19
- #UniteAgainstCovid19
- #WashYourHandsFor20seconds

### **A couple of watch-outs:**

Some people may ask if leaving the tap on for 20 seconds wastes water. You can reply that as long as you're using the water for the whole time to wash your hands, it's not wasting it. In fact, it's using it smartly to protect others.

People may also wonder whether hand sanitizer is better than soap. Both work well to kill Covid-19. In fact, bars of soap are just as effective as bottled soap, or hand sanitizer. As long as you wash your hands thoroughly and regularly.

If you can, use bars of soap to wash your hands rather than bottled soaps, as we want to showcase soaps that are accessible and affordable for everyone, and which don't require plastic packaging.

## Post Idea

### WASH THEM YOUR WAY

Let's get New Zealand reinventing the way we all wash our hands.

Use your unique talents to create a crazy, engaging, interesting, funny way to spend the 20 seconds washing your hands. How unique can you make it to you? Use your talents to make the 20 seconds as unique to you as possible. Here are some examples:

**Musicians** - do you post a video of yourself singing a 20 second song as you wash your hands? Or serenade someone else washing theirs for 20 seconds?

**Comedians** - do you post a vid of yourself telling a joke/doing a twenty-second improv set while you wash your hands?

**Athletes** - do you give a 20 second pep talk about taking on Covid-19 as the opposition as you wash your hands?

**Media Personalities** - do you post a humorous 'breaking news' of how you're washing your hands for 20 seconds (as you actually wash them)?

**Bilingual Influencers** - could you teach language tips in 20 seconds? Like teaching 'wash your hands' in Māori ('horoi o ringaringa').

**Other influencers** - how else could you 'Wash Your Hands Your Way'? Entertain your followers in twenty seconds.

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## Key Message 2:

# Stay home if you are sick.

If you are sick with a fever, a cough, or shortness of breath, stay home. This is a powerful way to unite against COVID-19 and slow the spread of the virus. If you have symptoms, call your GP before visiting, or Healthline on 0800 358 5453 or visit [covid19.nz](https://covid19.nz)

Please tag the campaign handle in every post, along with hastags:

- @UniteAgainstCovid19
- #UniteAgainstCovid19
- #StayHomelfSick

## Post Idea

### INFLUENCER BED-INS

Can we unite to create an epic demo of staying-in-bed in NZ?

Give a demo example of how you'll keep germs at home, by donning your PJs and doing a post from your bed. Giving an insight into your bedroom set-up that your followers would be intrigued to see.

Talk about the importance of not spreading germs, while talking up the benefits of staying home instead. What else could you get done? Watch that series? Deep clean your place? Answer all your social comments and fan mail?

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## Key Message 3:

# Be kind. Check in on the elderly or vulnerable.

Make a difference by checking-in on any elderly or vulnerable people in your family or community. You can also drop food or supplies to those at home sick.

Please tag the campaign handle in every post, along with hastags:

- @UniteAgainstCovid19
- #UniteAgainstCovid19
- #BeKind

## Post Idea

### LET THE ELDERLY HIJACK YOUR FEED

Surprise your audience by letting an elderly loved one hijack your feed. Hand over the reins to your grandparents, kaumātua, parents or a beloved older neighbour, by helping them film a vid explaining why it's important for everyone to look out for our elderly and most vulnerable – cleverly using our respected elders to inspire even more people to look out for people like them. Everyone loves a cute older spokesperson, right?

For example, you could take a selfie-style vid with your nan, who'll take centre-stage instead of you:

*"Hey Sid's fans! I'm Elsie, Sid's nan...I'm proud of Sid and the way he's been looking out for me with everything happening with Covid-19. It's so important that people like me have people like you to look out for them – and to help understand what we can do to look after ourselves and those around us. So please remember to look out for the elderly and vulnerable people around you. You could pop by for a visit if you're feeling well, or drop off food or supplies to those who might be at home sick. Take care out there, and let's Unite Against Covid-19."*

At the end of their message, you might give her an air-hi-five (to avoid spreading germs via touch) and thank them for sharing this important message with your followers.

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## Key Message 4:

# Catch sneezes & coughs in your elbow.

Stop droplets spreading by catching sneezes and coughs in the crook of your elbow, by covering your nose and mouth. Not only will it stop droplets flying, but it's an area that touches things less often than your hands, so will limit the spreading of germs.

Please tag the campaign handle in every post, along with hastags:

- @UniteAgainstCovid19
- #UniteAgainstCovid19
- #DoTheElbowSneeze
- #DoTheElbowCough

## Post Idea

### ELBOW TALKERS

What if we got New Zealanders doing explanatory posts with an unmissable twist – by filming a vid of yourself energetically explaining the importance of ‘elbow sneezes’ while your nose and mouth is literally buried in your elbow. Your voice will probably be humorously muffled – so add subtitles or some detailed supporting post copy to explain what you’re up to, and why you’re doing it.

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**CLEMENGER **EBDO****

New Zealand Government

**Questions?**

If you have any questions about creating the content, or want to sense-check messaging, please contact **s9(2)(a)**:

E: **s9(2)(a)** @clemenger.co.nz Ph: **s9(2)(a)**

**From:** [John Walsh](#)  
**To:** [s9\(2\)\(a\) \(Clemenger BBDO\)](#)  
**Cc:** [s9\(2\)\(a\) \(Clemenger BBDO\)](#)  
**Subject:** Re: Radio 4 x 30" | FOR APPROVAL PLEASE  
**Date:** Tuesday, 17 March 2020 5:00:23 pm

---

Approved

> On 17/03/2020, at 4:24 PM, [s9\(2\)\(a\) \(Clemenger BBDO\)](#) <[s9\(2\)\(a\)@clemenger.co.nz](#)> wrote:  
>  
>

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**From:** [John Walsh](#)  
**To:** [s9\(2\)\(a\)](#) [\(Clemenger BDO\)](#)  
**Subject:** RE: Covid19 Campaign Elements Powerpoint  
**Date:** Tuesday, 17 March 2020 5:29:35 pm  
**Attachments:** [image001.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)

---

Thanks [s9\(2\)](#)

[\(v\)](#)  
Can I have the press pack first though

Duplicate

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**From:** s9(2)(a)  
**To:** s9(2)(a) (Clemenger BBDO)  
**Cc:** John Walsh; Ian Palmer  
**Subject:** RE: TV  
**Date:** Tuesday, 17 March 2020 6:17:53 pm  
**Attachments:** image003.png  
image005.png  
Copy of COUCH LEGENDS\_contacts 8\_301\_DT.xlsx

---

Apologies s9(2)(a) Been chasing it but won't have the key 8, and letter signoff till tomorrow morning.

I don't think that that precludes getting going however is appropriate on the long list even without any prioritisation though (couple of additions attached), assuming that works your end. Sorry for the delay.

Happy to talk if needed: s9(2)(a)

s9(2)(a)

---

**From:** s9(2)(a) (Clemenger BBDO) [mailto:s9(2)(a)@clemenger.co.nz]  
**Sent:** Tuesday, 17 March 2020 5:24 PM  
**To:** s9(2)(a)  
**Subject:** Re: TV

Would you mind giving me a quick ETA on the list and when you'd like us to start contacting people? We'll plot out the filming schedule for Thursday just as soon as we know avails & locations. Keen to follow up with people this evening if that's appropriate. Many thanks, L

---

**From:** s9(2)(a) <s9(2)(a)@parliament.govt.nz>  
**Date:** Tuesday, 17 March 2020 at 4:42 PM  
**To:** "s9(2)(a) (Clemenger BBDO)" <s9(2)(a)@clemenger.co.nz>, John Walsh <John.Walsh@mpi.govt.nz>  
**Subject:** RE: TV

It does indeed! Thanks.

s9(2)(a)

---

**From:** s9(2)(a) (Clemenger BBDO) [mailto:s9(2)(a)@clemenger.co.nz]  
**Sent:** Tuesday, 17 March 2020 4:20 PM  
**To:** s9(2)(a) <s9(2)(a)@parliament.govt.nz>; John Walsh <John.Walsh@mpi.govt.nz>  
**Subject:** Re: TV

No, just a single face/voice on screen at any time. We'll get everyone to read the whole script and then cut a compile using a few lines from each person – demonstrating we're all pulling together from wherever we are. Does that make sense? s9(2)(a)

---

**From:** s9(2)(a) <s9(2)(a)@parliament.govt.nz>  
**Date:** Tuesday, 17 March 2020 at 4:13 PM  
**To:** "s9(2)(a) (Clemenger BBDO)" <s9(2)(a)@clemenger.co.nz>, John Walsh <John.Walsh@mpi.govt.nz>  
**Subject:** RE: TV

Lovely, thanks.

And just so I'm clear, the general idea is still split screen, and you'll just choose pairings as appropriate?

s9(2)(a)

---

**From:** s9(2)(a) (Clemenger BBDO) [mailto:s9(2)(a)@clemenger.co.nz]  
**Sent:** Tuesday, 17 March 2020 3:41 PM

**To:** s9(2)(a) <s9(2)(a)@parliament.govt.nz>; John Walsh <John.Walsh@mpi.govt.nz>

**Subject:** Re: TV

Hi s9(2)

- We're looking for 8 people, each for 1 - 2 hours max (to allow for set up, make-up if required, and a comfortable number of takes with a director guiding tone & pacing for them)
- Filming inside or around their home/property in one location set-up (close-up rather than wide shots of location)
- We'll have 2 crews operating simultaneously in Wellington & Auckland
- We'll be available to start by 7.30am and can go as late as needed to fit in with them
- All follow up and logistics will be done by our producer s9(2)(a) –  
s9(2)(a)@clemenger.co.nz | s9(2)(a)

Please just let me know if you need any more details. Look forward to hearing your priority list.

Many thanks

s9(2)

---

**From:** s9(2)(a) <s9(2)(a)@parliament.govt.nz>

**Date:** Tuesday, 17 March 2020 at 3:19 PM

**To:** John Walsh <John.Walsh@mpi.govt.nz>

**Cc:** "s9(2)(a) (Clemenger BBDO)" <s9(2)(a)@clemenger.co.nz>

**Subject:** RE: TV

Thanks John.

I'll get you the info shortly. Working on it now.

In terms of what the "top ten" will be asked to do – are you able to provide some brief bullet points for when they're contacted this end?

- What will be expected (time/location eg. Your home/1 hour etc)
- Likely times (Thursday?)
- Who the followup will come from

Thanks,

s9(2)(a)

---

**From:** John Walsh [<mailto:John.Walsh@mpi.govt.nz>]

**Sent:** Tuesday, 17 March 2020 1:42 PM

**To:** s9(2)(a) <s9(2)(a)@parliament.govt.nz>

**Cc:** s9(2)(a) (Clemenger BBDO) <s9(2)(a)@clemenger.co.nz>

**Subject:** TV

Hi s9(2) thanks for your time just now. To avoid confusion – attached is the shorter list for prioritising.

Happy to have additions, of course

Cheers

John

---

**From:** s9(2)(a) (Clemenger BBDO) [[mailto:s9\(2\)\(a\)@clemenger.co.nz](mailto:s9(2)(a)@clemenger.co.nz)]

**Sent:** Tuesday, 17 March 2020 8:43 AM

**To:** John Walsh <John.Walsh@mpi.govt.nz>

**Subject:** Email to send to Influencers | Couch Television ad

Hi John

Please find attached –


1. **Email** copy for PMO to send to Influencers directly

2. Description of concept & television script
3. **Influencer list** with as many contact details as we can source tonight (if the PMO have other contacts that would be very helpful, otherwise we'll be calling agents & contacts tomorrow to fill gaps)

Second email to follow for social influencer content.

Thanks

s9(2)(a)



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---

NAME

DIRECT  
CONTAC  
T

3rd  
PARTY

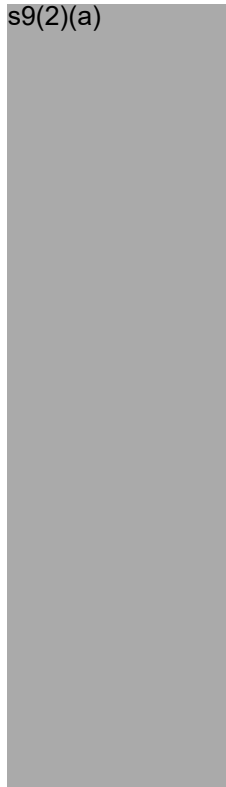
FACEBOOK

SPORTS

Top ten?

Priority  
score  
1(high) - 4  
(low)

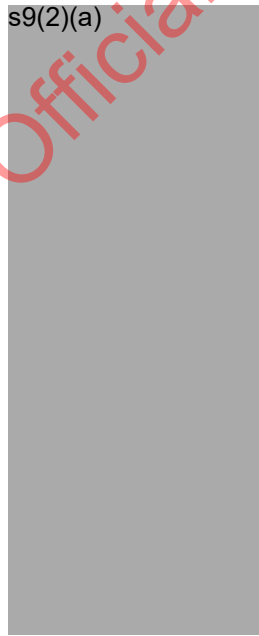
s9(2)(a)



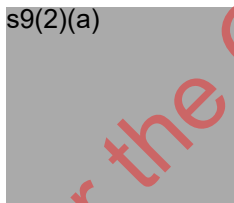
s9(2)(a)



s9(2)(a)



s9(2)(a)



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s9(2)(a)

s9(2)(a)

s9(2)(a)

**LEADERS**

s9(2)(a)

s9(2)(a)

**MEDIA**

s9(2)(a)

s9(2)(a)

s9(2)(a)

Next page withheld in full 9(2)(a)

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s9(2)(a)

s9(2)(a)

s9(2)(a)

s9(2)(a)

**COMEDIAN**

s9(2)(a)

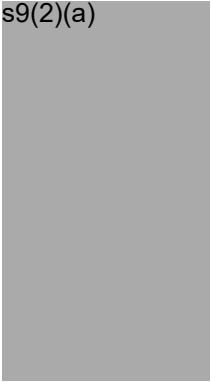
s9(2)(a)

s9(2)(a)

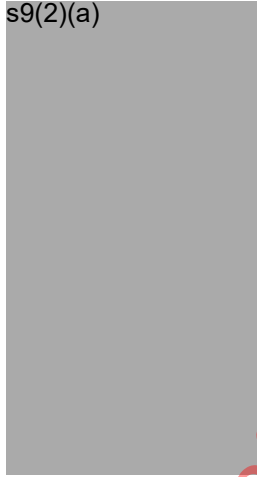
s9(2)(a)

Released under the Official Information Act 1982

s9(2)(a)



s9(2)(a)

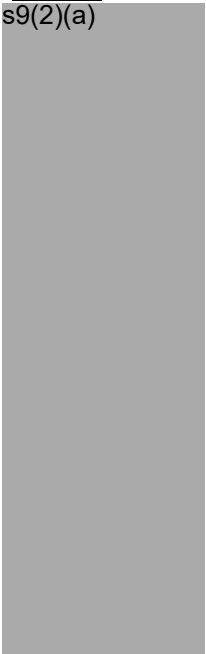


s9(2)(a)

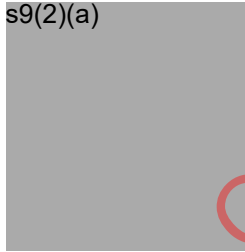


**MUSIC**

s9(2)(a)



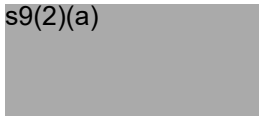
s9(2)(a)



s9(2)(a)



s9(2)(a)

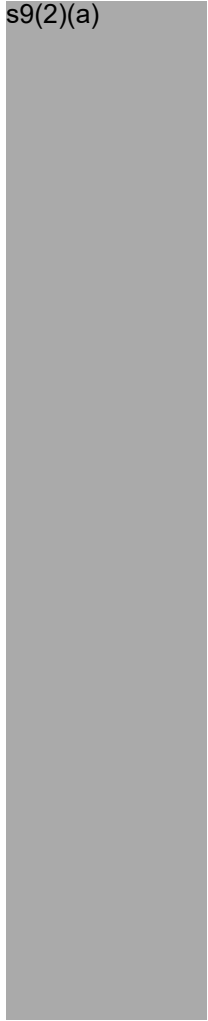


Released under the Official Information Act 1982

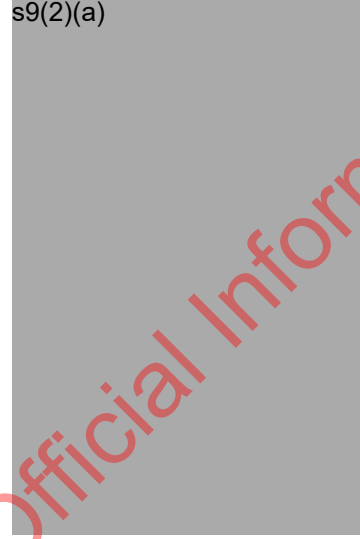
s9(2)(a)

**ACTORS/ACTR  
ESSES**

s9(2)(a)



s9(2)(a)



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**From:** s9(2)(a) (Clemenger BBDO)  
**To:** John Walsh  
**Subject:** Re: Video for Instagram Stories | FOR APPROVAL PLEASE  
**Date:** Tuesday, 17 March 2020 7:04:45 pm

---

All good thanks

---

**From:** John Walsh

**Date:** Tuesday, 17 March 2020 at 6:59 PM

**To:** "s9(2)(a) (Clemenger BBDO)"

**Subject:** RE: Video for Instagram Stories | FOR APPROVAL PLEASE

Hi – can't view for some reason. Will come up shortly to look

---

**From:** s9(2)(a) (Clemenger BBDO) [mailto:s9(2)(a)@clemenger.co.nz]

**Sent:** Tuesday, 17 March 2020 6:52 PM

**To:** John Walsh

**Subject:** Video for Instagram Stories | FOR APPROVAL PLEASE

If approved, this is good to be dispatched.

Thanks s9(2)(a)

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**From:** s9(2)(a) (Clemenger BBDO)  
**To:** s9(2)(a)  
**Cc:** [Jan Palmer](#); [John Walsh](#)  
**Subject:** Re: TV  
**Date:** Tuesday, 17 March 2020 7:17:16 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

Thanks s9(2)(a) much appreciated. If the PM can reach out in the first instance, we'll be ready to run the moment we have contacts of people willing to participate in the TVC.

Confirming –

1. The “couch” list is our long list of people who could feature in the television ad, filmed at their home. We need 6-8 recognisable people who are great on camera and available on Thursday.
2. The “influencer” list is for us to reach out to content creators and invite them to adopt our 4 core behaviours (wash hands for 20 secs, etc) and share their own content socially.
3. The couch list includes some top influencers with large networks. We can invite them to participate with their own content (supporting the core behaviours) if we don't use them for the television ad.

Please just call if we can do anything more tonight. Otherwise we'll be ready to take the baton in the morning.

With thanks again for all your help,

Linda

---

**From:** s9(2)(a)  
**Date:** Tuesday, 17 March 2020 at 6:29 PM  
**To:** "s9(2)(a) (Clemenger BBDO)"  
**Cc:** Ian Palmer , John Walsh  
**Subject:** RE: TV

Hi s9(2)(a)

I've just seen John's latest email and see a separate list of influencers. I was thinking that the folk on the “couch” list not in the 8 were subsequently going to be “deprioritised” to ‘influencers’.

Now it makes sense!

So I guess that means don't press on with the contacts as per my last email... The PM could well reach out to a few folk overnight, which should speed things up tomorrow. I'll be back to you as soon as I hear with an update.

s9(2)(a)

---

**From:** s9(2)(a) (Clemenger BBDO) [mailto:s9(2)(a)@clemenger.co.nz]  
**Sent:** Tuesday, 17 March 2020 5:24 PM  
**To:** s9(2)(a)  
**Subject:** Re: TV

Would you mind giving me a quick ETA on the list and when you'd like us to start contacting people? We'll plot out the filming schedule for Thursday just as soon as we know avails & locations. Keen to follow up with people this evening if that's appropriate. Many thanks, s9(2)(a)

---

**From:** s9(2)(a) <s9(2)(a)@parliament.govt.nz>  
**Date:** Tuesday, 17 March 2020 at 4:42 PM  
**To:** "s9(2)(a) (Clemenger BBDO)" <s9(2)(a)@clemenger.co.nz>, John Walsh <[John.Walsh@mpi.govt.nz](mailto:John.Walsh@mpi.govt.nz)>  
**Subject:** RE: TV

It does indeed! Thanks.

s9(2)(a)

---

**From:** s9(2)(a) (Clemenger BBDO) [mailto:s9(2)(a)@clemenger.co.nz]

**Sent:** Tuesday, 17 March 2020 4:20 PM

**To:** s9(2)(a) <s9(2)(a)@parliament.govt.nz>; John Walsh <John.Walsh@mpi.govt.nz>

**Subject:** Re: TV

No, just a single face/voice on screen at any time. We'll get everyone to read the whole script and then cut a compile using a few lines from each person – demonstrating we're all pulling together from wherever we are. Does that make sense? s9(2)(a)

---

**From:** s9(2)(a) <s9(2)(a)@parliament.govt.nz>

**Date:** Tuesday, 17 March 2020 at 4:13 PM

**To:** 's9(2)(a) (Clemenger BBDO)' <s9(2)(a)@clemenger.co.nz>, John Walsh <John.Walsh@mpi.govt.nz>

**Subject:** RE: TV

Lovely, thanks.

And just so I'm clear, the general idea is still split screen, and you'll just choose pairings as appropriate?

s9(2)(a)

Duplicate

Next two pages removed as duplicate

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**From:** [John Walsh](#)  
**To:** [s9\(2\)\(a\)](#) (Clemenger BBDO)  
**Subject:** RE: Translation doc  
**Date:** Tuesday, 17 March 2020 10:44:41 pm  
**Attachments:** [image003.png](#)  
[image004.png](#)

---

Brilliant - thanks

---

**From:** [s9\(2\)\(a\)](#) (Clemenger BBDO) [mailto:[s9\(2\)\(a\)](#)@clemenger.co.nz]  
**Sent:** Tuesday, 17 March 2020 10:44 PM  
**To:** John Walsh  
**Cc:** [s9\(2\)\(a\)](#)  
**Subject:** Translation doc

Kia Ora John, Attached is the updated copy doc for Samoan churches, Chinese We Chat and Chinese Supermarkets.

Note for We Chat the addition you made takes us over the 800 character limit, but we re checking with OMD if that's ok to still run. We'll let you know if we need to cull it

Thanks,  
[s9\(2\)\(a\)](#)

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From: [REDACTED]  
To: [REDACTED]  
Subject: [REDACTED]  
Date: Tuesday, 17 March 2020 11:07:29 pm  
Attachments: [REDACTED]  
[REDACTED]

Thanks John  
Looks great.  
Will do.

s9(2)(a)  
From: John Walsh  
Sent: Tuesday, 17 March 2020 22:55  
To: s9(2)(a)  
Cc: [REDACTED]  
Subject: Fwd: Airport signage references  
Hi s9(2)(a)  
CF  
Some  
Of the campaign creative that will go  
into airports from tomorrow (Wellington may be Thursday). Please feel free to share with others comms leads in your workstream but not wider than that until 9:00 am when campaign is launched

Begin forwarded message:

From: s9(2)(a) <s9(2)(a)@demonger.co.nz>  
Date: 17 March 2020 at 10:47:26 PM NZDT  
To: John Walsh <John.Walsh@mpi.govt.nz>  
Subject: Airport signage references

Airport signage (isolation) attached.

s9(2)(a)

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Duplicate



New Zealand Government

All passengers\*  
must self-isolate  
for 14 days

\*Except from the Pacific,  
visit [Covid19.govt.nz](https://www.covid19.govt.nz)  
for details

Unite  
against  
COVID-19

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# We can all slow the spread

We all need to work together if we want to slow the spread of COVID-19. You can unite against the virus now by:



## Washing and drying your hands

Wash often. Use soap, 20 seconds. Then dry. Washing kills the virus by bursting its protective bubble.



## Coughing or sneezing into your elbow

It keeps the virus off your hands, so you won't spread it to other people and make them sick too.



## All arrivals to New Zealand must self-isolate for 14 days

Except for those from the Pacific. Visit [Covid19.govt.nz](https://www.covid19.govt.nz) for details.

Find out more at  
**Covid19.govt.nz**

[New Zealand Government](https://www.govt.nz/)

Unite  
against  
**COVID-19**

**From:** [John Walsh](#)  
**To:** s9(2)(a)  
**Subject:** FW: Site content review  
**Date:** Tuesday, 17 March 2020 11:57:51 pm  
**Attachments:** [image003.png](#)  
[image004.png](#)

---

**From:** s9(2)(a) (Clemenger BBDO) [mailto:s9(2)(a)@clemenger.co.nz]  
**Sent:** Tuesday, 17 March 2020 11:47 PM  
**To:** John Walsh ; s9(2)(a) ; Gemma.Bevan@health.govt.nz  
**Cc:** s9(2)(a)  
**Subject:** Site content review

Hi team,

You can start reviewing the content on the site.

We have it behind a username / pw for now which we will remove once the design work is complete.

URL - <http://covid19.govt.nz/>

s9(2)(c)

Things to note:

- Obviously still working on the design, but the content from respective docs is in
- Any changes should be made in the CMS. s9(2)(a) and Gemma will have access (once the CMS has rebooted)
- I still need to add the content for 'those where English is not their first language'
- I still need the privacy statement content

Cheers,

s9(2)(a)

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**From:** s9(2)(a)  
**To:** s9(2)(a); [John Walsh](#)  
**Subject:** FW: Logo  
**Date:** Wednesday, 18 March 2020 11:47:15 am

---

Here's the logo too

Kind regards,  
s9(2)(a)

-----Original Message-----

**From:** John Walsh [<mailto:John.Walsh@mpi.govt.nz>]  
**Sent:** Wednesday, 18 March 2020 9:22 AM  
**To:** s9(2)(a) <linda.major@clemenger.co.nz>  
**Cc:** s9(2)(a) <s9(2)(a)@parliament.govt.nz>  
**Subject:** Logo

Hi s9(2)(a) who I have copied in is the Minister of Health's press secretary. Could you please send her a version of the campaign logo so she can send it to news media if required

Thanks

John

---

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**From:** s9(2)(a) (Clemenger BBDO)  
**To:** John Walsh  
**Subject:** FW: Progress.  
**Date:** Wednesday, 18 March 2020 11:59:35 am  
**Attachments:** image001.png  
image002.png

---

Quick update & a question -

David & I spoke this morning and we agreed Clemenger would progress with making first contact with the "A" List.

s9(2) just spoken to s9(2) who mentioned she's been approached already for a PSA being organised by s9(2)(a). If that's the case do we want her in this campaign also? If we can find out what else is being created it would be good to know we're in tune with messaging and avoid double-ups.

Happy to contact someone if you can point me in the right direction.

Thanks  
s9(2)(a)

---

**From:** s9(2)(a)  
**Date:** Wednesday, 18 March 2020 at 8:51 AM  
**To:** "s9(2)(a) (Clemenger BBDO)"  
**Cc:** John Walsh  
**Subject:** Progress.

Good morning.

LETTER


- Not keen to go with this procedure but perhaps we contact possibles saying that "The PM suggested we approach you".
- PM can personally approach those she knows from the lists below.

s9(2)

- ( )
- He's reached out to say he's happy to be approached: s9(2)(a)

"A" LIST

s9(2)(a)



"B" LIST

s9(2)(a)

Give me a call whenever: s9(2)(a)  
s9(2)(a)

**From:** s9(2)(a) (Clemenger BBDO) [mailto:s9(2)(a)@clemenger.co.nz]

**Sent:** Tuesday, 17 March 2020 5:24 PM

**To:** s9(2)(a)

**Subject:** Re: TV

Would you mind giving me a quick ETA on the list and when you'd like us to start contacting people? We'll plot out the filming schedule for Thursday just as soon as we know avails & locations. Keen to follow up with people this evening if that's appropriate. Many thanks, L

**From:** s9(2)(a) <s9(2)(a)@parliament.govt.nz>

**Date:** Tuesday, 17 March 2020 at 4:42 PM

**To:** 's9(2)(a) (Clemenger BBDO)' <s9(2)(a)@clemenger.co.nz>, John Walsh <John.Walsh@mpi.govt.nz>

**Subject:** RE: TV

It does indeed! Thanks.

s9(2)(a)

**From:** s9(2)(a) (Clemenger BBDO) [mailto:s9(2)(a)@clemenger.co.nz]

**Sent:** Tuesday, 17 March 2020 4:20 PM

**To:** s9(2)(a) <s9(2)(a)@parliament.govt.nz>; John Walsh <John.Walsh@mpi.govt.nz>

**Subject:** Re: TV

No, just a single face/voice on screen at any time. We'll get everyone to read the whole script and then cut a compile using a few lines from each person – demonstrating we're all pulling together from wherever we are. Does that make sense? s9(2)(a)

**From:** s9(2)(a) <s9(2)(a)@parliament.govt.nz>

**Date:** Tuesday, 17 March 2020 at 4:13 PM

**To:** 's9(2)(a) (Clemenger BBDO)' <s9(2)(a)@clemenger.co.nz>, John Walsh <John.Walsh@mpi.govt.nz>

**Subject:** RE: TV

Lovely, thanks.

And just so I'm clear, the general idea is still split screen, and you'll just choose pairings as appropriate?

s9(2)(a)

Duplicate

Next 3 pages removed as duplicate

**From:** [John Walsh](#)  
**To:** s9(2)(a) (Clemenger BBDO); [Gemma.Bevan@health.govt.nz](mailto:Gemma.Bevan@health.govt.nz); s9(2)(a)  
**Cc:** s9(2)(a)  
**Subject:** RE: RNZ 45" recording | FOR APPROVAL PLEASE  
**Date:** Wednesday, 18 March 2020 4:00:40 pm  
**Attachments:** [image003.png](#)  
[image004.png](#)

---

Thanks – it won't play on my computer.

Gemma – if you are happy with it, can you get it to s9(2)(a) to share with RNZ to see if they are comfortable. I think PMO might also be interested. Ask s9(2)(a)

J

---

**From:** s9(2)(a) (Clemenger BBDO) [mailto:s9(2)(a)@clemenger.co.nz]  
**Sent:** Wednesday, 18 March 2020 3:38 PM  
**To:** John Walsh ; [Gemma.Bevan@health.govt.nz](mailto:Gemma.Bevan@health.govt.nz)  
**Cc:** s9(2)(a)  
**Subject:** RNZ 45" recording | FOR APPROVAL PLEASE

Hi team

Here's the recorded announcement for your approval.

Could you please advise who this needs to be sent to at RNZ once approved.

Thanks

s9(2)(a)

---

**From:** "s9(2)(a) (Clemenger BBDO)" <s9(2)(a)@clemenger.co.nz>  
**Date:** Wednesday, 18 March 2020 at 1:32 PM  
**To:** John Walsh <[John.Walsh@mpi.govt.nz](mailto:John.Walsh@mpi.govt.nz)>, "[Gemma.Bevan@health.govt.nz](mailto:Gemma.Bevan@health.govt.nz)" <[Gemma.Bevan@health.govt.nz](mailto:Gemma.Bevan@health.govt.nz)>  
**Cc:** s9(2)(a) <s9(2)(a)@clemenger.co.nz>  
**Subject:** RNZ | 45" script

Hi John

Just keen to sense-check this with you. We want to use the brand cues (voice & sting) but without sound effects to hold more of the "announcement" tone.

Here's a suggested plan for messaging. We can record Day 1 and then read what messaging is helpful over the coming week. These could be rotated or change as new angles are announced.

**Day 1 (record Wed, live Thurs)**

Theme: United

Everyone needs to make a contribution, we all have a role to play to stop the spread + support each other

4 actions we need from people

Point to website

**Day 2**

Theme: Self isolate

People are asking what it means to self-isolate, what they can and can't do

Point to website for everything you need to know

Support each other, give freely to those in need and check in with those who feel isolated

**Day 3**

Theme: Economic impacts

Businesses and employees are working out what Covid-19 means for them

Point to website for information on financial support

Support local businesses if you can

**Day 4**

Theme: Events

If you're organising an event you may have questions about what you can and can't do

Point to website for information on what you need to know about social distancing

We all need to play our part to slow the spread


**ACTION FOR TODAY**

Just script approval for Day 1 – attached – and approval of the recording (pencilled in for mid afternoon).

Thoughts welcome.

Thanks

s9(2)(a)



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**From:** [John Walsh](#)  
**To:** [s9\(2\)\(a\)](#) (Clemenger BBDO)  
**Subject:** Re: Television update  
**Date:** Wednesday, 18 March 2020 5:14:29 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

Thanks [s9\(2\)\(a\)](#)

On 18/03/2020, at 5:09 PM, [s9\(2\)\(a\)](#) (Clemenger BBDO) wrote:

Hello all

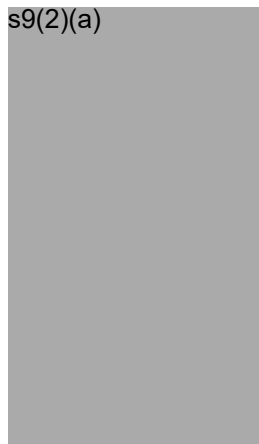
An update on progress with the television ad.

**Talent**

We've contacted the "A" list today with a very positive response from everyone.

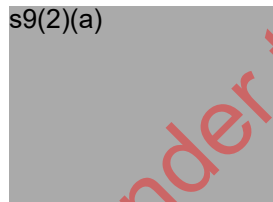
We have on board for filming on Friday:

[s9\(2\)\(a\)](#)



Still to make contact (currently in training / school / studio)

[s9\(2\)\(a\)](#)



[s9\(2\)\(a\)](#) is now in self-isolation (having travelled back from Australia last week) but is keen to film himself from home.

**Target**


We'll be using broadcast television and get Influencers to post through their networks – reaching younger and more diverse communities.

**Script**

I've attached the original script for your reference. We'll refine this overnight to write it for the Influencers we have in board, to bring their personality and Kiwi attitude to message.

I'll share the refined script with you first thing tomorrow for input and approval.

[s9\(2\)\(a\)](#)



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s9(2)(a)

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<2204 CBB Script.pdf>

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**From:** s9(2)(a) (Clemenger BBDO)  
**To:** Ian Palmer; s9(2)(a) ; John Walsh; Gemma.Bevan@health.govt.nz  
**Subject:** Re: Television update | Tone & Attitude  
**Date:** Wednesday, 18 March 2020 5:25:57 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[Unite Against TV Tone and Attitude v2\[1\].docx](#)

---

This may be useful framing for sharing the idea:

## UNITE AGAINST COVID-19

TV – TONE AND ATTITUDE

**#bekind** and **#uniteagainst** are trending.

That's what this piece will reflect.

It's about being kind. But also about taking responsibility.

Influencers and celebrities will reassure us by being their usual charming, funny, likeable, even loveable selves.

They'll use their own unique voices to challenge New Zealanders to unite against COVID-19.

The 'against' aspect is important. The virus is real. The threat requires a united response.

And we'll be asking everyone to not let the team down.

Duplicate



Next page removed as duplicate

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# UNITE AGAINST COVID-19

TV – TONE AND ATTITUDE

**#bekind** and **#uniteagainst** are trending.

That's what this piece will reflect.

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Influencers and celebrities will reassure us by being their usual charming, funny, likeable, even loveable selves.

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The 'against' aspect is important. The virus is real. The threat requires a united response.

And we'll be asking everyone to not let the team down.

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**From:** s9(2)(a)  
**To:** [John Walsh](#)  
**Cc:** [Gemma.Bevan@health.govt.nz](mailto:Gemma.Bevan@health.govt.nz); s9(2)(a)  
**Subject:** FW: COVID-19 Event Criteria Guide PDF  
**Date:** Thursday, 19 March 2020 3:16:32 pm  
**Attachments:** [image003.png](#)  
[image004.png](#)  
[MOH\\_COVID-19 Event Criteria Guide.pdf](#)  
**Importance:** High

---

Final event criteria guide

**Ngā mihi**

s9(2)(a)

Public Information Management – Covid-19

National Management Team

*\*Deployed as a member of the New Zealand Emergency Management Assistance Team*

---

**From:** s9(2)(a) (Clemenger BBDO)  
**Sent:** Thursday, 19 March 2020 3:13 PM  
**To:** s9(2)(a)  
**Cc:** s9(2)(a)  
**Subject:** COVID-19 Event Criteria Guide PDF  
**Importance:** High

s9(2)(a)

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# COVID-19 event criteria guide

Will the gathering be **EITHER outdoors with 500 or more people**  
**OR indoors with 100 or more people?**

**NO** **YES**

Will you be unable to trace all of your attendees if requested?  
(i.e. the event is not ticketed or you will not hold a guest list)

**NO** **YES**

Will any attendees be coming from domestic or international  
regions where there is a known transmission of COVID-19?

**NO** **YES**

Will the gathering impact on the workforce responding to COVID-19?  
(i.e. will healthcare workers be required at your gathering, or is there  
a risk they could be exposed en masse if a transmission occurred)

**NO** **YES**

Will the gathering include activities that may promote transmission?  
Such as singing, cheering or close physical contact,  
for example, sharing food or beverages or dancing.

**NO** **YES**

**Cancel  
the event**

## Proceed only with the following mitigations in place

### Social distancing measures put in place

(i.e. attendees will be able to stay **one or more metres apart** for  
the duration of the event, and measures are put in place to limit  
contact before and after the event).

### Sufficient hygiene measures are put in place

(dependent on the gathering, but as an example, an appropriate  
number of hand hygiene stations).

To find out more and download  
resources go to **Covid19.govt.nz**

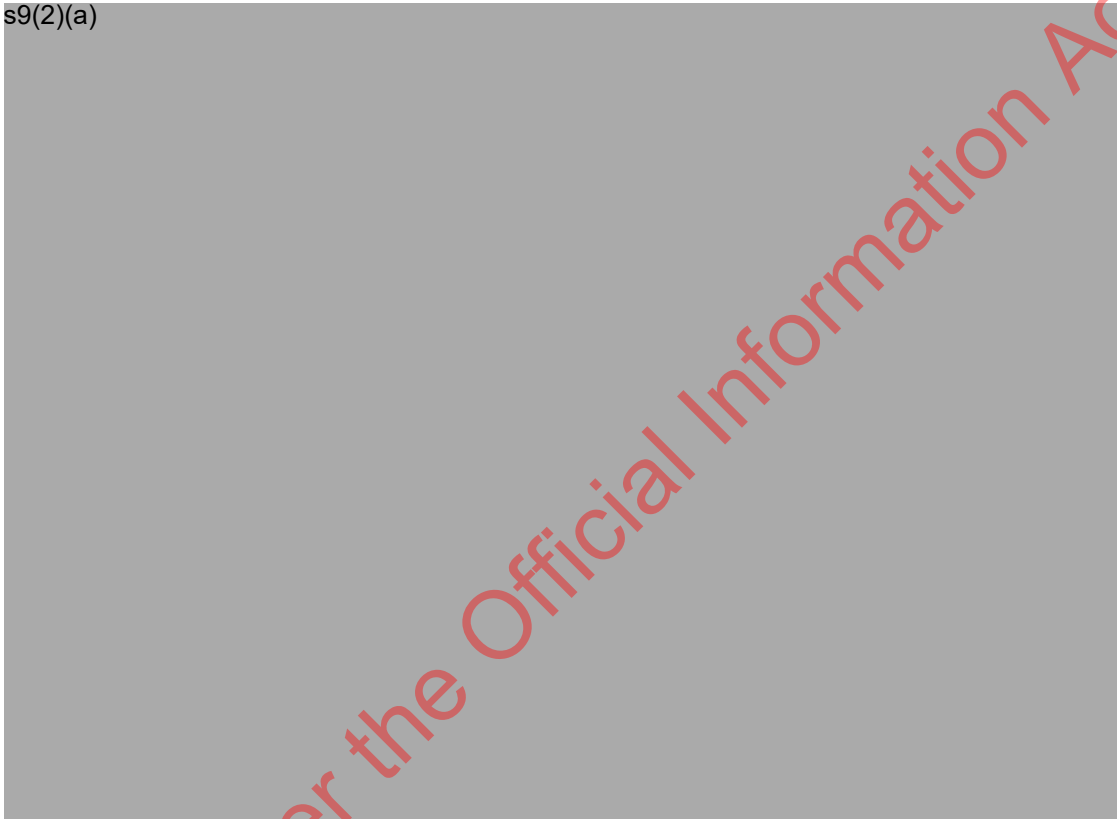
**From:** s9(2)(a) (Clemenger BBDO)  
**To:** John Walsh  
**Subject:** FW: influencers  
**Date:** Thursday, 19 March 2020 4:16:36 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

**From:** "s9(2)(a) (Clemenger BBDO)"  
**Date:** Thursday, 19 March 2020 at 4:15 PM  
**To:** "s9(2)(a) (Clemenger BBDO)"  
**Subject:** influencers

**INFLUENCERS**

s9(2)(a)



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**From:** s9(2)(a)  
**To:** s9(2)(a) (Clemenger BBDO); John Walsh  
**Subject:** RE: Television Edit Viewing | Saturday morning  
**Date:** Friday, 20 March 2020 3:26:09 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

That timeline looks good. I can be available almost whenever you need me to be. Only window I'd like to block out is 11.30-1, when the PM may be doing something.

Thanks

Sent with BlackBerry Work  
([www.blackberry.com](http://www.blackberry.com))

---

**From:** s9(2)(a) (Clemenger BBDO) <s9(2)(a)@clemenger.co.nz>  
**Date:** Friday, 20 Mar 2020, 3:24 PM  
**To:** John Walsh <[John.Walsh@mpi.govt.nz](mailto:John.Walsh@mpi.govt.nz)>, s9(2)(a) <s9(2)(a)@parliament.govt.nz>  
**Subject:** Television Edit Viewing | Saturday morning

Hi both

The filming is going well with some great content coming through. s9(2)(a) is powerful on camera delivering a message about duty in his words. Others are bringing real heart to the message.

We're looking forward to sharing it with you.

Being aware your days are stacked, I wanted to check on your avails tomorrow morning. We're aiming to have the edit ready to share by 10am.

The plan is to

1. Share the edit with you - 10am Saturday
2. Respond immediately to any feedback/changes you'd like to make
3. Get your approval on the edit - by midday
4. Grade & soundmix – Saturday afternoon
5. Final approval – Saturday evening
6. Despatch – Sunday morning
7. On air – Sunday evening

Let me know what works best for you and we'll make it happen.

With thanks

s9(2)(a)



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**From:** [Gemma.Bevan@health.govt.nz](mailto:Gemma.Bevan@health.govt.nz)  
**To:** [John Walsh](#)  
**Subject:** Fwd: Level diagram  
**Date:** Saturday, 21 March 2020 7:57:37 am  
**Attachments:** [image001.png](#)  
[ATT00001.htm](#)  
[image002.png](#)  
[ATT00002.htm](#)  
[COVID19\\_Alert Levels.docx](#)  
[ATT00003.htm](#)

---

Sent from my iPhone

Begin forwarded message:

**From:** "s9(2)(a) (Clemenger BBDO)"  
**Date:** 21 March 2020 at 7:56:58 AM NZDT  
**To:** "Gemma.Bevan@health.govt.nz"  
**Subject:** Re: Level diagram

s9(2)(a)

\*\*\*\*\*

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## New Zealand COVID-19 Alert Levels

- New Zealand's COVID-19 strategy focuses on keeping it out, stamping it out and slowing it down.
- These alert levels specify the public health and social measures to be taken and the impacts of those on daily life (note: the table does not include impacts caused by the situation outside of New Zealand).
- The measures may be updated on the basis of (i) new scientific knowledge about COVID-19 and (ii) information about the effectiveness of intervention measures in New Zealand and elsewhere.
- The alert levels may be applied at the town/city, TLA, regional or national levels. Different parts of the country may be at different alert levels.
- In general, the alert levels are cumulative, eg Level 1 is a base-level response. Always prepare for moving up or down the levels.
- A number of statutes support the measures, in particular the Health Act 1956, the Civil Defence Emergency Management Act 2002 and the Epidemic Preparedness Act 2006. Further detail on relevant legislation is provided in the New Zealand Influenza Pandemic Action Plan (NZIPAP).

Level	Trigger	Key measures	Impact on daily life
4	<ul style="list-style-type: none"> <li>• Disease is not contained</li> <li>• Sustained and intensive transmission</li> </ul>	<ul style="list-style-type: none"> <li>• State of local or national emergency declared</li> <li>• Population instructed to stay at home</li> <li>• Domestic travel restrictions imposed depending on areas of outbreak and risk</li> <li>• Businesses closed except for essential services (supermarkets, pharmacies, clinics) and lifeline utilities</li> <li>• Rationing of supplies and requisitioning of facilities possible</li> <li>• Public transport severely limited</li> <li>• Major reprioritisation of healthcare services</li> <li>• Triaging of patients to "COVID clinics" or home, who otherwise would be hospitalised</li> </ul>	<ul style="list-style-type: none"> <li>• Extreme social and economic disruption and dislocation</li> <li>• Significant number of deaths</li> <li>• Travel and movement severely affected</li> <li>• Options needed for children of essential workers</li> </ul>
3	<ul style="list-style-type: none"> <li>• Disease increasingly difficult to contain</li> <li>• Community transmission occurring OR</li> <li>• Multiple clusters break out</li> </ul>	<ul style="list-style-type: none"> <li>• Domestic travel advisories issued to avoid areas with clusters or community transmission</li> <li>• Public transport limited and physical distancing imposed</li> <li>• Educational facilities closed</li> <li>• All mass gatherings cancelled</li> <li>• Public venues closed (eg libraries, museums, cinemas, food courts, gyms, pools, amusement parks)</li> <li>• Restrictions on bars and restaurants (eg operating hours)</li> <li>• Alternative ways of working required and non-essential businesses suggested to consider closing</li> <li>• Non acute (elective) services and procedures in hospitals deferred and healthcare staff reprioritised</li> </ul>	<ul style="list-style-type: none"> <li>• Severe disruption to the economy</li> <li>• Social interactions sharply diminished</li> <li>• Travel may be significantly affected</li> <li>• Significant work and school absenteeism</li> <li>• Options may be needed for children of essential workers</li> </ul>
2	<ul style="list-style-type: none"> <li>• Disease is contained, but risks growing</li> <li>• High risk of importing COVID-19 AND</li> <li>• Uptick in imported cases OR</li> <li>• Uptick in household transmission OR</li> <li>• Single or isolated cluster outbreak</li> </ul>	<ul style="list-style-type: none"> <li>• Entry border measures maximised</li> <li>• Restrictions on mass gatherings tightened</li> <li>• Recommendations to cancel or postpone non-essential domestic travel</li> <li>• Alternative ways of working actively considered (eg remote working, shift-based working, physical distancing within the workplace, staggering meal breaks, flexible leave arrangements)</li> <li>• Business continuity plans activated</li> <li>• High-risk individuals advised to remain at home (eg those over 65 or those with comorbidities)</li> </ul>	<ul style="list-style-type: none"> <li>• Major disruption to the economy, particularly hospitality, events and tourism sectors</li> <li>• Significant disruption to social life</li> <li>• Reduced travel within New Zealand</li> <li>• Higher work and school absenteeism possible</li> </ul>
1	<ul style="list-style-type: none"> <li>• Disease is contained</li> <li>• Heightened risk of importing COVID-19 OR</li> <li>• Sporadic imported cases OR</li> <li>• Isolated household transmission associated with imported cases</li> </ul>	<ul style="list-style-type: none"> <li>• Border entry measures to minimise risk of importing COVID-19 cases applied</li> <li>• Aggressive contact tracing</li> <li>• Stringent self isolation and quarantine</li> <li>• Intensive testing in high risk settings</li> <li>• Physical distancing encouraged in all settings</li> <li>• Large mass gatherings cancelled</li> <li>• New Zealanders told to be socially responsible: If sick, stay at home</li> <li>• Messages promoted on good personal hygiene</li> </ul>	<ul style="list-style-type: none"> <li>• Disruption to the economy</li> <li>• Tourism and travel industries significantly affected</li> <li>• Some disruption to social life</li> </ul>



**From:** s9(2)(a) (Clemenger BBDO)  
**To:** [John Walsh](#)  
**Subject:** Re: AlertSystem  
**Date:** Saturday, 21 March 2020 9:56:04 am

---

Thanks. In design now.

---

**From:** John Walsh  
**Date:** Saturday, 21 March 2020 at 8:07 AM  
**To:** "Gemma.Bevan@health.govt.nz" , "s9(2)(a) (Clemenger BBDO)"  
**Subject:** AlertSystem  
Version two

---

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**From:** s9(2)(a) (Clemenger BBDO)  
**To:** John Walsh; Gemma.Bevan@health.govt.nz  
**Subject:** Re: AlertSystem  
**Date:** Saturday, 21 March 2020 10:39:42 am

---

Stand by for new chart in 3 mins

---

**From:** John Walsh  
**Date:** Saturday, 21 March 2020 at 10:38 AM  
**To:** "Gemma.Bevan@health.govt.nz"  
**Cc:** "s9(2)(a) (Clemenger BBDO)"  
**Subject:** AlertSystem

---

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**From:** [John Walsh](#)  
**To:** s9(2)(a)  
**Subject:** FW: Alert level chart - v8  
**Date:** Saturday, 21 March 2020 11:55:03 am  
**Attachments:** [0046 MBI COVID alert levels table v8.pdf](#)  
[image003.png](#)  
[image004.png](#)

---

**From:** s9(2)(a) (Clemenger BBDO) [mailto:s9(2)(a)@clemenger.co.nz]  
**Sent:** Saturday, 21 March 2020 11:53 AM  
**To:** John Walsh ; s9(2)(a) (Clemenger BBDO)  
**Subject:** Alert level chart - v8

Cheers, s9(2)(a)

s9(2)(a)

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# New Zealand COVID-19 Alert Levels

- These alert levels specify the public health and social measures to be taken.
- The measures may be updated on the basis of (i) new scientific knowledge about COVID 19 and (ii) information about the effectiveness of intervention measures in New Zealand and elsewhere.
- The alert levels may be applied at a town, city, territorial local authority, regional or national level.
- Different parts of the country may be at different alert levels. We can move up and down alert levels.
- In general, the alert levels are cumulative, e.g. Level 1 is a base level response. Always prepare for the next level.
- At all levels, health services, emergency services, utilities and goods transport, and other essential services, operations and staff, are expected to remain up and running. Employers in those sectors must continue to meet their health and safety obligations.

LEVEL	RISK ASSESSMENT	RANGE OF MEASURES (can be applied locally or nationally)
<b>Level 4 - Eliminate</b> Likely that disease is not contained	<ul style="list-style-type: none"> <li>• Sustained and intensive transmission</li> <li>• Widespread outbreaks</li> </ul>	<ul style="list-style-type: none"> <li>• People instructed to stay at home</li> <li>• Educational facilities closed</li> <li>• Businesses closed except for essential services (e.g. supermarkets, pharmacies, clinics) and lifeline utilities</li> <li>• Rationing of supplies and requisitioning of facilities</li> <li>• Travel severely limited</li> <li>• Major reprioritisation of healthcare services</li> </ul>
<b>Level 3 - Restrict</b> Heightened risk that disease is not contained	<ul style="list-style-type: none"> <li>• Community transmission occurring OR</li> <li>• Multiple clusters break out</li> </ul>	<ul style="list-style-type: none"> <li>• Travel in areas with clusters or community transmission limited</li> <li>• Affected educational facilities closed</li> <li>• Mass gatherings cancelled</li> <li>• Public venues closed (e.g. libraries, museums, cinemas, food courts, gyms, pools, amusement parks)</li> <li>• Alternative ways of working required and some non-essential businesses should close</li> <li>• Non face-to-face primary care consultations</li> <li>• Non acute (elective) services and procedures in hospitals deferred and healthcare staff reprioritised</li> </ul>
<b>Level 2 - Reduce</b> Disease is contained, but risks of community transmission growing	<ul style="list-style-type: none"> <li>• High risk of importing COVID-19 OR</li> <li>• Increase in imported cases OR</li> <li>• Increase in household transmission OR</li> <li>• Single or isolated cluster outbreak</li> </ul>	<ul style="list-style-type: none"> <li>• Entry border measures maximised</li> <li>• Further restrictions on mass gatherings</li> <li>• Physical distancing on public transport (e.g. leave the seat next to you empty if you can)</li> <li>• Limit non-essential travel around New Zealand</li> <li>• Employers start alternative ways of working if possible (e.g. remote working, shift-based working, physical distancing within the workplace, staggering meal breaks, flexible leave arrangements)</li> <li>• Business continuity plans activated</li> <li>• High-risk people advised to remain at home (e.g. those over 70 or those with other existing medical conditions)</li> </ul>
<b>Level 1 - Prepare</b> Disease is contained	<ul style="list-style-type: none"> <li>• Heightened risk of importing COVID-19 OR</li> <li>• Sporadic imported cases OR</li> <li>• Isolated household transmission associated with imported cases</li> </ul>	<ul style="list-style-type: none"> <li>• Border entry measures to minimise risk of importing COVID-19 cases applied</li> <li>• Contact tracing</li> <li>• Stringent self-isolation and quarantine</li> <li>• Intensive testing for COVID-19</li> <li>• Physical distancing encouraged</li> <li>• Mass gatherings over 500 cancelled</li> <li>• Stay home if you're sick, report flu-like symptoms</li> <li>• Wash and dry hands, cough into elbow, don't touch your face</li> </ul>

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**From:** [John Walsh](#)  
**To:** [Ian Palmer](#)  
**Cc:** [Linda Major \(Clemenger BBDO\)](#)  
**Subject:** Re: TV update  
**Date:** Saturday, 21 March 2020 1:15:14 pm  
**Attachments:** [image003.png](#)  
[image004.png](#)

---

Thanks Ian. Very happy for PM to launch

On 21/03/2020, at 1:14 PM, Ian Palmer wrote:

Yes, great work.

Per my message: TVC looks great to go, as does s9(2)(a) for social. Have been asked to hold back s9(2)(a) for now - I'll come back to you on that. Hope that's ok.

John, how do you feel about the PM 'revealing' the ad first on her social tomorrow, before it goes live on broadcast in the evening? Haven't discussed with her yet, but would ensure a good organic reach. Let me know if you're happy for me to suggest?

And next steps: influencers sound good, but wonder if there's a way to bring members of the everyday public in too? To show the unity. May be a Monday conversation though!

Cheers again for all the work - I realise how considerable it will have been.

Sent with BlackBerry Work  
(www.blackberry.com)

---

**From:** John Walsh <[John.Walsh@mpi.govt.nz](mailto:John.Walsh@mpi.govt.nz)>  
**Date:** Saturday, 21 Mar 2020, 1:01 PM  
**To:** s9(2)(a) (Clemenger BBDO) <s9(2)(a)@clemenger.co.nz>, Ian Palmer <[Ian.Palmer@parliament.govt.nz](mailto:Ian.Palmer@parliament.govt.nz)>  
**Subject:** RE: TV update

Hi s9(2)(a) approved. I'm comfortable that the hygiene messages are increasingly difficult to avoid.

Thanks again. Brilliant stuff

John

---

**From:** s9(2)(a) (Clemenger BBDO) [mailto:s9(2)(a)@clemenger.co.nz]  
**Sent:** Saturday, 21 March 2020 12:49 PM  
**To:** John Walsh ; Ian Palmer  
**Subject:** TV update

Thanks both for your rapid feedback.

Ian, your question was can we include the specific health messages in the TVC so people are clear what they're being asked to do.

We do have s9(2)(a) delivering the washing hands message but it's not a great take unfortunately. It makes the ask seem a bit throwaway amongst the more emphatic tone of the other voices (listen to the experts...when you're asked to do something, do it...). The other influencers explain the need to Unite. We made the call in the scripting to lift this up to be more of a call to arms, to give emotional weight to the surrounding campaign messages that running at very heavy weights. The TV plan is to run the 60" Unite piece in tandem with the 15" Action messages (wash hands, sneeze, stay home, look after our vulnerable & elderly). We've had TV time donated from the private sector to support the cause so will continue to keep the public health messages running at a high frequency on TV and on all other channels.

Our next action – with your blessing – is to activate the network of Content Creators to reinforce

the health messages in the spirit of s9(2)(a)

What I need from you:

1. Approval on the edit for TVC so we can start on the grading & soundmix this afternoon
2. Approval to complete the social videos (s9(2)(a) )

Just FYI, CAB has confirmed a G rating for TV audiences with your approval.

Here are the videos again for quick reference:

TV & Social videos: <https://transfer.clemenger.co.nz/?u=2GOYAF&p=ZxxY38>

s9(2)(a)

Look forward to your feedback.

With thanks

s9(2)(a)

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**From:** [Gemma.Bevan@health.govt.nz](mailto:Gemma.Bevan@health.govt.nz)  
**To:** [John Walsh](#)  
**Cc:** s9(2)(a)  
**Subject:** Fwd: Alert 3 - key messages  
**Date:** Saturday, 21 March 2020 6:31:53 pm  
**Attachments:** [image001.png](#)  
[ATT00001.htm](#)  
[COVID 19 Phase 3 - Strategic Communications plan 21March.docx](#)  
[ATT00002.htm](#)

---

Have a squizz before we send back to Strat Comms.

GB.

Sent from my iPhone

Begin forwarded message:

**From:** "s9(2)(a) (Clemenger BBDO)"  
**Date:** 21 March 2020 at 5:47:49 PM NZDT  
**To:** "Gemma.Bevan@health.govt.nz"  
**Cc:** "s9(2)(a) (Clemenger BBDO)", "s9(2)(a) (Clemenger BBDO)",  
s9(2)(a)  
**Subject:** Alert 3 - key messages

Hi Gemma,

Attached are some notes added into the communications strategy (added in red so they can easily add to their more recent versions).

The key inputs we would need to be able to deliver on the recommended messages are specific details about all measures (how they work, how they affect, timeframes, likely impacts etc.). We'd also need to ensure adequate resourcing to be able to respond to questions from most those most impacted by the changes.

Let us know if you have any questions or need anything else.

Thanks so much,

s9(2)(a)

\*\*\*\*\*

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## LEVEL 3: Communications strategy

Disease is increasingly difficult to contain: community transmission occurring or multiple clusters break out

Situation	Communications approach
<b>Government announces Level 3</b>	<ul style="list-style-type: none"><li>• Communicate commitment to action</li><li>• Convey sense of urgency and gravity</li><li>• Be clear about what measures are being put in place and what they mean</li><li>• Be firm but compassionate and empathetic</li><li>• Acknowledge the impact on people and businesses</li><li>• Be straight up about public health threat, economic impact, and the pandemic path</li><li>• Reiterate strategy to flatten the curve / manage smaller waves</li><li>• Underpin with call to action Unite against Covid19</li><li>• Emphasise no group will be left behind</li><li>• Reassure about capacity of health services</li><li>• Reiterate call for New Zealanders to come together and be kind to each other</li><li>• Continue public health messages – hand washing, cover coughs/sneezes</li><li>• Emphasise all-of-government approach, and industry and community cooperation</li><li>• Message about getting through to the end / recovery</li></ul>
<b>High demand for information about what to do, what is happening</b>	<ul style="list-style-type: none"><li>• Be clear and transparent about the public health threat</li><li>• Explain what is known and not known</li><li>• Frequent communications is essential, without overwhelming people</li><li>• Share up to date facts, figures and advice</li></ul>



	<ul style="list-style-type: none"> <li>• Respond quickly to changing advice, and queries</li> <li>• Use of multiple channels and broadcast public information is key, with social media pushed out first</li> <li>• Ramp up the public campaign 'Unite Against Covid19' with key focus on social media and online channels to reach people at home</li> <li>• Examples of where people have taken it on themselves to Unite Against Covid19</li> <li>• Provide information in different formats, easily consumable infographics</li> </ul>
<p><b>Increased misinformation and competing information</b></p>	<ul style="list-style-type: none"> <li>• No gaps in communication so that misinformation does not take over</li> <li>• Proactive mythbusting efforts on key issues</li> <li>• Strong emphasis on single source of truth on covid19.govt.nz website</li> </ul>
<p><b>Key Messages</b></p>	<ul style="list-style-type: none"> <li>• Explain alert level</li> <li>• Why measures are being introduced and how measures work, how they will help, and how public participation and support enables effectiveness.</li> <li>• Measures: <ul style="list-style-type: none"> <li>- specific start times, regions, and duration (if known) or when measures will be reviewed.</li> <li>who it includes, and who is exempt (with specific examples to demonstrate)</li> <li>- likely impacts of implementation (for specific groups, sectors, regions etc.)</li> </ul> </li> <li>• Demonstrate capacity of health services, how this differs across regions, what is being prioritized and why.</li> <li>• Explain what facilitation is in place to implement measures (e.g. enforcement or support).</li> </ul>

	<ul style="list-style-type: none"> <li>• Demonstrate adequate availability and access to supplies (medical, food and other). Provide evidence (e.g. include credible voices and visual proof).</li> <li>• Continue public health messages.</li> <li>• Reinforce the need for everyone to play their part to get through and promote unity.</li> <li>• Demonstrate progress (where things have improved).</li> <li>• Communicate that information will be regularly informed as quickly as possible.</li> <li>• Direct people to <a href="https://www.covid19.govt.nz">covid19.govt.nz</a></li> <li>• Provide the opportunity for most affected audiences (SMEs) to ask direct questions</li> </ul>
<b>Specially targeted audiences</b>	
<b>Māori</b>	<ul style="list-style-type: none"> <li>• Resources translated into te reo Māori</li> <li>• Case studies and stories about Māori communities and experiences and focus on te ao Māori perspectives</li> </ul>
<b>Pasifika</b>	<ul style="list-style-type: none"> <li>• Resources translated into Pasifika languages</li> <li>• Case studies and stories about Pasifika communities and experiences</li> </ul>
<b>Migrants and refugees</b>	<ul style="list-style-type: none"> <li>• Resources translated into appropriate languages</li> <li>• Address and share cultural concerns</li> </ul>
<b>Elderly people</b>	<ul style="list-style-type: none"> <li>• Focus on traditional media channels – TV, Radio and Newspapers (6pm news is important)</li> <li>• Engage with Grey Power to share messages with community</li> <li>• Traditional public messaging feel about materials</li> <li>• Use relatable and credible spokespeople</li> </ul>

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	<ul style="list-style-type: none"> <li>• Provide paper-based materials or videos that can be played to groups directly to Residential Aged Care facilities</li> <li>• Messages through senior online forums and chat rooms</li> </ul>
<b>18-25 year olds</b>	<ul style="list-style-type: none"> <li>• Prioritise social media – use their channels (Instagram, TikTok)</li> <li>• Emphasise messaging around caring for your community and self-isolating for others</li> <li>• Share and re-post positive, creative and uplifting stories from age group in self-isolation</li> <li>• Share great stories about how this group is helping others (e.g. Student Army)</li> <li>• Highlight active enforcement and compliance measures</li> <li>• Push back on dehumanisation, ableism, ageism, racism etc.</li> </ul>
<b>Vulnerable people</b>	<ul style="list-style-type: none"> <li>• Be clear about who at risk/vulnerable people are</li> <li>• Ensure signposting to more detailed resources and information</li> <li>• Go through their support groups/interest groups on social channels</li> <li>• Share joint messages through NGOs/charities</li> <li>• Reassure people about access to health services</li> <li>• Highlight active enforcement and compliance measures to reassure them action is being taken</li> </ul>
<b>Chinese communities</b>	<ul style="list-style-type: none"> <li>• Resources translated into Mandarin/Cantonese</li> <li>• Push back on xenophobia and racism</li> <li>• Share stories from their communities</li> </ul>
<b>Other ethnic communities</b>	<ul style="list-style-type: none"> <li>• Resources translated into appropriate languages</li> </ul>
<b>Small business owners + sole traders</b>	<ul style="list-style-type: none"> <li>• Whether they are included or exempt from measures being implemented</li> <li>• What support is available (financial, advice, wellbeing management)</li> <li>• Provide ability for Q&amp;A</li> </ul>

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<b>Scenarios</b>	
<b>Potential loss of public goodwill and cooperation as pressures build on people</b>	<ul style="list-style-type: none"> <li>• Tone needs to be firm and informative while emphasising kindness</li> <li>• Acknowledgement that people are finding this hard</li> <li>• Thank people for kindness and actions above and beyond</li> <li>• Thanking Kiwis for cooperation</li> <li>• Highlight where community spirit is happening</li> <li>• Emphasising government actions to support New Zealand through this</li> <li>• Highlight active enforcement and compliance measures</li> </ul>
<b>Potential loss of trust &amp; confidence in government actions</b>	<ul style="list-style-type: none"> <li>• Use credible government and industry spokespeople</li> <li>• Emphasise commitment to the actions and decisions</li> <li>• Highlight stories from across government about good actions and successes</li> <li>• Use stories of government and industry cooperation and working together</li> <li>• PM fronts high level announcements to provide a consistent voice</li> <li>• High transparency of all communications and data</li> <li>• Show empathy and understanding at what people are experiencing</li> <li>• Emphasise the need to pull together</li> <li>• Explain what actions are being taken and why</li> <li>• Share openly what has gone into decision making so far; share dilemmas</li> <li>• Be open about the changing situation as it develops, and let people know that change will continue in the short and long term</li> </ul>
<b>Uncertainty, fear, not knowing what to do</b>	<ul style="list-style-type: none"> <li>• Make calls to action that are specific, realistic and achievable</li> <li>• Be firm and serious about what is required</li> <li>• Foster community spirit, involve people in positive action</li> <li>• Celebrate successes</li> <li>• Explain what public health actions are being taken and why</li> </ul>

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<p><b>Morale decreases, people get fatigued</b></p>	<ul style="list-style-type: none"> <li>• Acknowledge the great work of frontline services, with real stories of real people</li> <li>• Share real examples of community resilience and Kiwi spirit</li> <li>• Promote 1737 Need to Talk helpline, and other resources for mental health (recognising pressure on capacity)</li> <li>• Share success stories from frontline and overall progress</li> <li>• Share international recovery stories</li> <li>• Encourage and share innovative ways to celebrate events and make social connections safely – Easter, ANZAC Day, Queenstown Winter Festival etc. (Example – the social media idea to line the streets with Kiwis standing at their front gates on ANZAC Day; NZSO virtual concerts)</li> </ul>
<p><b>First deaths occur</b></p>	<ul style="list-style-type: none"> <li>• Ensure a compassionate, empathetic approach</li> <li>• Reassure the public about health services and capacity</li> <li>• Be as open about the situation as possible: if necessary with healthcare provider reassurance: avoid rumour and speculation</li> <li>• Push back on dehumanisation, ableism, ageism etc</li> </ul>
<p><b>Marginalised groups feel unsupported or left behind</b></p>	<ul style="list-style-type: none"> <li>• Acknowledge situations that marginalised groups are experiencing</li> <li>• Translate materials into several languages</li> </ul>

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**From:** s9(2)(a)  
**To:** John Walsh  
**Subject:** Fwd: Stuff new Coronavirus header design vs NZ Govt United Against Covid19 campaign imagery  
**Date:** Saturday, 21 March 2020 7:22:07 pm  
**Attachments:** [image006.png](#)  
[image005.jpg](#)  
[image003.png](#)  
[image004.jpg](#)

Kind Regards  
s9(2)(a)

OMD  
s9(2)(a)

---

**From:** s9(2)(a)  
**Sent:** Saturday, March 21, 2020 6:59:16 PM  
**To:** s9(2)(a)  
**Subject:** Re: Stuff new Coronavirus header design vs NZ Govt United Against Covid19 campaign imagery

**CAUTION:** This email originated from the Internet. The Original Sender is s9(2)(a) @fairfaxmedia.co.nz

Just thinking about it, the team have obviously chosen the same colours specifically to highlight the Covid-19 content because of the official design. But is it actually a bad thing if it means the public can hone straight in on relevant info?

The information the pointer links to is of the straightforward "all your need to know" variety and the Stuff site is heavily driving people to the official site.

We have had a surge of audience for this content - 2m daily. Our primary goal is to keep the public informed with the latest information and what it means for their lives.

I think s9(2)(a) will call you to talk through.

Kind regards

s9(2)  
( )

On Sat, 21 Mar 2020 at 6:50 PM, Nick Ascough <s9(2)(a)@omd.com> wrote:  
Much appreciated.

Kind Regards  
s9(2)(a)  
OMD  
s9(2)(a)

---

**From:** s9(2)(a) <s9(2)(a)@stuff.co.nz>  
**Sent:** Saturday, March 21, 2020 6:44:41 PM  
**To:** s9(2)(a) <s9(2)(a)@omd.com>  
**Subject:** Re: Stuff new Coronavirus header design vs NZ Govt United Against Covid19 campaign imagery

**CAUTION:** This email originated from the Internet. The Original Sender is s9(2)(a) @fairfaxmedia.co.nz

Hi Nick,

Thanks for this. I have passed this straight on to the editorial bosses, Mark Stevens and Patrick Crewdson, as they handle this.

s9(2)  
( )

On Sat, 21 Mar 2020 at 6:36 PM, s9(2)(a) <s9(2)(a)@omd.com> wrote:

Evening s9(2)  
( )

We last spoke over [sadly] another "global" issue as I was part of the Gen Less team...along with Rachel from sister agency Clemenger BBDO.

I'm currently part of a team working of the governments comms response to Covid19> Which includes Clemenger.

They have designed the below as I'm sure [hope] you haven't been able to avoid in the last little while.

A picture containing drawing   Description automatically generated



The client team are concerned by the recent appearance of the design [below] on your own site and have asked if you would consider a design remedy to avoid the possibility of any confusion for your readers.

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A screenshot of a social media post   Description automatically generated



Kind Regards

s9(2)(a)



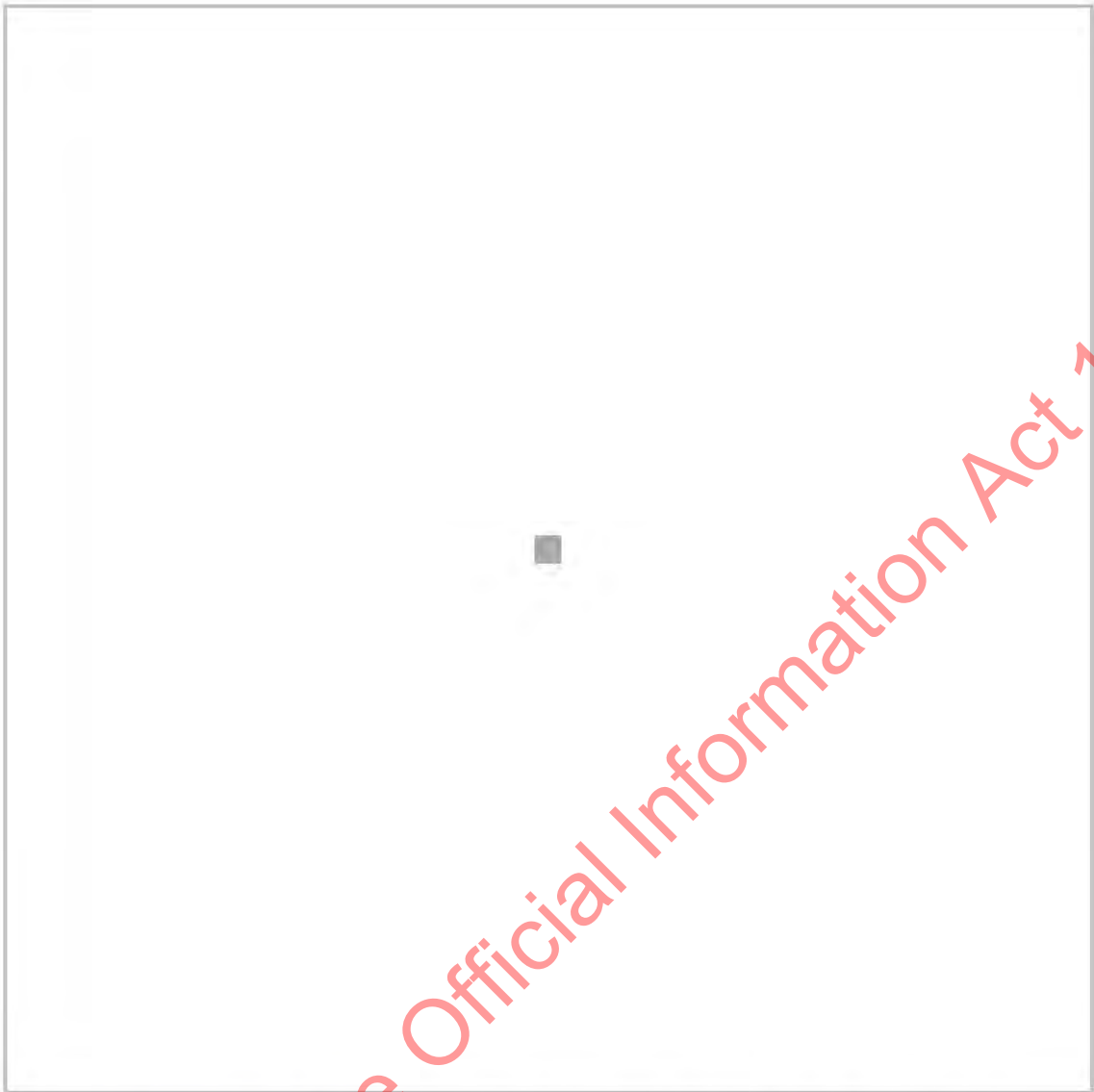
Adweek's Global Media Agency of the Year 2019

Campaign Asia's NZ Media Agency of the year 2013, 2014, 2015, 2016 & 2018

Google Premier Partner Awards 2019's Search Excellence Winner & Finalist for Video, Display & Shopping Excellence

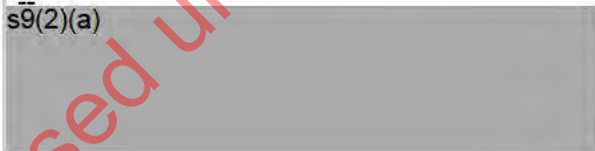
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s9(2)(a)



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s9(2)(a)



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**From:** s9(2)(a) (Clemenger BBDO)  
**To:** Ian Palmer; John Walsh  
**Subject:** Re: Final TV | FOR APPROVAL PLEASE  
**Date:** Saturday, 21 March 2020 7:57:38 pm  
**Attachments:** image001.png  
image002.png

Magic. Thank you so much for all your help.

**From:** Ian Palmer  
**Date:** Saturday, 21 March 2020 at 7:56 PM  
**To:** "s9(2)(a)" (Clemenger BBDO)", John Walsh  
**Subject:** RE: Final TV | FOR APPROVAL PLEASE  
Perfect. Great job.  
Nothing more from me. Will get her to post sometime before it hits the airwaves!

Sent with BlackBerry Work  
(www.blackberry.com)

**From:** s9(2)(a) (Clemenger BBDO) <s9(2)(a)@clemenger.co.nz>  
**Date:** Saturday, 21 Mar 2020, 7:47 PM  
**To:** John Walsh <John.Walsh@mpi.govt.nz>, Ian Palmer <Ian.Palmer@parliament.govt.nz>  
**Subject:** Final TV | FOR APPROVAL PLEASE

Hi both

**Final TVC**

Please see final 60" pics/audio for sign off.

<https://mandyvf.digitalpigeon.com/msg/FE5xwGs3Eqxawb4tvG4vQ/4GmgvWPMe4a6S7GSA1Z3GQ>

**Social Posting**

We'd love for the PM to post this on her social before it goes live. Here's the social file for posting (if approved)

<https://mandyvf.digitalpigeon.com/msg/j1XxIGs-Eeqxawb4tvG4vQ/DMif8dTgmSpIJ7nRevraQ>

**TV Spot List for Sunday**

We have the 60" running first in break in the first break of 1 News at 6pm and we're also in the first break of Newshub live at 6pm.

22/03/2020	Sun	6:10 PM	60	TVNZ 1*	1 News At 6pm
22/03/2020	Sun	6:10 PM	60	Three*	NEWSHUB LIVE AT 6PM
22/03/2020	Sun	6:10 PM	60	TVNZ 2*	The Big Bang Theory
22/03/2020	Sun	7:20 PM	60	Bravo*	MOVIE: THE MUMMY: TOMB OF THE
22/03/2020	Sun	7:50 PM	60	TVNZ 1*	Sunday
22/03/2020	Sun	8:20 PM	60	Three*	MARRIED AT FIRST SIGHT AUSTRAL
22/03/2020	Sun	8:20 PM	60	TVNZ 2*	The Bachelorette NZ
22/03/2020	Sun	8:50 PM	60	Three*	SUNDAY BLOCKBUSTER: JURASSIC WORLD
22/03/2020	Sun	9:40 PM	60	Bravo*	MOVIE: TED

This will run with 15" airtime promoting the 4 x Actions (supported by additional airtime across SKY/Prime/Choice/HGTV) :-

22/03/2020	Sun	5:40 PM	15	TVNZ 1*	The Chase
22/03/2020	Sun	5:50 PM	15	Bravo*	HOLLYWOOD MEDIUM WITH TYLER HE
22/03/2020	Sun	6:10 PM	15	TVNZ DUKE	Border Patrol
22/03/2020	Sun	6:20 PM	15	TVNZ 2*	The Big Bang Theory
22/03/2020	Sun	6:40 PM	15	TVNZ 1*	1 News At 6pm
22/03/2020	Sun	6:50 PM	15	TVNZ 1*	1 News At 6pm
22/03/2020	Sun	6:50 PM	15	Three*	NEWSHUB LIVE AT 6PM
22/03/2020	Sun	6:50 PM	15	TVNZ DUKE	Motorway Patrol
22/03/2020	Sun	6:50 PM	15	Bravo*	LOVE IT LIST IT: VANCOUVER
22/03/2020	Sun	7:10 PM	15	TVNZ DUKE	Brooklyn Nine Nine
22/03/2020	Sun	7:40 PM	15	TVNZ 1*	Sunday
22/03/2020	Sun	7:40 PM	15	TVNZ 2*	The Bachelorette NZ
22/03/2020	Sun	7:40 PM	15	TVNZ DUKE	The Simpsons
22/03/2020	Sun	9:00 PM	15	Bravo*	MOVIE: THE MUMMY: TOMB OF THE
22/03/2020	Sun	9:20 PM	15	Three*	SUNDAY BLOCKBUSTER: JURASSIC W
22/03/2020	Sun	9:40 PM	15	Bravo*	MOVIE: TED

**s9(2)(a) video for social**

Will send through tomorrow morning s9(2)(a) completed video. He's given his blessing for us to use this in any way we choose to.

He'll post it through his channels with the hashtag #uniteagainstd19 and we'll do the same through our social pages.

Any thoughts or questions, please just call.

Many thanks

s9(2)(a)

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**From:** [John Walsh](#)  
**To:** [s9\(2\)\(a\)](#) (Clemenger BBDO)  
**Cc:** [Ian Palmer](#)  
**Subject:** Re: Final TV | FOR APPROVAL PLEASE  
**Date:** Saturday, 21 March 2020 8 02:23 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

H <sup>s9(2)</sup>  
(a) I'm very happy with that It is bang on please say thanks to the all the team

Ian, if you are good with it, then it's good to go Thank you also for your help on this

Cheers

John

Duplicate

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**From:** [John Walsh](#)  
**To:** [ashley.bloomfield@health.govt.nz](mailto:ashley.bloomfield@health.govt.nz)  
**Subject:** Fwd: Latest TV Ad  
**Date:** Saturday, 21 March 2020 8:23:24 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

Hi Ashley Please see below - misspelt you address in earlier dispatch

Regards

John

Begin forwarded message:

**From:** John Walsh  
**Date:** 21 March 2020 at 8:10:59 PM NZDT  
**To:** Brook Barrington , Catherine Delore , John Ombler , Sarah Stuart-Black , "^MBIE: Peter Crabtree" , "ashley bloomfield@health govt nz" , "Paul Giles@health govt nz" , §9(2)(a)  
**Subject:** Latest TV Ad

Hi all - please see below our new TVC The PM will post this through her social channels tomorrow afternoon and then it is set to go to air tomorrow evening

Both links are the same video, the second one may be easier to open and run on a mobile

I don't have Mile Bush's email but if somebody was able to forward it I would be grateful

Regards

John

Begin forwarded message:

Duplicate



Next page removed as duplicate

**From:** s9(2)(a) (Clemenger BBDO)  
**To:** John Walsh; Gemma.Bevan@health.govt.nz  
**Subject:** FW: Possible convo with PMO Fwd: Facebook Overlay  
**Date:** Saturday, 21 March 2020 8:37:59 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)

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I'm happy to suggest to Ian this is coordinated with the PM posting the 60" Unite video tomorrow. John, will take your lead on whether this is appropriate to raise. Regardless we'll get our influencers to kick this off when they post the video through their social. I'll work on the wider Influencer plan tomorrow.

---

**From:** "Gemma.Bevan@health.govt.nz"  
**Date:** Saturday, 21 March 2020 at 5:05 PM  
**To:** "s9(2)(a) (Clemenger BBDO)"  
**Cc:** John Walsh  
**Subject:** Fwd: Possible convo with PMO Fwd: Facebook Overlay

Hi s9(2)(a)  
As discussed - to wrap up under TVC 'launch plan'.  
Ngā mihi,  
Gemma.  
Sent from my iPhone

Begin forwarded message:

**From:** Gemma Bevan  
**Date:** 21 March 2020 at 4:29:40 PM NZDT  
**To:** John Walsh  
**Cc:** s9(2)(a)  
**Subject:** Possible convo with PMO Fwd: Facebook Overlay

Hi John,  
We're have a Facebook overlay - opportunity for PM to play a role in 'launching' it. Detail below - over to you to make the call on if this feels appropriate to raise or not.  
Just let us know.  
Ngā mihi,  
GB.

Sent from my iPhone

Begin forwarded message:

**From:** s9(2)(a)  
**Date:** 21 March 2020 at 3:55:47 PM NZDT  
**To:** "Gemma.Bevan@health.govt.nz"  
**Cc:** s9(2)(a)  
**Subject:** Facebook Overlay

Hi Gemma,

We have our Facebook profile overlay set up and ready to go.

This link takes people through to the Facebook page where they can add the overlay to their profile pick:

[https://www.facebook.com/profilepicframes/?selected\\_overlay\\_id=726201114578439](https://www.facebook.com/profilepicframes/?selected_overlay_id=726201114578439)

A nice simple way people can show solidarity against COVID-19 and their willing to take the actions needed to protect all New Zealanders. These things spread organically on social and it's generally through influential people changing their own profiles that they catch on. To that end, we'd love if the first person to change out their profile was our most influential: the PM. That would be a matter simply of using the link above and applying it to her profile. Her followers would see she has updated her profile and dare I say it, a few may feel compelled to do the same.

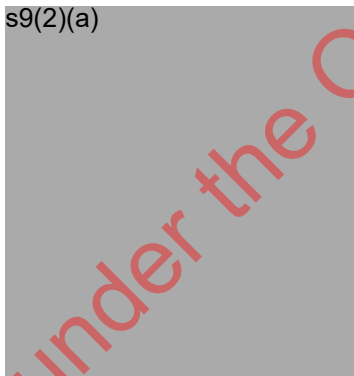
We will also use the 'Unite Against COVID-19' Facebook page to promote this overlay out. If we were able to use the image of Jacinda's profile with the overlay applied for this post, that would help no end in popularising it with NZ.

We can of course work out other ways of getting this out to New Zealanders, but this would no doubt be the most impactful.

Let me know if this is possible and we'll make a plan.

Cheers,

s9(2)(a)



Adweek's Global Media Agency of the Year 2019

Campaign Asia's NZ Media Agency of the year 2013, 2014, 2015, 2016 & 2018

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**From:** s9(2)(a)  
**To:** [John Walsh](#)  
**Cc:** s9(2)(a) (Clemenger BBDO); s9(2)(a)  
**Subject:** Fwd: Media Placement Summary  
**Date:** Sunday, 22 March 2020 9:32:29 am  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[COVID MEDIA PLACEMENT SUMMARY - 20.03.20.pdf](#)

---

Morning John,

Here's what we pulled together on Friday. Happy to share more detail if required.

Cheers,  
s9(2)(a)

Get [Outlook for iOS](#)

---

**From:** s9(2)(a)  
**Sent:** Friday, March 20, 2020 5:45:08 PM  
**To:** Gemma.Bevan@health.govt.nz  
**Cc:** s9(2)(a)  
**Subject:** Media Placement Summary

Hi Gemma,

Here is a summary of the activity we have running for the first 2 weeks of the campaign.

We are running at nigh-on saturation for the first fortnight in market as we establish 'Unite against COVID-19' as the trusted voice of the AOG response.

All media is running nationwide, across broadcast and community placements. We haven't upweighted any areas specifically given this is a message for all NZers, so the regional presence will roughly match the population of that areas.

If local government and other agencies/groups are looking to run their own activity in alignment with ours I'd suggest their social media channels and community print titles would be a great place to start. Certainly from week 3 onwards we can look to provide 'air cover' while they have a presence in their local titles etc.

Our outdoor approach is giving presence on commuter networks, in gyms, businesses and general high traffic areas, but there is always room for more here. Street posters and placements in local cafes + any government owned outdoor placements would be a great way to run some localised messaging.

The upshot is we have a very high level of coverage across mainstream channels for the kick-off of this campaign, but owned channels and local outdoor/print placements might be the best channels to opt for to avoid messages being cannibalised.

This is a campaign where the context is changing by the day, which means our plans are equally fluid, but if there are groups who need more detail on exactly where we are running, we can look to share information where possible.

Thanks,

s9(2)(a)

s9(2)(a)



Adweek's Global Media Agency of the Year 2019

Campaign Asia's NZ Media Agency of the year 2013, 2014, 2015, 2016 & 2018

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Initial Response Plan

Channel	Targeting	Message	Format/Duration	March																
				WEEK 1							WEEK 2							WEEK 3		
				16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
<b>TV</b>																				
All Networks - 7 days from Sat 21st - 6pm	18+	Long-form AV	60"																	
All Networks		Clean Hands Stay Home. Elbow Help Others	15"																	
<b>Radio</b>																				
All Networks	18+	Clean Hands, Stay Home. Elbow, Help Others	30"																	
<b>DIGITAL RADIO</b>																				
Spotify	18+	Clean Hands, Stay Home. Elbow, Help Others	30"																	
iheart Radio																				
Rova																				
Late Fee Adserving																				
<b>Print</b>																				
Dailies and Communities	18+	Multiple Ways	Full Page, Half Page																	
<b>Digital Display</b>																				
<b>DIRECT</b>																				
Stuff	18+	Information is here	300x250																	
NZ Herald	18+	Information is here	300x250, 300x600																	
Stuff	18+	Information is here	300x250, 300x601																	
NZ Herald	18+	Information is here	300x250, 300x602																	
<b>PROGRAMMATIC</b>																				
Programmatic	18+	Information is here	300x250, 300x600																	
Programmatic	18+	Clean Hands, Stay Home. Elbow, Help Others	300x250, 300x600																	
Programmatic	18+	Information is here	300x250, 300x600																	
Programmatic	18+	Information is here	300x250, 300x600																	
Adserving	18+	Information is here	300x250, 300x600																	
<b>Digital Video</b>																				
YouTube	18+	Information is here, Clean Hands, Stay home. Elbow, Help Others	15"																	
VOD(TVNZ)																				
VOD (3NOW)																				
Programmatic																				
Stuff																				
Herald																				
Adserving																				
<b>Social</b>																				
Facebook / Instagram	18+	Multiple Ways	Short Video																	
Facebook / Instagram	18+	Clean Hands, Stay Home. Elbow, Help Others	Static or short video																	
Instagram Stories		Information is here	Static																	
<b>Outdoor - Nationwide</b>																				
<b>AIRPORT</b>																				
JC DECAUX + QMS	18+	<b>International:</b> Self-Isolate <b>Domestic:</b> Clean Hands, Stay Home. Elbow, Help Others	Digital + Static																	
JC DECAUX																				
QMS																				
<b>Production</b>																				
<b>LARGE FORMAT</b>																				
JCD	18+	Clean Hands, Stay Home, Elbow, Help Others	Digital																	
LUMO																				
<b>Production</b>																				
<b>SMALL FORMAT</b>																				
Phantom, VMO, Ooh!, Cartel	18+	Clean Hands, Stay Home, Elbow, Help Others	Digital + Static																	
VMO - Work Network			Digital																	
Cartel - Gym & Fitness Network			Digital																	

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**From:** [John Walsh](#)  
**To:** [s9\(2\)\(a\) \(Clemenger BBDO\)](#)  
**Cc:** [Jan Palmer](#); [s9\(2\)\(a\)](#)  
**Subject:** Re: TV & social videos | Links for Sunday posting  
**Date:** Sunday, 22 March 2020 5:14:22 pm

---

Thanks [s9\(2\)](#) Looks good  
( )

> On 22/03/2020, at 2:57 PM, [s9\(2\)\(a\)](#) (Clemenger BBDO) <[s9\(2\)\(a\)](#)@clemenger.co.nz> wrote:  
>  
>

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**From:** [John Walsh](#)  
**To:** [s9\(2\)\(a\)](#) (Clemenger BBDO)  
**Subject:** RE: Messaging planning doc  
**Date:** Monday, 23 March 2020 8:23:53 am  
**Attachments:** [image002.png](#)

---

Thanks v much

---


**From:** [s9\(2\)\(a\)](#) (Clemenger BBDO) [mailto:[s9\(2\)\(a\)](#)@clemenger.co.nz]  
**Sent:** Monday, 23 March 2020 8:23 AM  
**To:** John Walsh  
**Cc:** [s9\(2\)\(a\)](#) (Clemenger BBDO) ; [s9\(2\)\(a\)](#) (Clemenger BBDO)  
**Subject:** Messaging planning doc

Hi John,

Please find attached the messaging planning doc we talked through last night.

Chat soon,

[s9\(2\)\(a\)](#)



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**From:** s9(2)(a) (Clemenger BBDO)  
**To:** Brook Barrington [DPMC]  
**Cc:** John Walsh  
**Subject:** Re: COVID Campaign  
**Date:** Monday, 23 March 2020 10:20:37 am  
**Attachments:** image001.png  
image002.png

---


Thanks Brook. Really appreciate your note.

We too are seriously impressed with John and his team. They have taken the term 'public service' to new heights.

If you can, please let the powers that be know how amazing they have been.

Regards

s9(2)(a)



---

**From:** "Brook Barrington [DPMC]"  
**Date:** Monday, 23 March 2020 at 9:52 AM  
**To:** s9(2)(a)  
**Cc:** John Walsh  
**Subject:** COVID Campaign

[UNCLASSIFIED]

Dear s9(2)

It was good to talk last night.

Please pass my thanks to all of those involved in creating the COVID campaign that is now underway. They did a mighty job. Quality comms, delivered under pressure. It was quite emotional in my household at 6.15 last night.

I want to acknowledge, too, the partnership which was forged and led by the remarkable John Walsh. Cometh the hour, cometh the man. Thanks, John!

My best wishes to you and everyone at Clemenger.

Kia kaha, and wash those hands.

Brook Barrington

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**From:** [John Walsh](#)  
**To:** [Ian Palmer](#)  
**Subject:** Fwd: Wednesday DPS and radio 60"  
**Date:** Tuesday, 24 March 2020 1:17:38 pm  
**Attachments:** [image001.png](#)  
[ATT00001.htm](#)  
[WEDNESDAY 25 MARCH DPS copy v1.docx](#)  
[ATT00002.htm](#)  
[WEDNESDAY 25 MARCH RADIO 60 copy v1.docx](#)  
[ATT00003.htm](#)

---

Hi Ian. Can you let me know you are comfortable with the copy attached

Thanks

John

Begin forwarded message:

**From:** "s9(2)(a)" (Clemenger BBDO)"  
**Date:** 24 March 2020 at 1:16:29 PM NZDT  
**To:** John Walsh , "Gemma.Bevan@health.govt.nz"  
**Cc:** "s9(2)(a)" (Clemenger BBDO)"  
**Subject:** Wednesday DPS and radio 60"

Hi John and Gemma,  
Please find attached the updated copy for approval.

Cheers,  
s9(2)(a)

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COVID-19

WEDNESDAY 25 MARCH

AUDIENCE: All NZ

General > Copy > WEDNESDAY 25 MARCH COMMS > Wednesday 25 March DPS copy v1

MESSAGE: We're going to alert 4, you must stay home from 11:59pm.

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[DPS]

COVID-19

TUESDAY 24 MARCH

AUDIENCE: All NZ

General > Copy > WEDNESDAY 25 MARCH COMMS > Wednesday 25 March DPS copy v1

MESSAGE: We're going to alert 4, you must stay home from 11:59pm.

## **We are moving to Alert Level 4 at 11:59pm. You must stay home.**

To save lives, at 11:59pm tonight, we will move to Alert Level 4.

### **Level 4 measures include:**

- those not involved in essential work, must stay at home
- educational facilities are now closed
- businesses are closed except for essential services (eg supermarkets, pharmacies, clinics) and lifeline utilities.

Where you stay tonight is where you must stay from now on. You must only be in physical contact with those you are living with while we remain at Level 4.

It is likely Level 4 measures will stay in place for some weeks to come.

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### **You will be supported**

- Food will always be available – production will continue, distribution will continue, supermarkets will continue. You will always have access to food.
- Pharmaceuticals will always be available.
- Healthcare will be available for those that need it.
- Your usual financial support, such as benefits, will continue as usual.
- There is additional financial support from the government. Find out more at [www.workandincome.govt.nz](http://www.workandincome.govt.nz)

### **Take care of yourself and one another**

Don't let physical distance stop you staying connected. Keep in touch with people using video calls, phone calls, chat and texting. If you feel stressed or anxious, you can call or text **1737** to talk with a trained counsellor for free, 24 hours a day 7 days a week.

Keep up regular physical exercise and get some fresh air when possible. It's okay as long as this is solitary, or only with those that you live with.

### **Stopping our movement stops the virus**

Remember, what you do now, will affect all of us. Sticking to the rules matters. It will save lives.

If you're not sure who to contact for help, call the free government helpline on **0800 779 997** (8am–1am, 7 days a week).

If you have symptoms call Healthline on **0800 358 5453**

For more information and advice go to **Covid19.govt.nz**

[Unite Against COVID-19 and NZ Govt lock-ups]

COVID-19

WEDNESDAY 25 MARCH

AUDIENCE: All NZ

General > Copy > WEDNESDAY 25 MARCH COMMS > Wednesday 25 March **60 RADIO** copy v1

MESSAGE: We're going to Alert Level 4, you must stay home from 11:59pm.

**[60" RADIO]**

[Voice of Unity]

This is a COVID-19 announcement.

We are moving to Alert Level 4 at 11:59pm tonight.

This will save lives.

You **must** stay home.

Level 4 measures include:

- anyone not involved in essential work, needs to stay at home
- educational facilities are now closed
- businesses are closed, except for essential services like supermarkets, pharmacies and clinics, and lifeline utilities.

Where you stay tonight is where you **must** stay from now on.

You must only be in physical contact with those you are living with.

It is likely Level 4 measures will stay in place for a number of weeks.

Remember, what you do now, will affect all of us.

Sticking to the rules matters.

It **will** save lives.

Unite against COVID-19

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**From:** s9(2)(a)  
**To:** [Annique Davis](#)  
**Cc:** [John Walsh](#)  
**Subject:** RE: Pacific Audiences - Paid Media  
**Date:** Tuesday, 24 March 2020 2:16:51 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[Summary of Paid Media for Maori Audiences.xlsx](#)

---

Hi Annique,


Here's a summary of the Māori Audience activity for you.

The Iwi stations for radio includes all the stations below:

- ATIAWA TOA FM
- AWA FM
- KIA ORA FM
- MANIAPOTO FM
- MOANA FM
- NGĀ IWI FM
- NGĀTI HINE FM
- RADIO KAHUNGUNU
- RADIO NGĀTI POROU
- RADIO TAINUI
- RADIO WAATEA
- RAUKAWA FM
- TAHU FM
- TAUTOKO FM
- TE ARAWA FM
- TE HIKU O TE IKA
- TE KORIMAKO O TARANAKI
- TE UPOKO O TE IKA
- TE HEAT
- TUMEKE FM
- TURANGA FM
- TŪWHARETOA FM

Thanks,

s9(2)(a)



---

**From:** Annique Davis  
**Sent:** Tuesday, 24 March 2020 1:51 PM  
**To:** s9(2)(a)  
**Cc:** [John.Walsh@mpi.govt.nz](mailto:John.Walsh@mpi.govt.nz)  
**Subject:** RE: Pacific Audiences - Paid Media

**CAUTION:** This email originated from the Internet. The Original Sender is [annique.davis@mpp.govt.nz](mailto:annique.davis@mpp.govt.nz)

Actually.. can you also send me the Paid media for Maori audiences please?

---

**From:** s9(2)(a) <s9(2)(a)@omd.com>  
**Sent:** Tuesday, 24 March 2020 1:44 PM  
**To:** Annique Davis <[annique.davis@mpp.govt.nz](mailto:annique.davis@mpp.govt.nz)>  
**Cc:** [John.Walsh@mpi.govt.nz](mailto:John.Walsh@mpi.govt.nz)

**Subject:** RE: Pacific Audiences - Paid Media

Hi Annique,

Good to chat just now.

Here is a summary of our paid media activity for Pacific audiences (both planned and already run). Please feel free to change out material for these channels and book additional activity as you see fit.

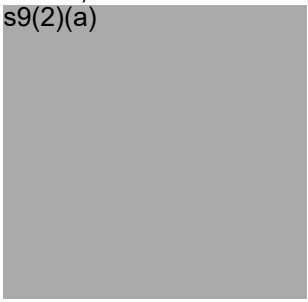
So you're able to dictate any changes to material for placements yet to run, I'll connect you and your team to Niche media who have been managing these bookings for us.

Could you and the team keep me across any new activity you add to this just so we have visibility on the overall comms activity.

John - FYI

Thank you!

s9(2)(a)



---

**From:** s9(2)(a)

**Sent:** Tuesday, 24 March 2020 1:23 PM

**To:** 'annique.davis@mpp.govt.nz' <[annique.davis@mpp.govt.nz](mailto:annique.davis@mpp.govt.nz)>

**Subject:** Pacific Audiences - Paid Media

Hi Annique,

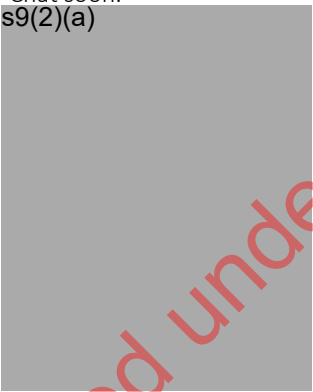
John Walsh passed on your details and mentioned you were looking to manage and book some paid media to reach Pacific audiences.

I'd love your expertise in this area so let's chat and align the existing bookings we have with any plans you have.

You can contact me or s9(2)(a)

Chat soon.

s9(2)(a)



Adweek's Global Media Agency of the Year 2019

Campaign Awards NZ Media Agency of the year 2013, 2014, 2015, 2016 & 2018

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**Unite Against COVID-19 - Māori Audiences - Planned and Run Activity**

Ethnicity	Type	Date	Publication	Ad Size
Māori	Radio	Mar 19 - 29	Niche Media (22 iwi stations)	30"
Māori	Radio	Mar 30 - Apr 5	Niche Media (22 iwi stations)	30"
Māori	Radio	Apr 6 - 12	Niche Media (22 iwi stations)	30"
Māori	Radio	Apr 13 - 19	Niche Media (22 iwi stations)	30"
Māori	TV	Mar 19 - 22	Māori TV	15" + 60"
Māori	TV	Mar 23 - 29	Māori TV	15" + 60"

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**From:** s9(2) (Clemenger BBDO)  
**To:** John Walsh  
**Cc:** s9(2)(a)  
**Subject:** FW: Coke air time  
**Date:** Tuesday, 24 March 2020 4:00:50 pm  
**Attachments:** [image001.png](#)  
[image002.png](#)

---

John,

Picking up the thread below –

*The good news is that we are keen to transfer media air time from Coca-Cola Oceania to the NZ government's COVID-19 public campaign. We love the celeb TVC you have on air!*

Could this be an opportunity to run s9(2)(a) as we move into Level 4?

Your thoughts?

s9(2)(a)

---

**From:** s9(2)(a)

**Date:** Tuesday, 24 March 2020 at 3:46 PM

**To:** s9(2)(a) (Clemenger BBDO)", s9(2)(a)

**Cc:** s9(2)(a), John Walsh, s9(2)(a)

**Subject:** RE: Coke air time

Thank you s9(2) – this is great news! We appreciate the support.

s9(2) – could you call me at 4pm NZT (in 15 minutes) to talk through next steps?

John - FYI



s9(2)(a)

---

**From:** s9(2)(a)

**Sent:** Tuesday, 24 March 2020 3:37 PM

**To:** s9(2)(a) (Clemenger BBDO); s9(2)(a)

**Subject:** RE: Coke air time

**CAUTION:** This email originated from the Internet. The Original Sender is s9(2) @coca-cola.com

Thanks s9(2) for the intro – I've just moved you to BCC so you don't get flooded with the email chain, while adding s9(2), our business director at UM NZ to the loop.

s9(2)(a), do you have 5 mins to chat on the phone?

Cheers

s9(2)(a)

---

-----Original Message-----

**From:** s9(2)(a) <s9(2)(a)@coca-cola.com>

**Sent:** Tuesday, 24 March 2020 1:33 PM

**To:** s9(2)(a) @omd.com; s9(2)(a) (Clemenger BBDO) <s9(2)(a)@clemenger.co.nz>

**Cc:** s9(2)(a) @coca-cola.com

**Subject:** RE: Coke air time

Afternoon s9(2)(a),

I hope your day is going ok, not too crazy.

Following the PM's announcement yesterday, our planning meeting got deferred to today. So apologies for the delay in getting back to you.

But the good news is that we are keen to transfer media air time from Coca-Cola Oceania to the NZ



government's COVID-19 public campaign. We love the celeb TVC you have on air!  
I've included Tianwei Pang, our media and connections manager, in this email, to begin the process with you.  
We have some time sensitive air time that needs to find a home asap! The media space we have is across multiple channels.

We're currently awaiting our community partner Youthline to advise on whether or not they have media content that we could also support. So we won't know the full quantum we can provide to you, until we hear back from them. Likely tomorrow.

Warmest,

s9(2)(a)

-----Original Message-----

From: s9(2)(a)

Sent: Sunday, 22 March 2020 4:50 PM

To: s9(2)(a) <s9(2)(a)@omd.com>

Cc: s9(2)(a) (Clemenger BBDO) <s9(2)(a)@clemenger.co.nz>

Subject: RE: Coke air time

Thanks s9(

Especially getting back to me on a Sunday!

That information is all we need for now, I will revert to you ASAP post our Monday meeting.

Best

s9(2)(a)

Classified - Confidential

-----Original Message-----

From: s9(2)(a) <s9(2)(a)@omd.com>

Sent: Sunday, 22 March 2020 1:51 PM

To: s9(2)(a) <s9(2)(a)@coca-cola.com>

Cc: s9(2)(a) (Clemenger BBDO) <s9(2)(a)@clemenger.co.nz>

Subject: RE: Coke air time

Hi s9(2)

Thanks for reaching out with this generous offer.

Our campaign is part of the All of Government response to COVID-19 and we would happily receive any additional exposure Coke would be willing to support through contributing paid airtime.

For context, the campaign is currently in market across all major paid channels (TV, Radio, Print, Outdoor, Social, Digital etc.) with the goal of maximising exposure for all New Zealanders. In terms of specific durations and formats, we are running 30" spots on radio and 15" and 60" spots on TV/Digital Video. As you can imagine, a major aspect of this campaign is being responsive to the quickly changing landscape of the outbreak and so we are set up to quickly produce any formats/messaging as required.

Let me know what further detail you might need for tomorrow's meeting/assessment and I'll facilitate that for you

Thanks,

s9(2)(a)

-----Original Message-----

From: s9(2)(a) <s9(2)(a)@coca-cola.com>

Sent: Sunday, 22 March 2020 10:39 AM

To: s9(2)(a) <s9(2)(a)@omd.com>

Subject: Coke air time

Importance: High

CAUTION: This email originated from the Internet. The Original Sender is [karethompson@coca-cola.com](mailto:karethompson@coca-cola.com)

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Morena Jake,

I understand from Katherine Rich you are the person to talk to with regards Coca-Cola NZ broadcast air time that we're looking for a "home" for.

As background, we are looking to stop nearly all forms of advertising - across all our brands - TVCs in particular - during the COVID-19 crises.

We are currently considering how we redeploy this for community support, including public health messaging.

As part of our assessment, occurring tomorrow (Monday) afternoon, are you able to advise

1) that the government, via appropriate department - could be a recipient of Coke (already paid for) air time?

2) critically, would the government have content (TVC and radio in particular) that could go to air (in place of Coke portfolio TVCs) from this coming week? If you do, do you know the format and length, eg TVC 15 sec, 30 second, 60 second)?

3) if nothing yet, are you working on a TVC and radio ads due to go to air in the very near future?

I look forward to hearing from you. Feel free to call me directly if that suits you better.

I can set up a VC too if that would be helpful.

Warmest regards

s9(2)(a)

Classified - Confidential

-----Original Message-----

From: s9(2)(a) <s9(2)(a)@fgc.org.nz>

Sent: Friday, 20 March 2020 4:30 PM

To: s9(2)(a)@coca-cola.com>

Subject: Person to talk to

s9(2)(a)

He has your name and a brief as to why you are calling or emailing

Sent from my iPhone

---

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**From:** [John Walsh](#)  
**To:** [s9\(2\)\(a\) \(Clemenger BBDO\)](#)  
**Cc:** [Gemma.Bevan@health.govt.nz](mailto:Gemma.Bevan@health.govt.nz) [s9\(2\)\(a\)](#)  
**Subject:** Re: social vids with influencers  
**Date:** Tuesday, 24 March 2020 6:50:10 pm

---

Perfect.

On 24/03/2020, at 6:32 PM, [s9\(2\)\(a\)](#) (Clemenger BBDO) wrote:

Hi

Reached out to our great supporters and here are three vids in already. More to come. Will this do the trick tonight?

[s9\(2\)\(a\)](#)  
[Redacted]  
[Redacted]  
[Redacted]  
[Redacted]

I'll pop down to chat!

**s**  
**9** [Redacted] This email contains information which is CONFIDENTIAL and may be subject to LEGAL PRIVILEGE. Any views or opinions presented are solely those of the author. If you are not the intended recipient, you must not peruse use, disseminate, distribute or copy this email or attachments. If you have received this in error, please notify us immediately by return email, facsimile or telephone and delete this email. Thank you.

Released under the Official Information Act 1982

**From:** s9(2)(a) (Clemenger BBDO)  
**To:** [Gemma.Bevan@health.govt.nz](mailto:Gemma.Bevan@health.govt.nz); s9(2)(a) John Walsh  
**Subject:** Re: social vids with influencers  
**Date:** Tuesday, 24 March 2020 6:51:05 pm

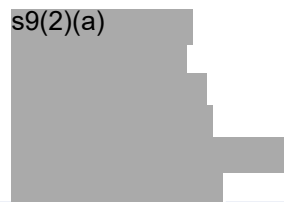
---

6 vids to choose from -

[Click Here](#)

**Files:**

s9(2)(a)

A list of files is shown, with the first item labeled 's9(2)(a)'. The rest of the list is redacted with grey boxes.

Duplication

A large rectangular area of the document is redacted with a solid grey fill. The word 'Duplication' is visible at the top left of this area.

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