



17 December 2021

[REDACTED]  
[REDACTED]  
[REDACTED]

Ref: OIA-2021/22-0155

Dear [REDACTED]

### Official Information Act request relating to polling and focus groups

Thank you for your Official Information Act 1982 (the Act) request received on 23 August 2021. You requested:

*Can you please supply the information for the period of 27 October 2017 (when Labour first came into power) to today.*

*Polling conducted by the DPMC*

*The number of polls conducted on govt policy and decisions;*

*The dates when the polls were conducted, or if this can't be supplied, then the months when they were conducted;*

*The questions polled on; and*

*The results of such polls.*

*We note we are aware DPMC has previously shared poll questions and results with the Political Gallery.*

*Focus groups conducted by DPMC*

*The number of focus groups conducted;*

*The dates of when they were conducted, or if this can't be supplied, then the months when they were conducted;*

*The topics of the focus groups; and*

*The results of such focus groups.*

*Can you also provide comment on the practise of conducting polling and focus groups – why does the DPMC conduct polling and focus groups, and how does it determine the frequency of such polling and focus groups.”*

On 19 October 2021, I wrote to you releasing some information and directing you to a list of publicly available documents. At that time I advised that there was some additional survey results relevant to your request were still being processed for release and will be provided to you as soon as possible. I am now in a position to provide this information to you and I apologise for the delay.

### Information being released

I have decided to release the documents listed in the table below, in full.

Item	Date	Document Description/Subject
1.	July 2020	COVID-19 – Response to Government Communications
2.	August 2020	New Zealanders Information Needs and Personal and Social Norms Toward COVID-19
3.	3 November 2021	Covid-19 Summer Campaign Research
4.	December 2020	New Zealanders Attitudes Towards COVID-19 Heading into Summer 2020-21

Item	Date	Document Description/Subject
5.	February 2021	COVID-19 Vaccination Plan Communications and Development
6.	24 March 2021	2021 Tsunami & Earthquake Campaign Approach
7.	March 2021	Testing of Vaccine Communications
8.	June 2021	COVID-19 animated video names

### Information publicly available

One further item has been proactively released since your previous request on the NEMA website:

Item	Date	Document Title	Website Address
1.	22 November 2021	Disaster Preparedness Survey 2021	<a href="https://www.civildefence.govt.nz/assets/Uploads/public-education/report-disaster-preparedness-survey-en-jul21.pdf">https://www.civildefence.govt.nz/assets/Uploads/public-education/report-disaster-preparedness-survey-en-jul21.pdf</a>

Accordingly, I have refused your request for the documents listed in the table above under section 18(d) of the Act – the information requested is or will soon be publicly available.

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

This response will 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



Clare Ward  
**Executive Director**  
**Strategy, Governance and Engagement**

# COVID-19 – Response to Government Communications

Department of the Prime Minister and Cabinet

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**TRA**

# Agenda

1

Overview of objectives and process

2

The Covid information needs of New Zealanders

3

Understanding and compliance with guidelines

4

The landscape moving forward

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# Findings in Summary.

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**As the country has moved into Level 1, there is some sense of a return to normality.**

**People are more relaxed around guidelines but see potential issues around the borders.**

**Easy actions are being taken but there is less vigilance around contact tracing and testing.**

- People are still happy with the information they're receiving, it's the right amount, the right information and it is easy to access. But:
  - More people are indifferent to the information
  - And there a small group who want more
- People have become more relaxed around following all of the Government's guidelines, including contact tracing and testing.
  - Tracking is is happening where it's more obvious (pen and paper vs app)
  - New Zealanders feel that things are a little different now, but are somewhat back to normal.
- There is concern around a second wave – this around borders and not following rules, not so much around personal testing.

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# Overview of objectives and process

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**As New Zealand has moved into Level One there is a need to understand how New Zealanders are responding to the official Covid-19 government communications.**

## **Project Approach**

An online survey of New Zealanders was conducted between the 17<sup>th</sup> and 20<sup>th</sup> of July.

The survey interviewed a nationally representative sample of 800 New Zealanders aged over 18.

Quotas were put in place to ensure robust minimum sample sizes across five areas: Northland/Auckland; Waikato/Bay of Plenty; Rest of North Island; Upper South Island (including Christchurch) and Lower South Island.

The data was post weighted to be representative of the New Zealand population aged in terms of age, gender, region and ethnicity.

It is important to note that this is an online survey – people who do not have access to digital/internet are not represented.



# The Covid information needs of New Zealanders

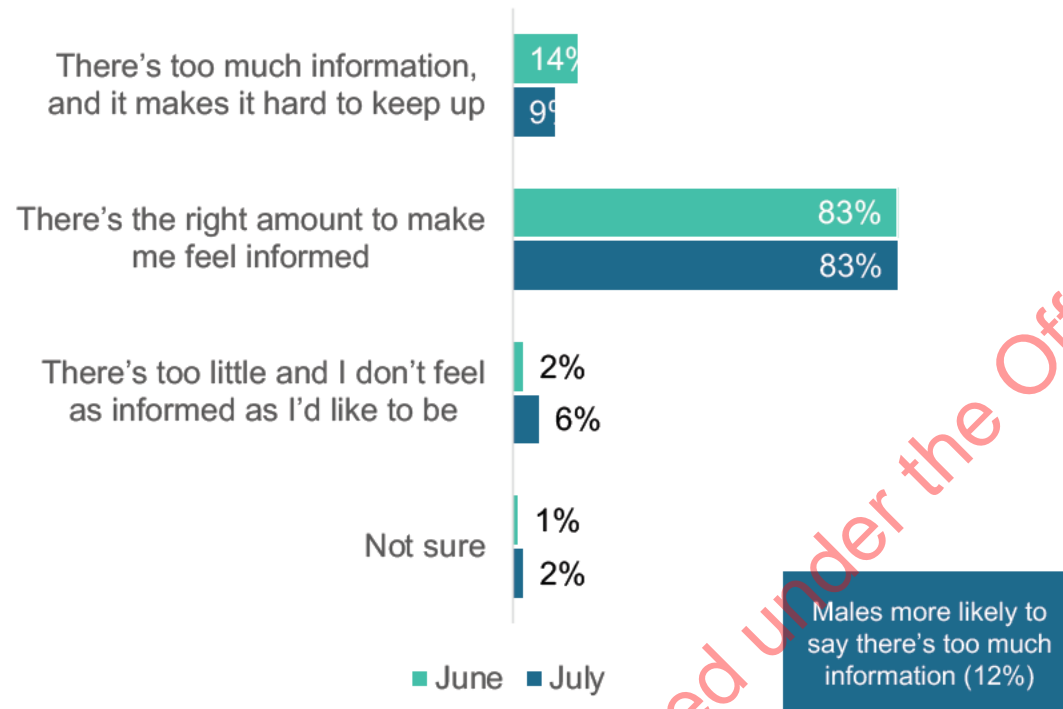
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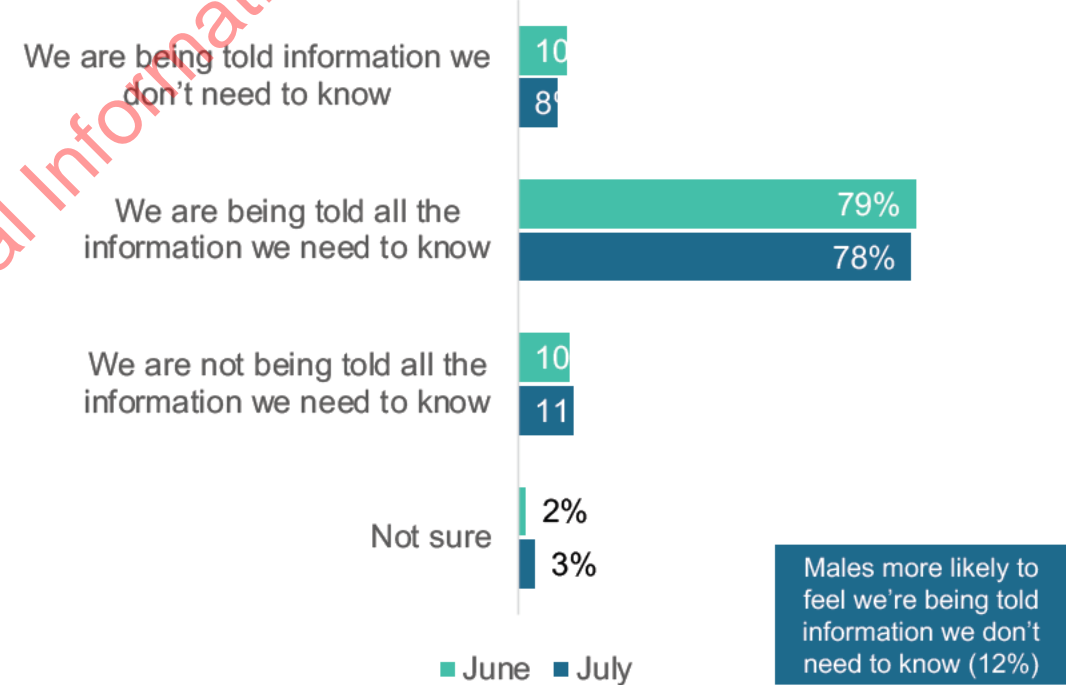
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# Most New Zealanders remain satisfied with the amount and quality of information provided

Amount of Information Provided



Quality of Information Provided



Q How do you feel about the amount of information that is provided on how to stop the spread of Covid 19? (June)

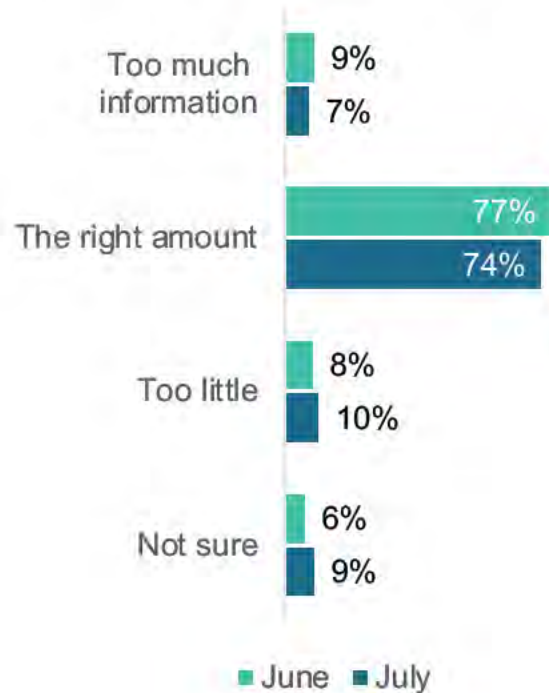
Q How do you feel about the amount of information that is provided on what you need to do from a health and hygiene perspective? (July)

Q How do you feel about the quality of information that is provided on how to stop the spread of Covid 19? (June)

Q How do you feel about the quality of information that is provided on what you need to do from a health and hygiene perspective? (July)

# With the information available, most people feel other New Zealanders are informed enough to make sure they're following the rules

The Amount of Information to Comply with the Rules



Those aged under 35 and males more likely to feel there's too much information.

The Main Rules

Contact tracing, keeping record of movements.

Washing hands and general hygiene.

Travel restrictions.

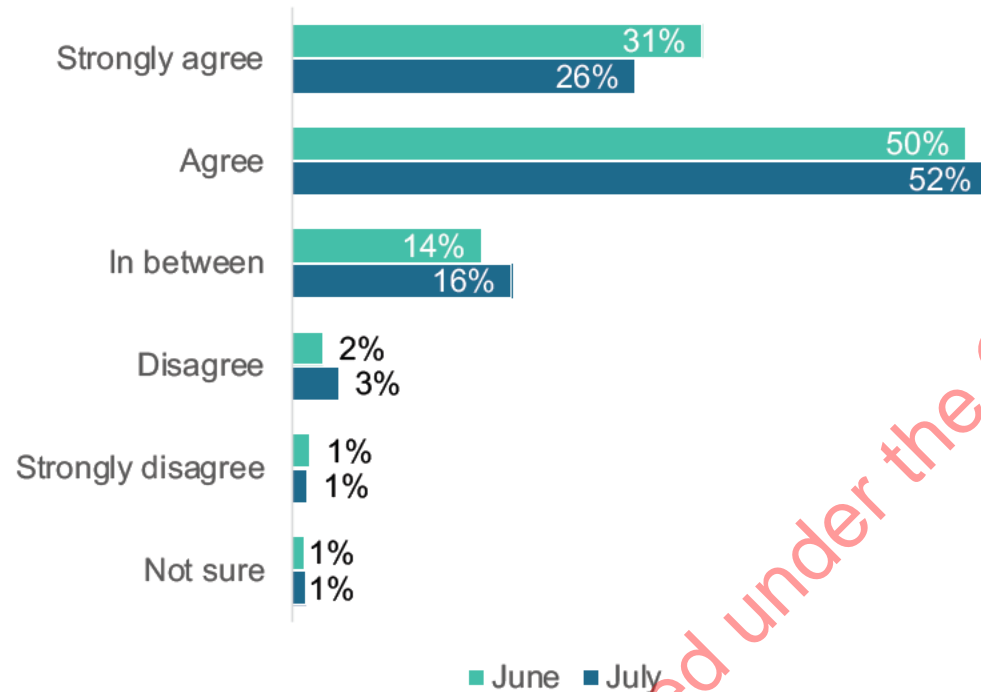
Q Do you feel that other New Zealanders are getting the right amount of information to make sure they're complying with rules? (June)

Q. Do you feel that other New Zealanders are getting the right amount of information to make sure they're following the guidelines? (July)

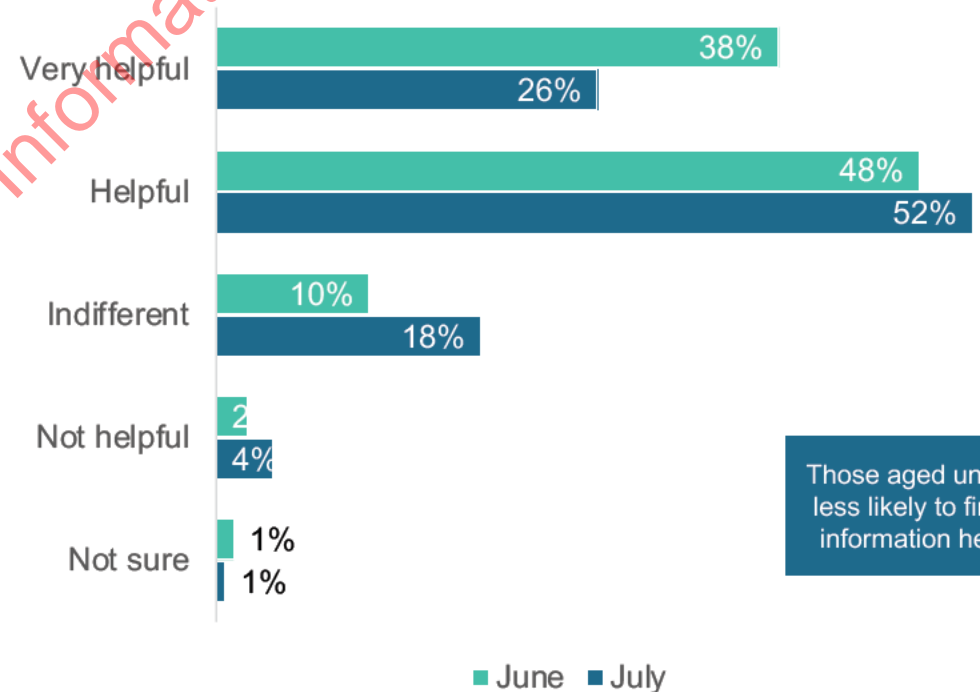
Q What are the rules and guidelines that the Government is asking New Zealanders to follow under Level 1?

# The information needed continues to be accessible and helpful, although more are becoming indifferent

Information About the Impact of Covid-19 is Accessible



Information About the Impact of Covid-19 is Helpful

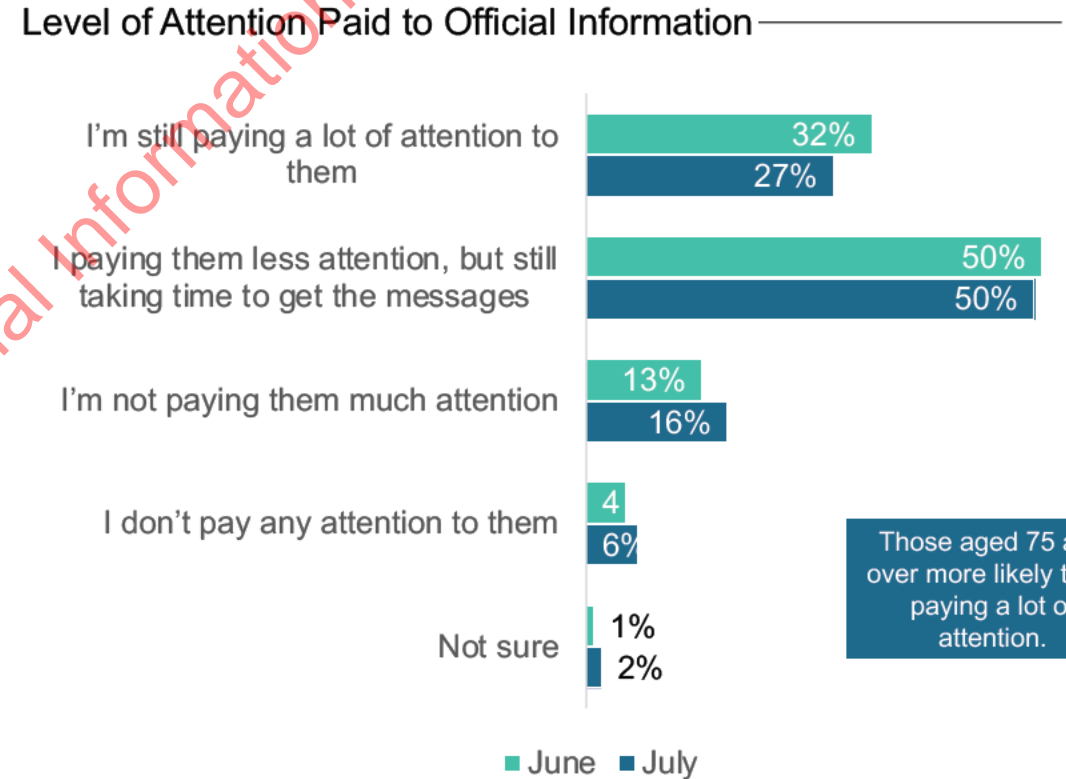
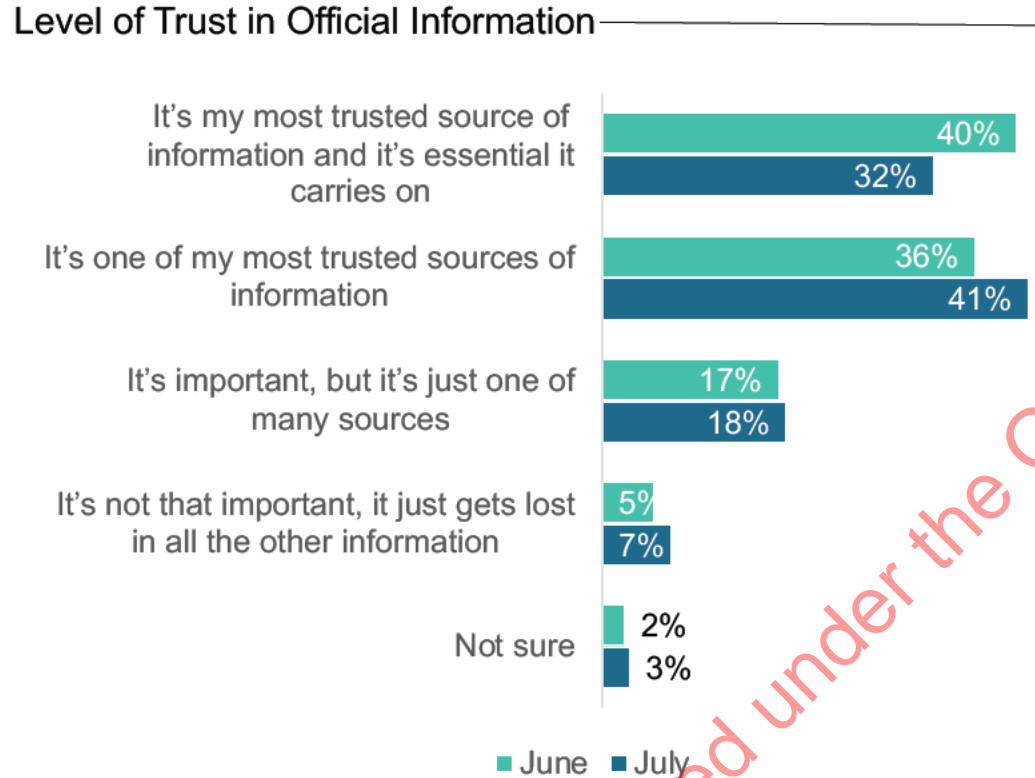


Those aged under 25 less likely to find the information helpful.

Q From everything you've seen or heard about Covid-19 and how it impacts your life and what you can and can't do, do you feel you have access to all the information you want and need? (June)  
 Q From everything you've seen or heard about health and hygiene under Level 1, do you feel you have access to all the information you want and need? (July)

Q Do you feel that information on Covid-19 is helpful to you? (June)  
 Q Do you feel that information on Level 1 is helpful to you? (July)

# Official government channels continue to be an important source of information



Those aged 75 and over more likely to be paying a lot of attention.

Q How do you feel about the official government information, with the new digital strategies, that you may have seen on TV or online or heard on radio, telling you what the rules allow you to do?

Q Thinking about the official government information, e.g. the TV or online ads, with the new digital strategies, or the radio ads, telling you what the rules allow you to do, the official Covid-19.govt.nz website, etc. do you feel?

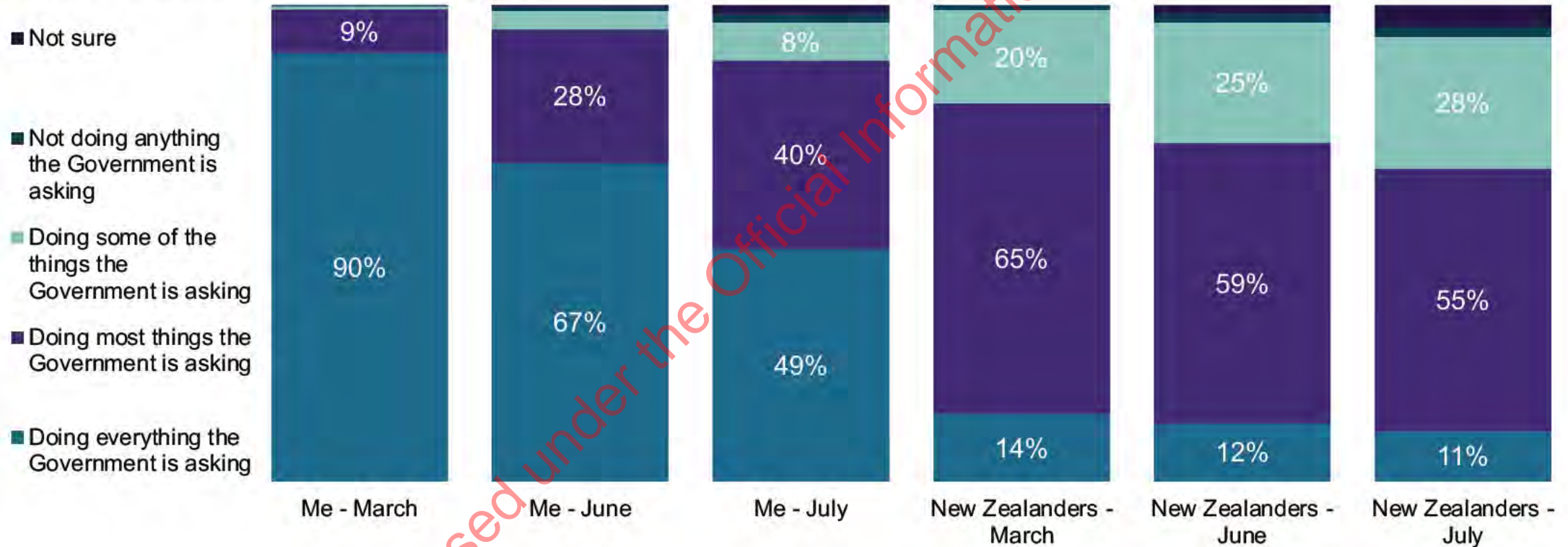
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**Understanding  
and compliance  
with guidelines**

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# While New Zealanders still see themselves as more likely to follow all the rules than others, this is lessening

## Compliance With What Government is Asking



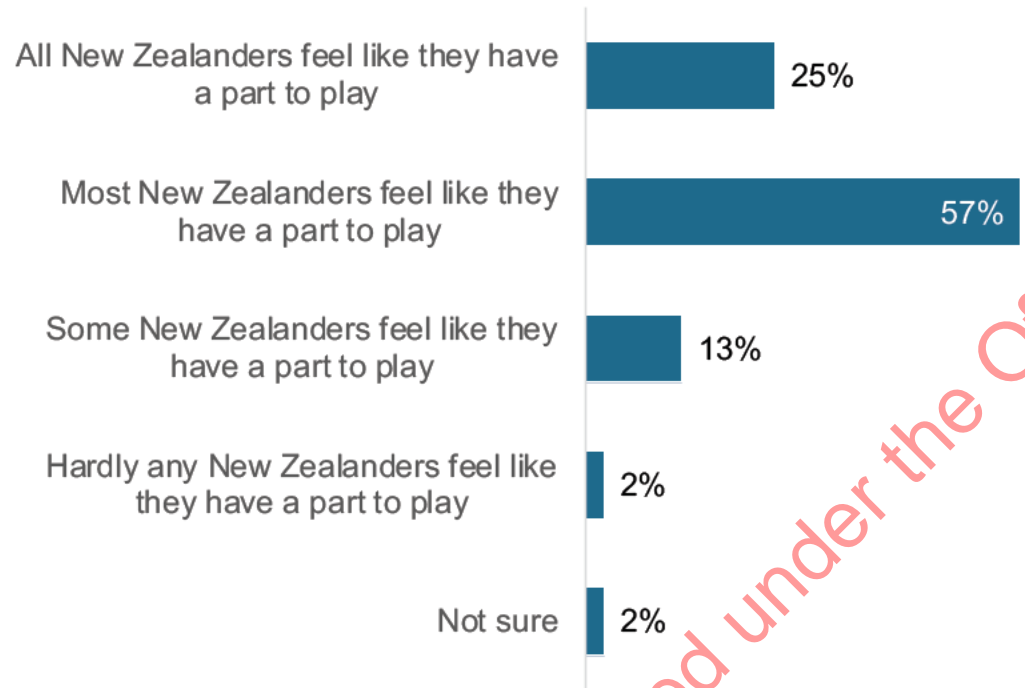
Q How do you think you're following the Government's *rules and restrictions*? (March / June)  
 Q How do you think you're following the Government's *Level 1 guidelines*? (July)  
 Q How do you think New Zealanders in general are following the Government's *rules*? (June)  
 Q How do you think New Zealanders in general are following the Government's *Level 1 guidelines*? (July)

Males are less likely to say they're doing everything asked of them.

Older age groups less likely to feel others are doing everything being asked.

# Most believe that New Zealand as a whole feel they have a part to play

## Collective Responsibility of New Zealanders



Those aged under 35 are less likely to believe all or most New Zealanders feel they have a part to play.

Q In general, do you think that New Zealanders feel like they have a strong part to play in our efforts against Covid 19?

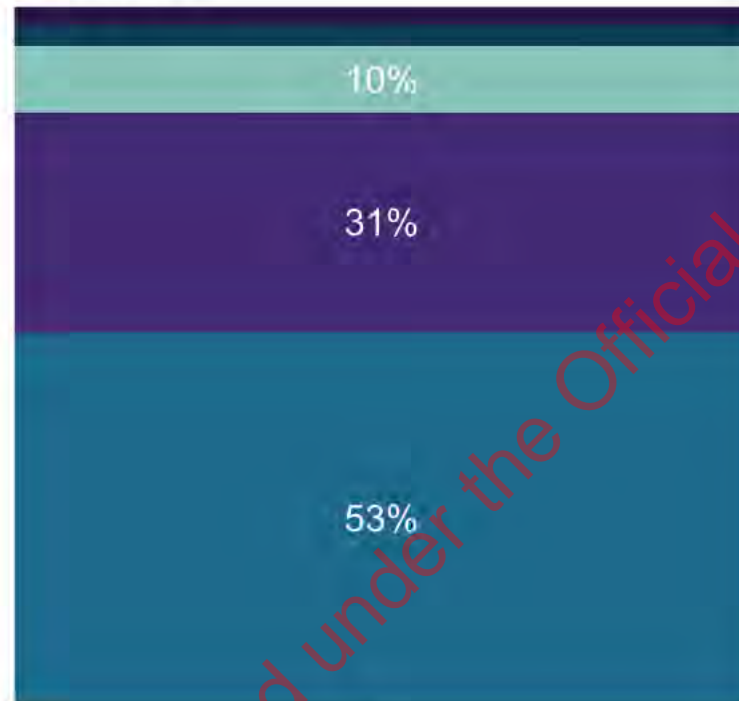
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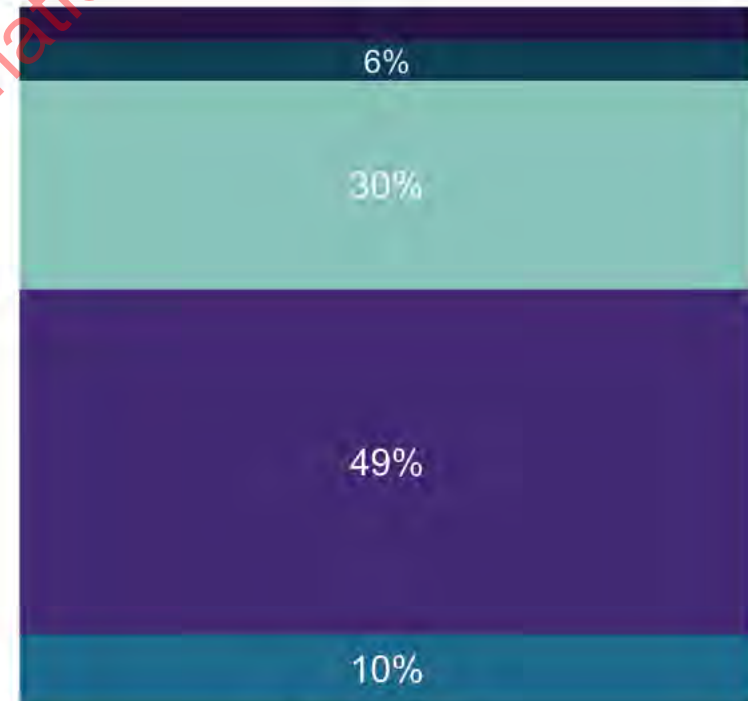
If stricter new rules were introduced, the majority say they would follow them, but are skeptical whether others would do the same

Compliance With Stricter Future Rules

- Not sure
- Wouldn't follow many, if any, of them
- Would choose which rules to follow based on personal impact
- Would follow most of the rules
- Would follow all the new rules exactly



Me



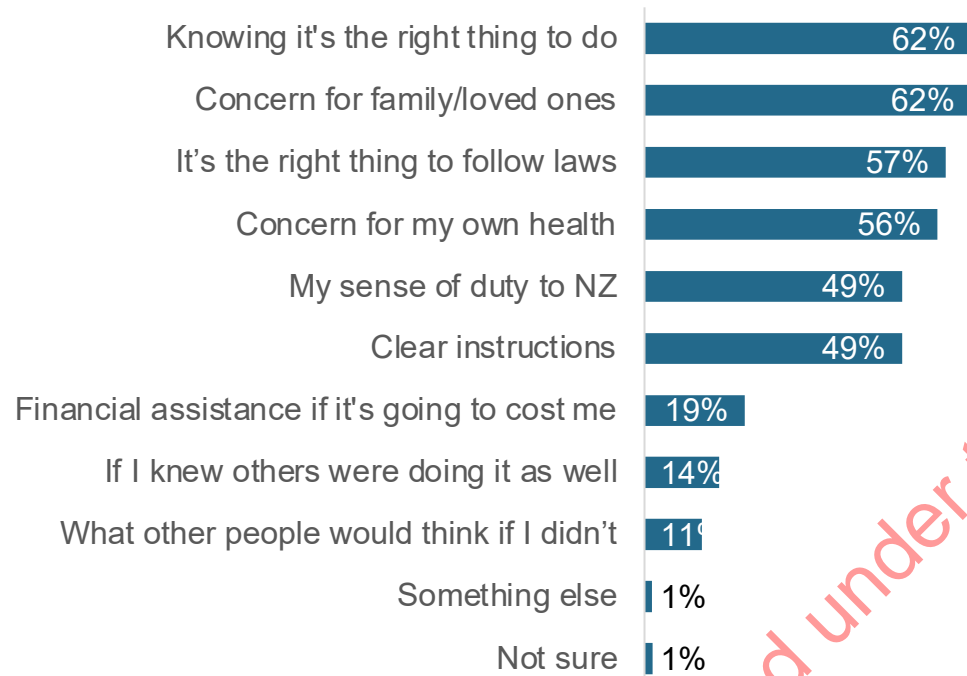
New Zealanders

Q Imagine that the Government had to bring in some new stricter rules about what you could do. How do you think you'd respond?  
 Q And how do you think other New Zealanders would respond?

Males, and those aged 25-44 are less likely to say they'd follow new rules.

# A sense that it's the right thing to do, and concern for family are the main motivators for following government guidelines

## Motivators for Wanting to Follow the Rules



Q Which of the following are most key to make you want to follow the Government's health guidelines?

## Key Themes

The seriousness of the virus, and risk of an outbreak.

It's the right thing to do.

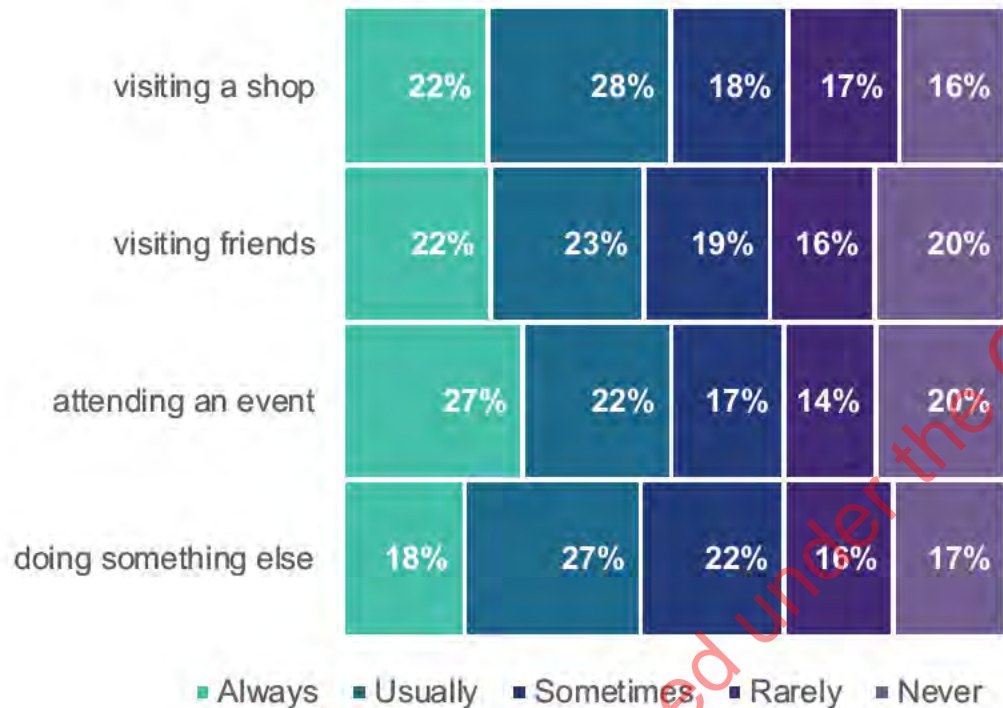
The health of loved ones and myself.

Q Please describe the things that are most key to make you want to follow the Government's health guidelines?

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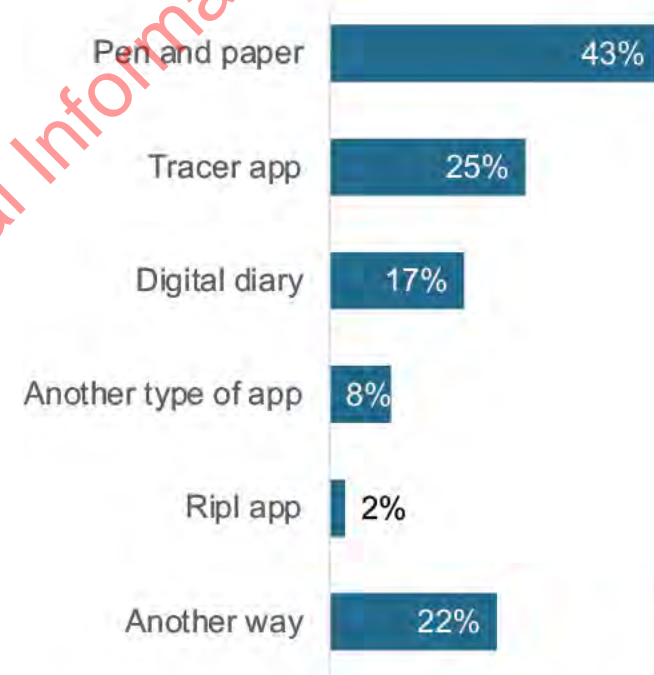
# Most are tracking their movements to some extent, with pen and paper the most common method

When Tracking Movements



Q How regularly do you track your movements when...?

How Tracking Movements

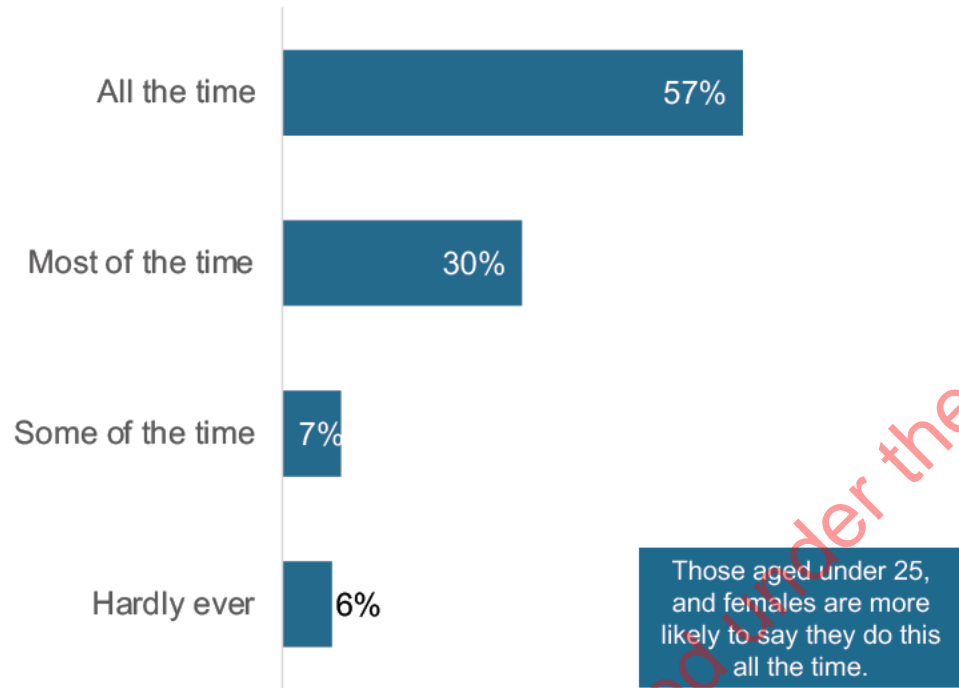


Those aged 25-34 are more likely to be using apps for tracking.

Q How are you tracking your movements?

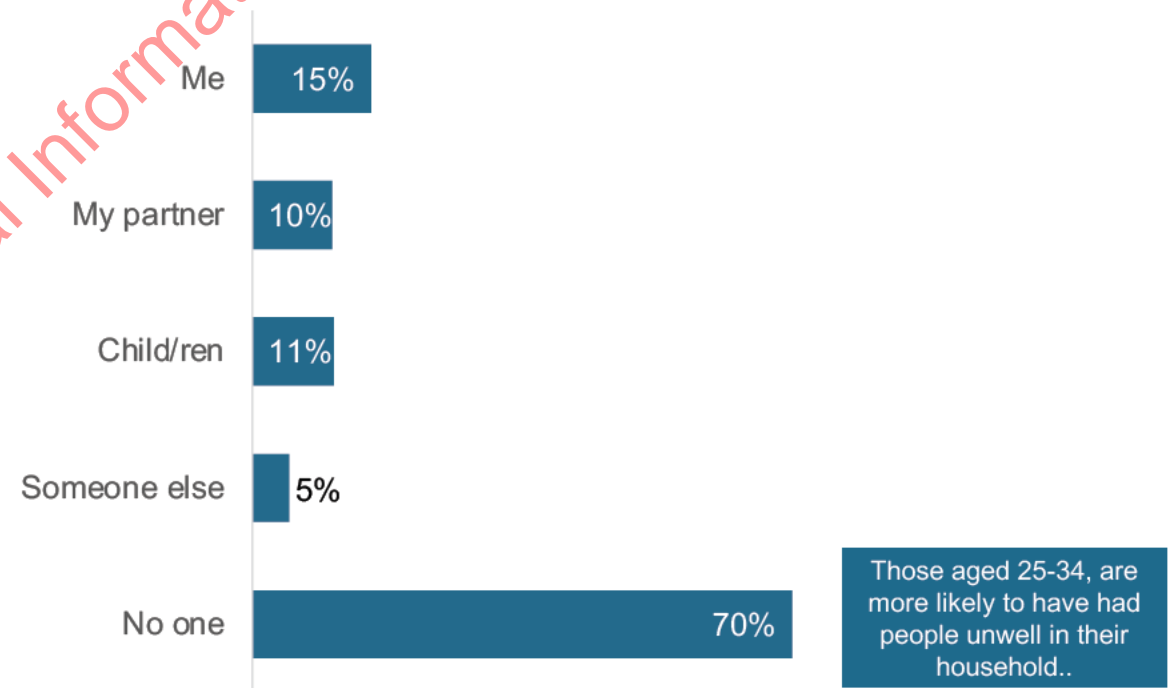
# Most people cough or sneeze into their elbow, and 7 in 10 households haven't had any sickness in the last month

Using Elbow to Cover When Coughing or Sneezing



Q When you need to cough or sneeze, how regularly are you doing this in to your elbow?

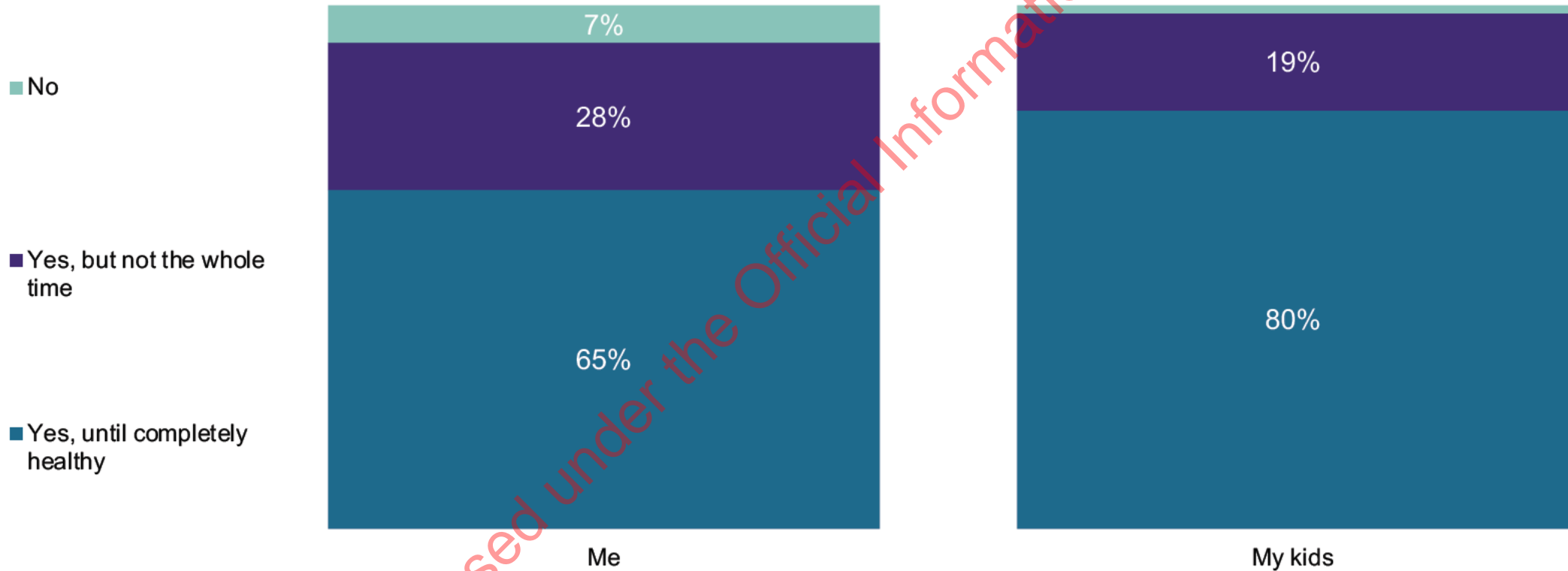
People Unwell in Your Household in Last Month



Q Have you or anyone in your household been sick or unwell in the last month?

# Those who were unwell generally stayed at home until healthy, especially children

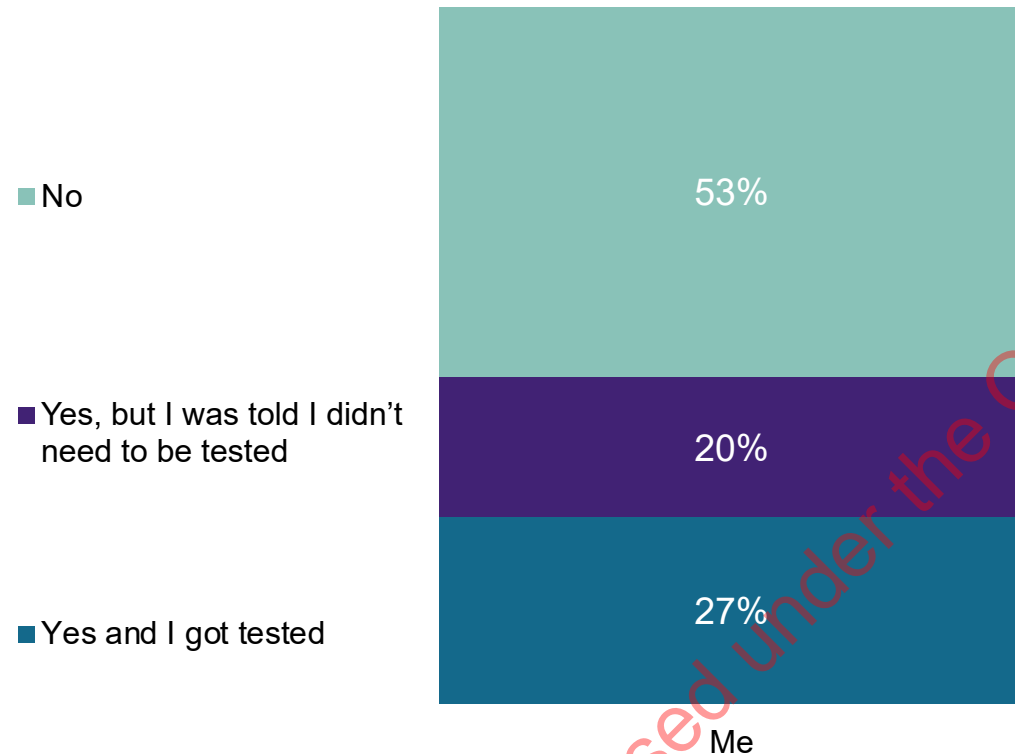
Staying Home When Unwell



Q D d you stay at home when you were s ck or unwe ?  
Q D d you keep your ch d(ren) at home when they were s ck or unwe ?

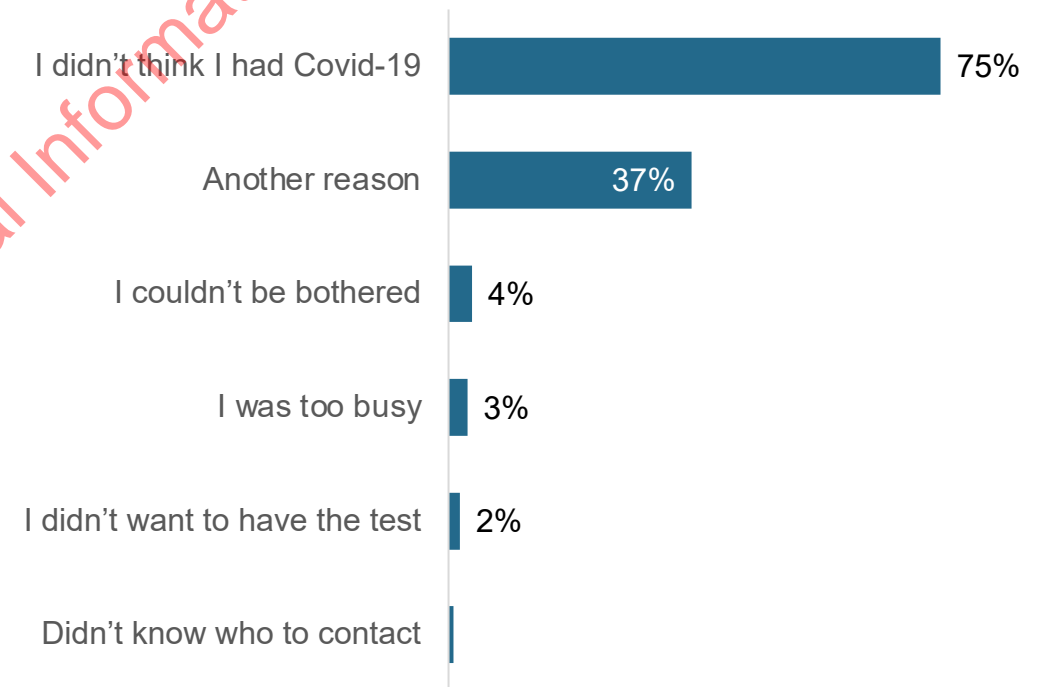
# Just under half of those who were unwell decided not to get tested, with most not thinking they had Covid-19

Tested for Covid-19 When Unwell



Q Did you contact a health professional about whether you needed to be tested for Covid-19?

Why Not Tested for Covid-19 When Unwell



Q Why didn't you contact a health professional about whether you should get a Covid-19 test?

The landscape  
moving forward

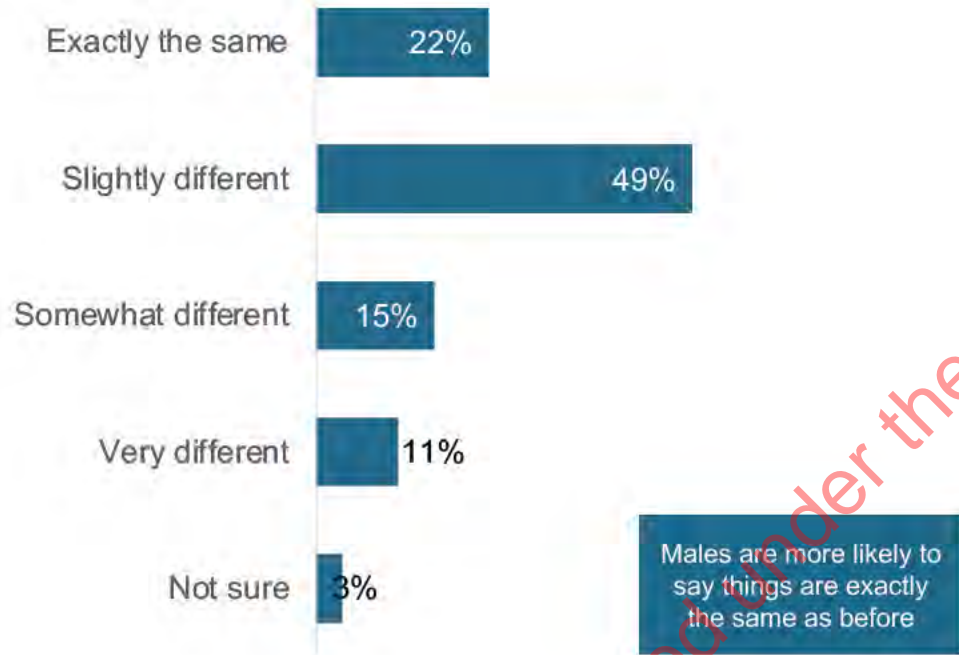
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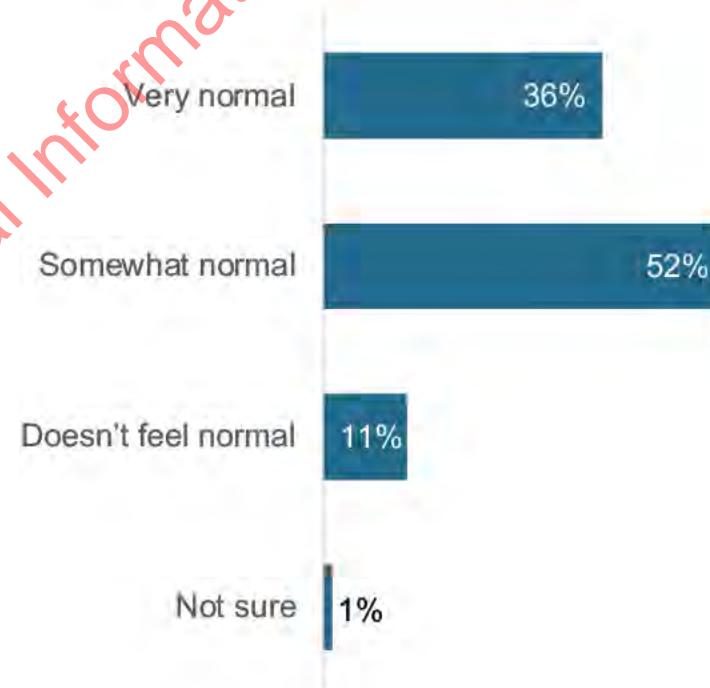
# There is a sense that Level One is slightly different to pre-Covid, but some degree of normality has returned

Level 1 vs Pre-Covid-19



Q How different does Level 1 feel to you compared to pre-Covid?

Normality of Level 1

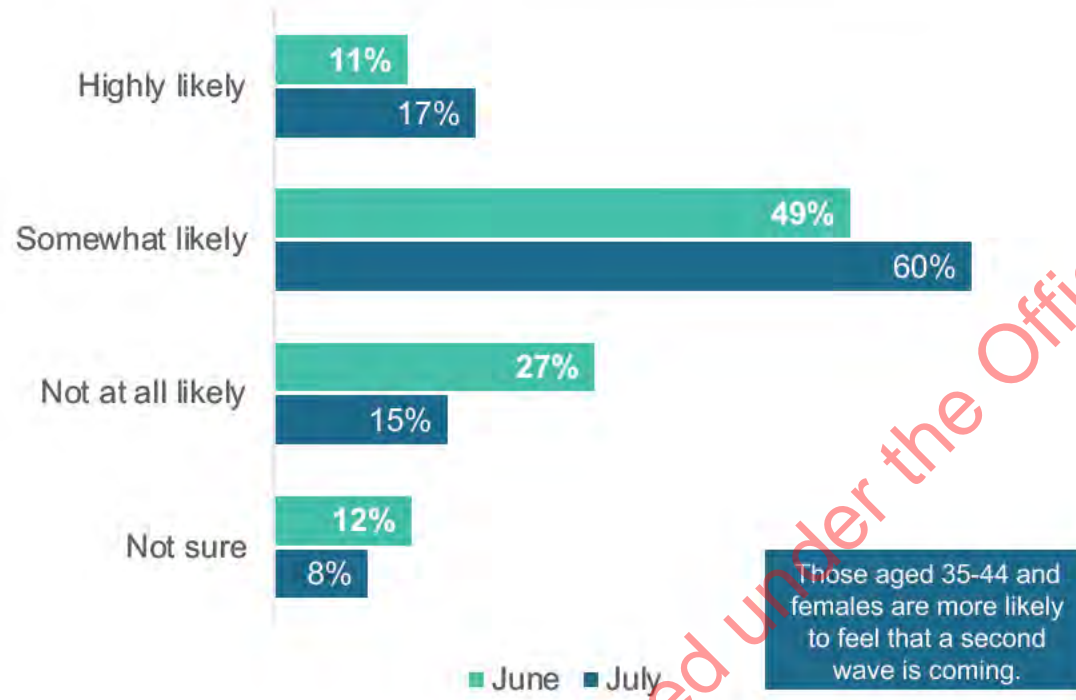


Q How normal does Level 1 feel to you?



# There is an increased belief that there could be a second wave of cases

Likelihood of a Second Wave



Q Do you feel that a second wave of Covid 19 cases in New Zealand is ...?

Key Reasons Why a Second Wave is Likely

People generally not following the rules.

Opening the borders in the wrong way, or too quickly.

Issues with quarantining newly arrived travellers.

Q Why do you think it's highly / somewhat likely that there's a second wave of Covid 19 cases in New Zealand?

# There is caution both around opening the borders too soon, and the economic impacts on New Zealand

## Current Worries Around Covid-19

People coming in from overseas, decisions around the border.

Those who are escaping from isolation.

A second wave of cases.

## Major Risks to New Zealand

The economic impact on New Zealand.

Not opening the border soon enough, loss of tourism.

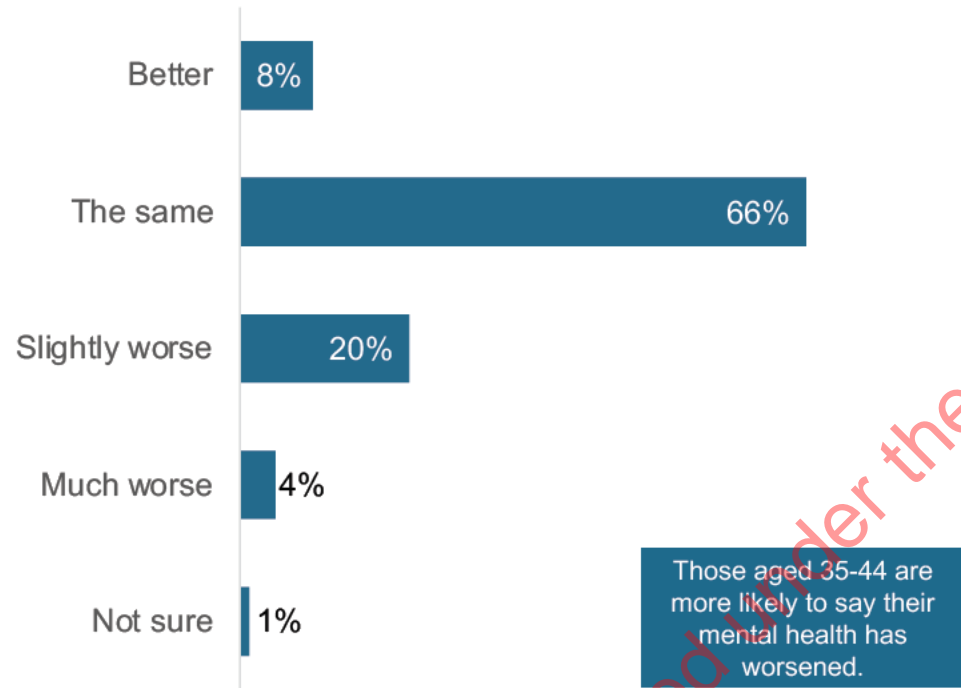
Opening the border too soon, a second wave.

Q What are you currently worried about with regard to Covid-19 and New Zealand, if anything, and why?

Q What are the major risks you see to New Zealand in the near future?

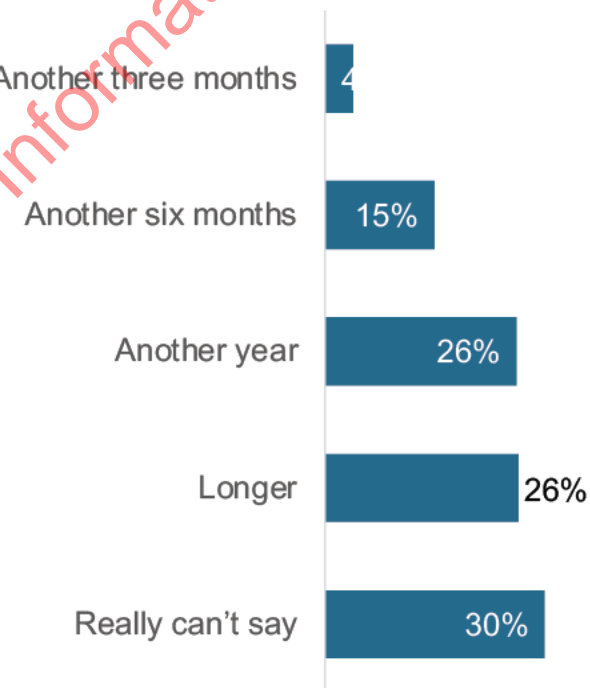
# One quarter of New Zealanders say their mental health has suffered from Covid-19

Mental Health vs Pre-Covid-19



Q How would you describe your mental health compared to before Covid-19?

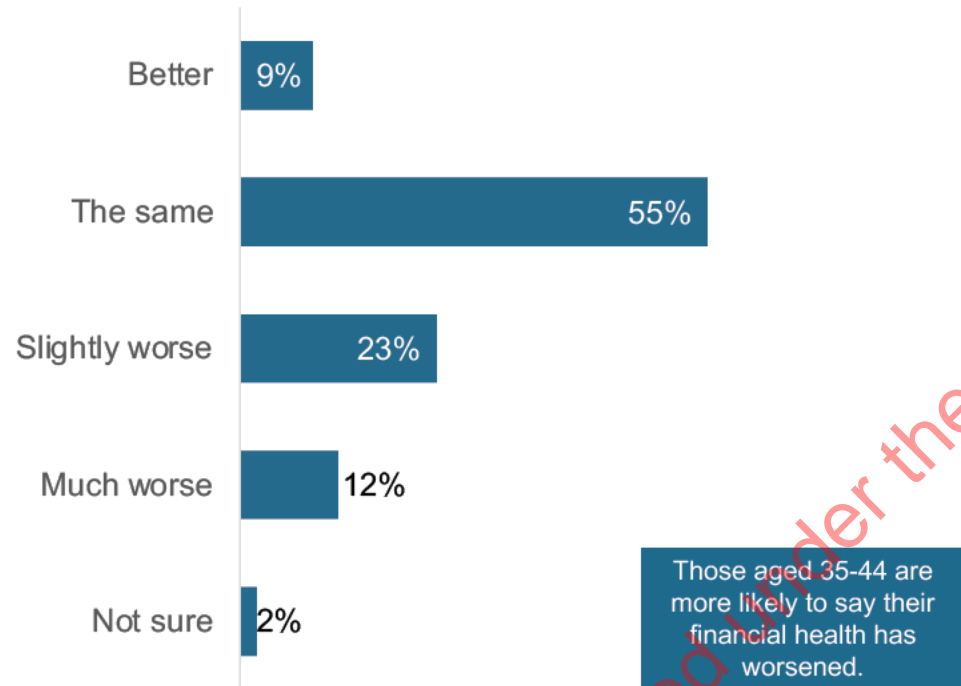
Expected Ongoing Mental Health Impact



Q How long do you think this will last for?

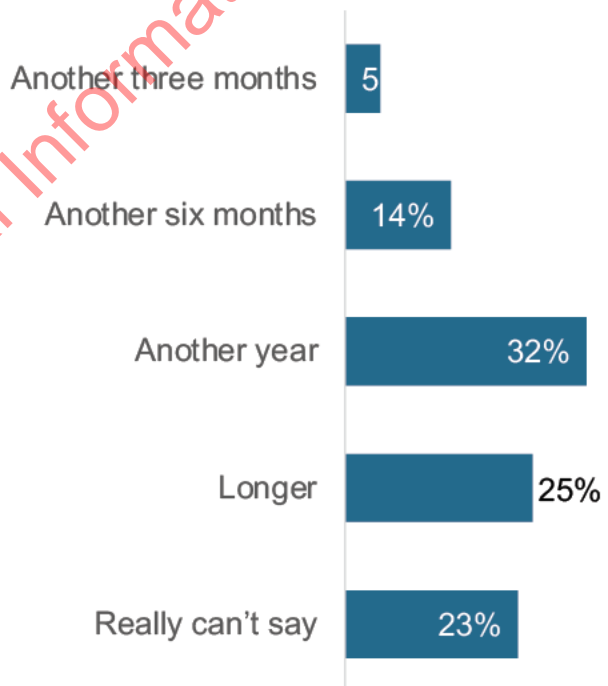
# Just over a third have experienced difficulties with their financial health

Financial Health vs Pre-Covid-19



Q How would you describe your financial position compared to before Covid-19?

Expected Ongoing Financial Health Impact



Q How long do you think this will last for?

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# New Zealanders Information Needs and Personal and Social Norms Towards Covid-19

Department of the Prime Minister and Cabinet

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# Agenda

1

**Overview of objectives and process**

2

**The Information New Zealanders are Receiving**

3

**Understanding of and Compliance with Rules**

4

**Personal and Social Norms**

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# Findings in Summary.

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By looking through a social norms lens, there are two key groups to address, each requiring a different approach:

- **Silent Disapprovers**

- Those who disapprove of non-compliant behaviour, but don't say anything about it when they see or hear about it
- Feeling a bit outnumbered at the moment, this group needs to feel part of a movement
- Use functional messaging to break down any current barriers to using the NZCOVID Tracer app and face masks

- **Non-Compliant Approvers**

- Those who approve of non-compliant behaviour, often vocally approving
- A sizeable group, counting for one in five New Zealanders, they don't feel much social pressure to conform and
- Seeing themselves a bit apart from the average New Zealander, messaging needs to target intrinsic personal motivations and communicate how they can keep themselves and their family safe

The overall campaign messaging on the changing levels has been successful. The campaign is creating high levels of knowledge of what is required in each region, similar to what we saw in the early stages of the campaign.

However, there is more work to be done in convincing New Zealanders about the effectiveness of masks and the NZCOVID Tracer app.

# Overview of objectives and process

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**A community outbreak of Covid-19 in August has meant that communications have shifted back to compliance.**

**We therefore need a detailed understanding of who is unlikely to comply and why.**

## **Project Approach**

An online survey of New Zealanders was conducted between the 14<sup>th</sup> and 17<sup>th</sup> of August.

The survey interviewed a nationally representative sample of 1,600 New Zealanders aged over 18.

Quotas were put in place to ensure robust minimum sample sizes across: Auckland n = 800 (which had recently been put under level 3 restrictions); Waikato/Bay of Plenty n = 100 (which had been visited by some of those with Covid-19) and the Rest of New Zealand n = 700.

The data was post weighted to be representative of the New Zealand population aged in terms of age, gender, region and ethnicity.

It is important to note that this is an online survey – people who do not have access to digital/internet are not represented.

# The Information New Zealanders are Receiving

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# New Zealanders have received the message about the alert level their region is in

What Level Your Region is in \_\_\_\_\_



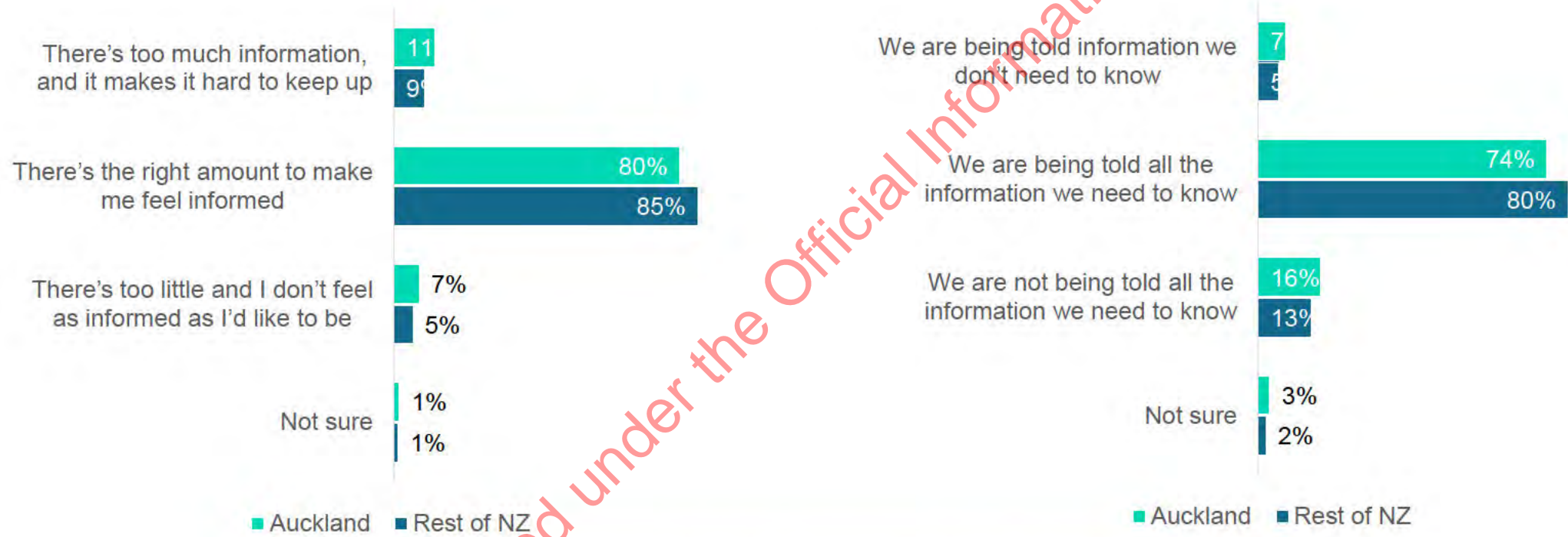
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Q. What Covid alert level is your region currently in?

# The change in communications have continued to make New Zealanders feel they are getting the quality information they need

### Amount of Information Provided

### Quality of Information Provided



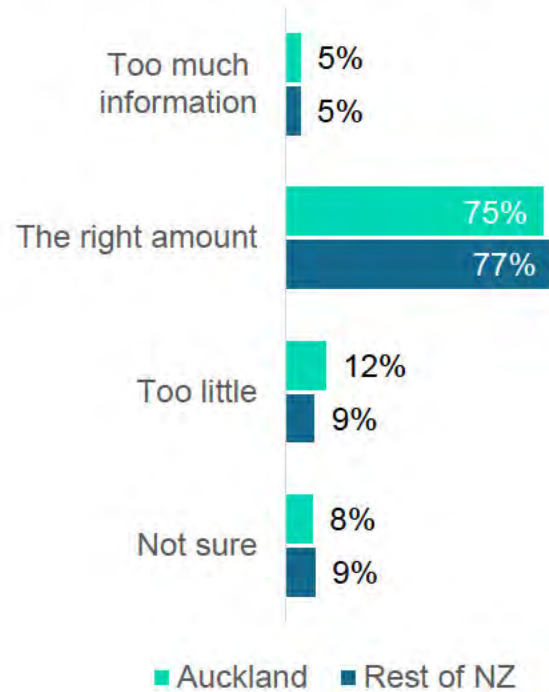
These levels are similar to what has been seen earlier.

Q. How do you feel about the amount of information that is currently being provided on what you need to now do given the alert levels have changed?

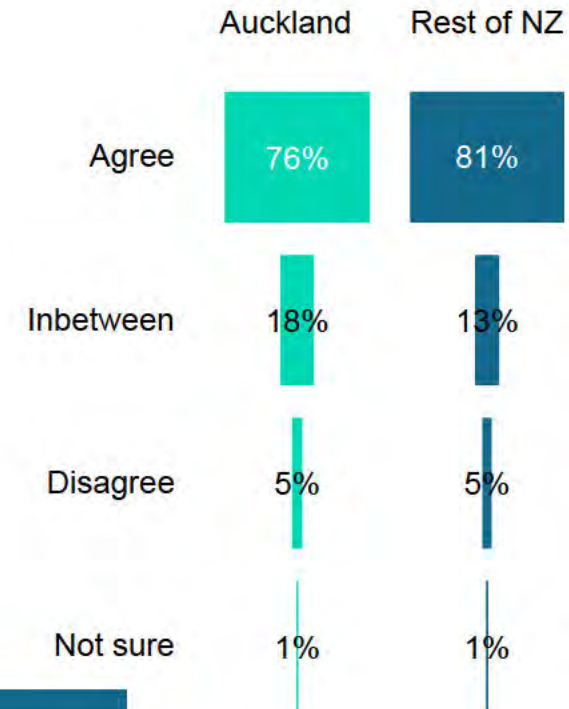
Q. How do you feel about the quality of information that is currently being provided on what you need to now do given the alert levels have changed?

# Even though the alert levels have changed across the country, the amount of information being provided on how to comply is seen as spot on

The Amount of Information to Comply with the Rules



Can Access Information on how to Comply with the Rules



Again, very similar levels to what we've seen previously

Q. Do you feel that other New Zealanders are getting the right amount of information to make sure they're following the guidelines?

Q. From everything you've seen or heard about the change in levels and the guidelines do you feel you have access to all the information you want and need?

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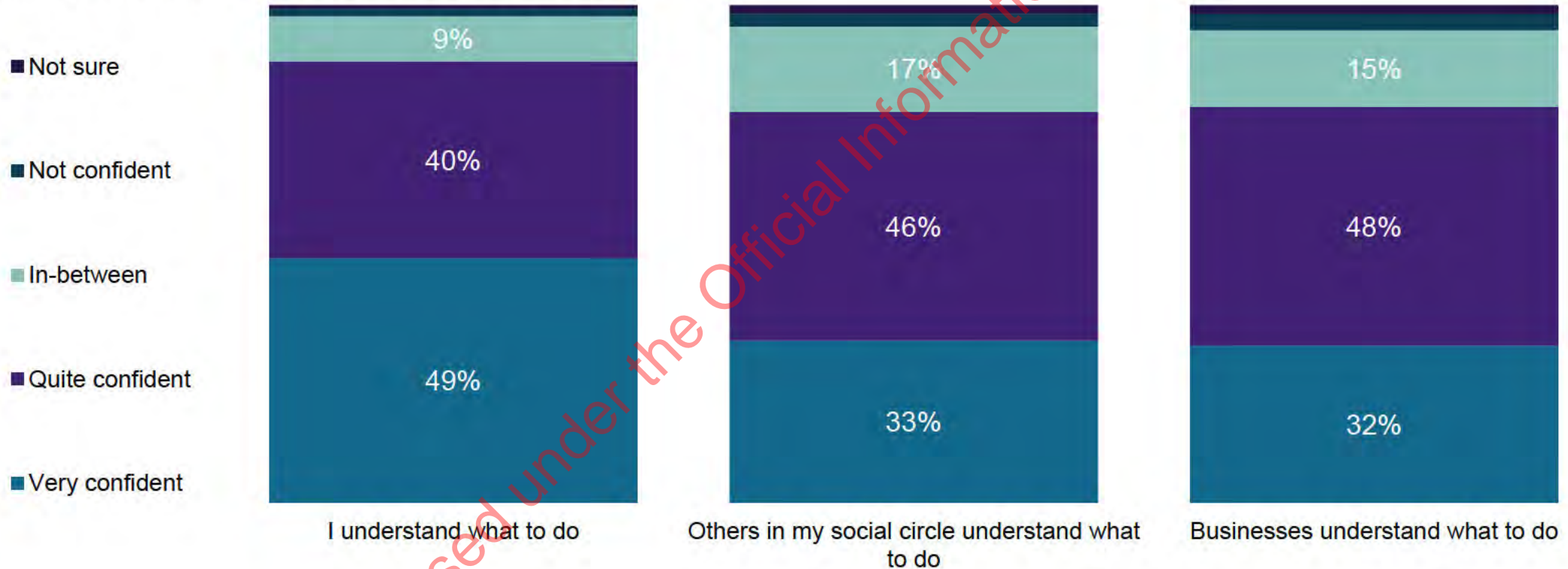
# Understanding of and Compliance with Rules

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# There's a general sense of confidence that people themselves, others and businesses know what they're supposed to do

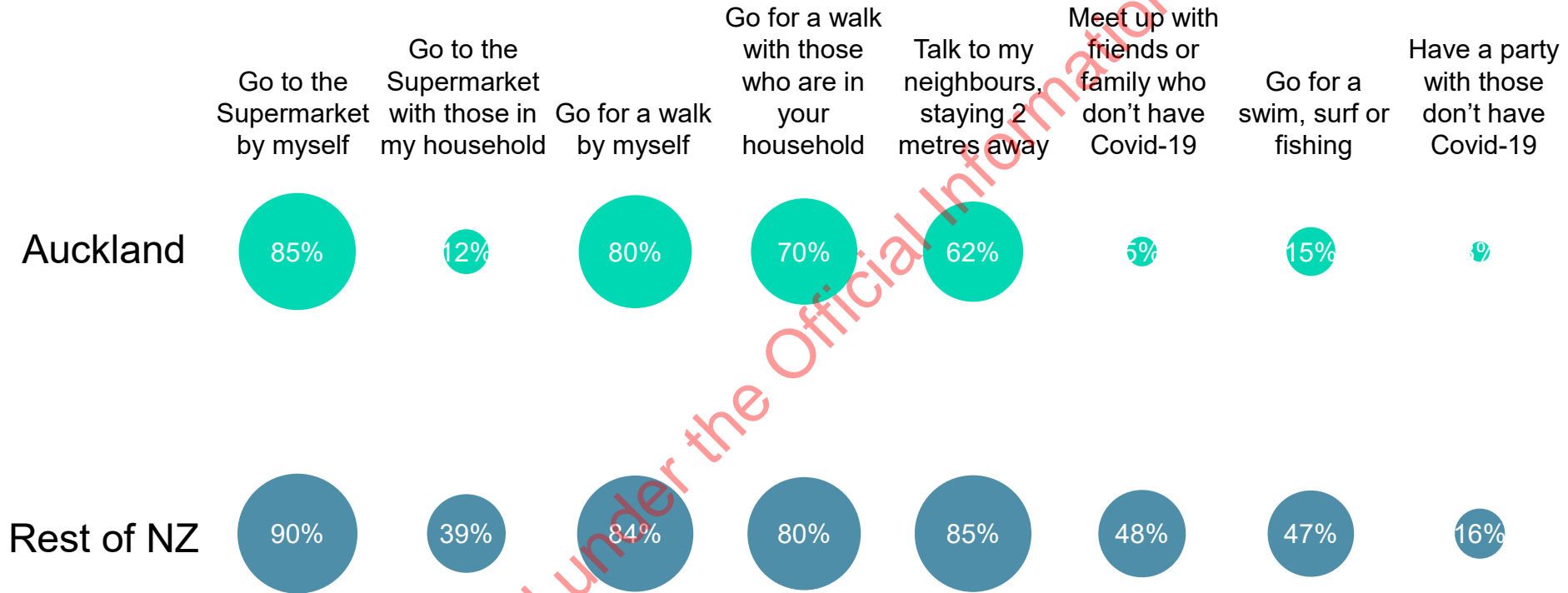
Knowledge of What to do Under Alert Level in Your Region



Q. How confident do you feel that: You understand what you should be doing under the alert level in your region; Others in your social circle know what they should be doing under the alert level in region; Businesses know what they should be doing under the alert level in region

# The messages about what behaviours are compliant have generally been received by Aucklanders

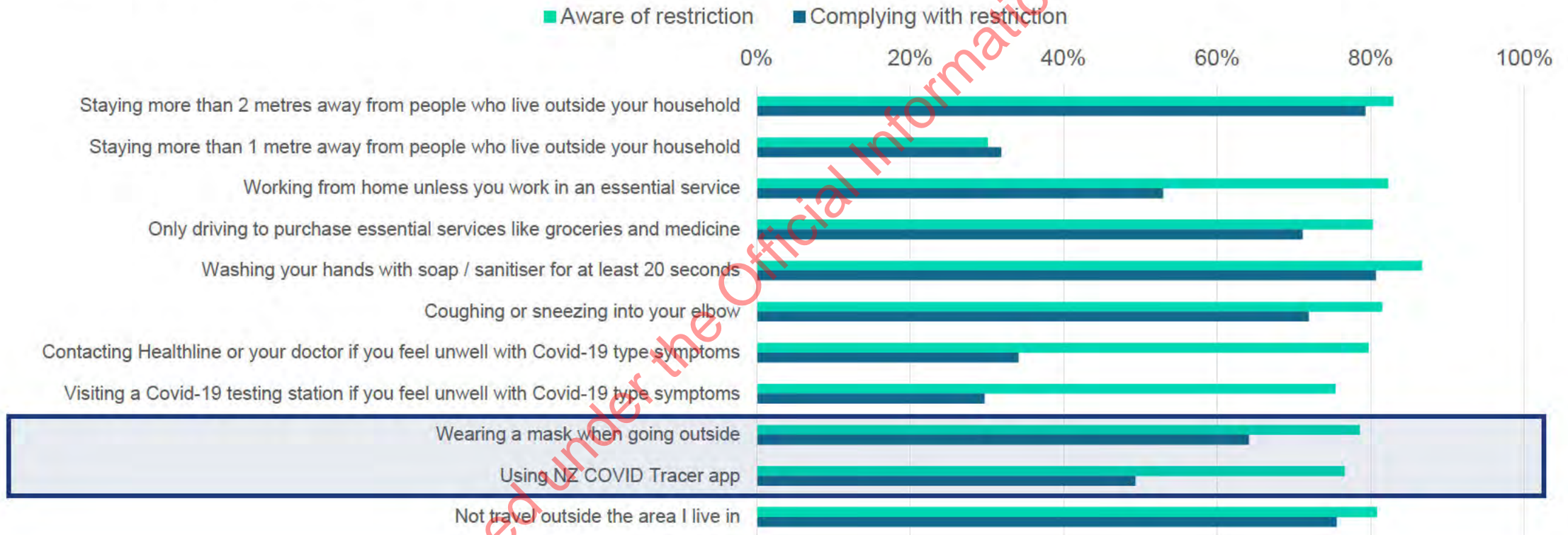
## Understanding of Situations that are Acceptable in Region



Q. What do you think is okay to do at the moment?

# Of the every day behaviours, the greatest gap between awareness and compliance, amongst Aucklanders, is for using the app and wearing masks

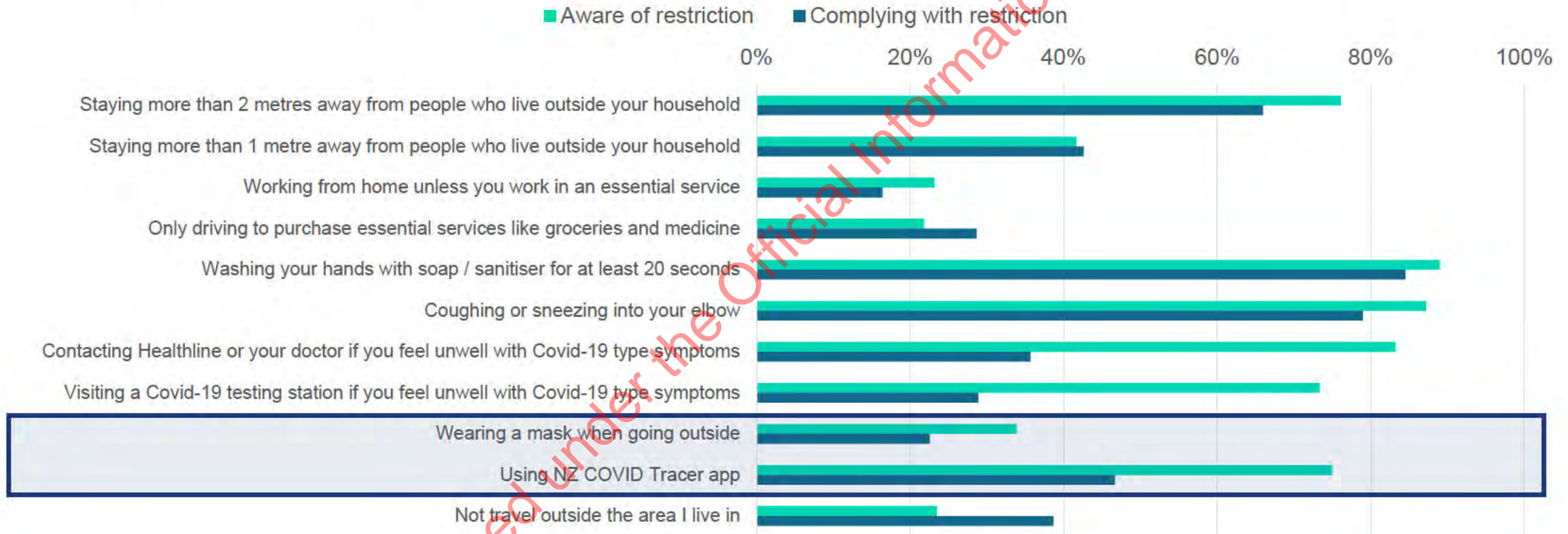
Awareness and Compliance with Behaviours in Region - Aucklanders



Q. Which of the following are you supposed to do under the alert level in your region?  
 Q. Which of the following are you doing at the moment?

# Those outside of Auckland are also not very compliant when using the NZCOVID Tracer app

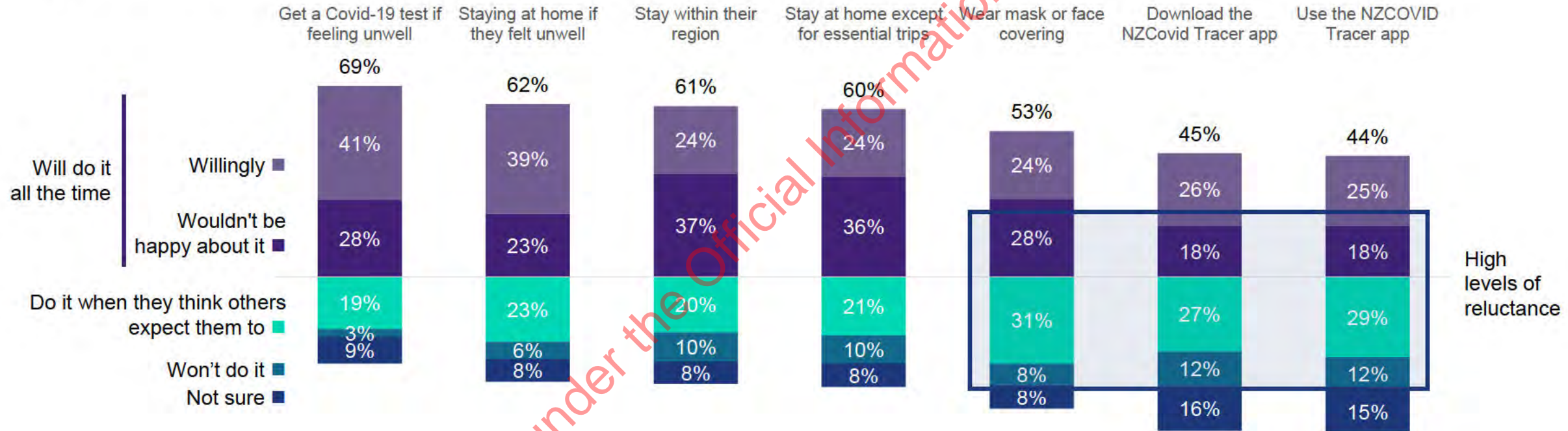
Awareness and Compliance with Behaviours in Region – Outside Auckland



Q. Which of the following are you supposed to do under the alert level in your region?  
 Q. Which of the following are you doing at the moment?

# Getting people to comply with face masks and usage of the app will be the most difficult aspects of compliance

Perceptions of Willingness to Comply with Rules



Q. How willing do you think others would be to do the following?

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# Those outside of Auckland are also not very compliant when using the NZCOVID Tracer app

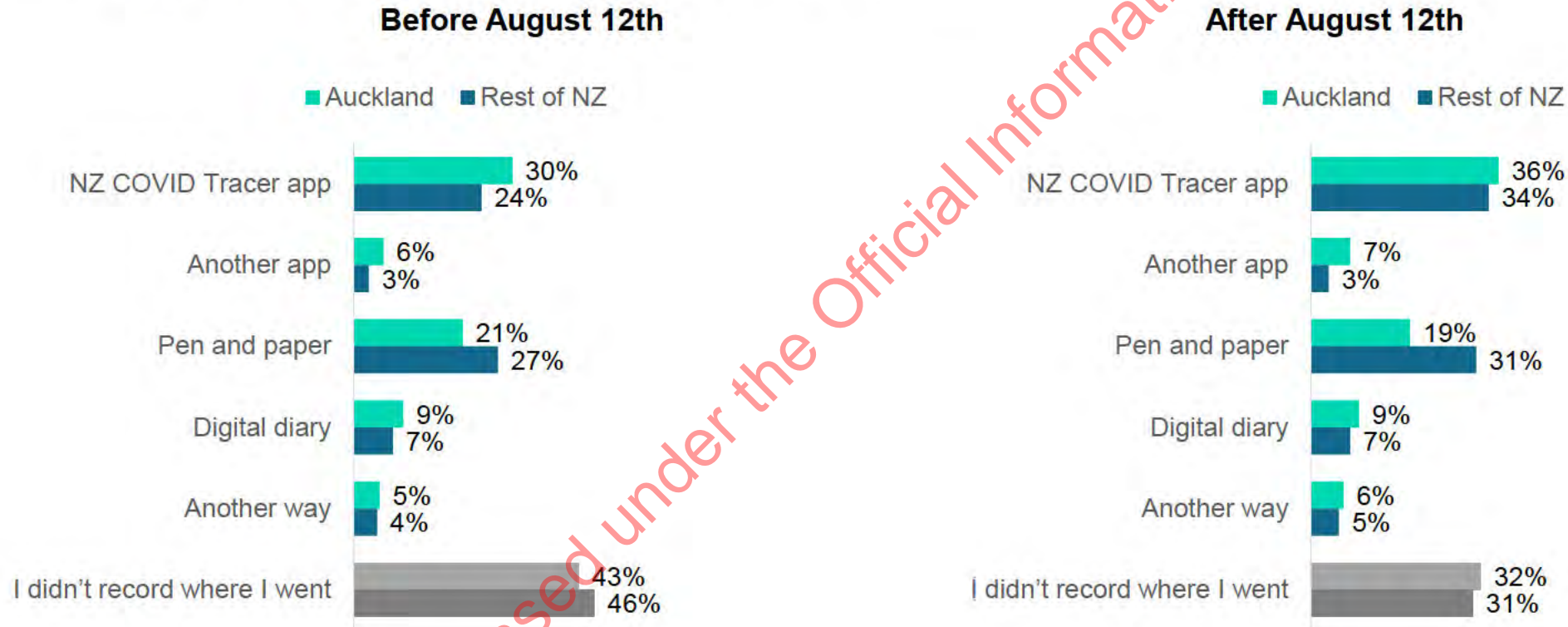
## Reasons for Non-Compliance



Q. What are the main barriers for not wanting to ...

There has been a claimed increase in people tracing their movements post August the 12<sup>th</sup>, however usage of the app remains low

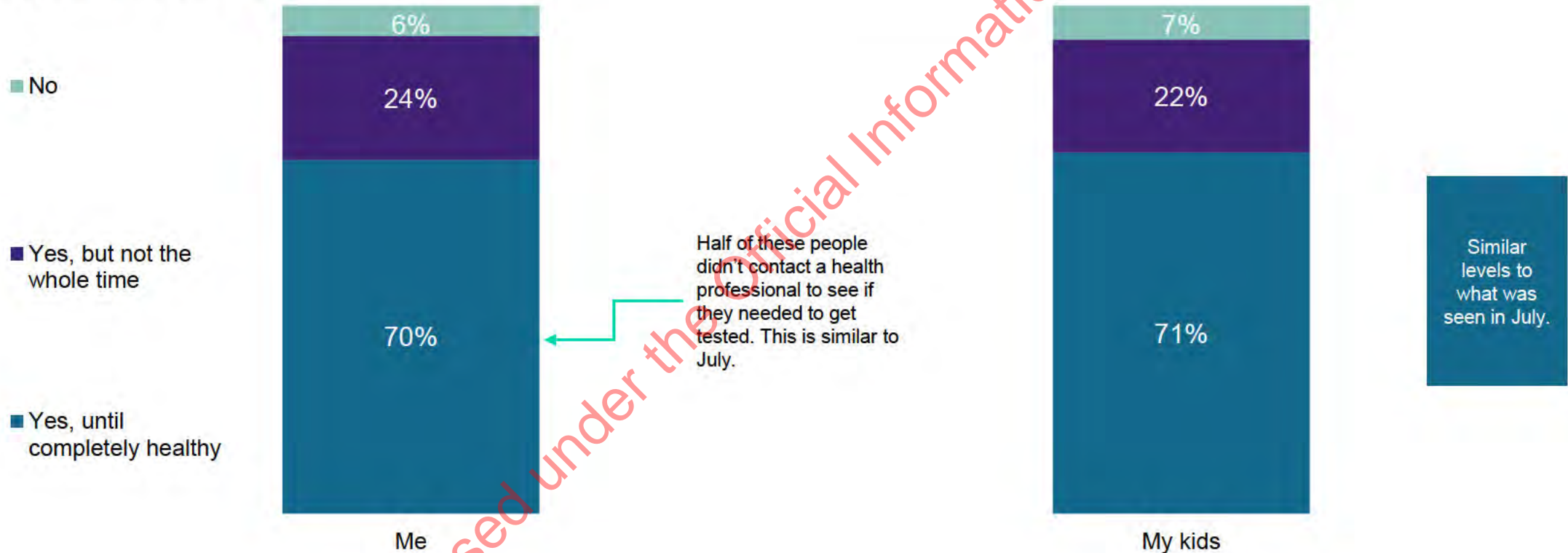
Claimed Usage of Tracing Movements Last Time in a Public Space



Q. Thinking about before Wednesday the 12th of August and specifically about the last time you went to a public indoor space, e.g. work, a shop, somewhere for an appointment, etc. did you record where you went via ...  
 Q. And thinking about the last public indoor space, e.g. work, a shop, somewhere for an appointment, etc. since Wednesday the 12th of August, did you record where you went via ...

# Those who were unwell generally stayed at home until healthy, especially children

## Staying Home When Unwell



Q. Did you stay at home when you were sick or unwell?  
Q. Did you keep your child(ren) at home when they were sick or unwell?



# Personal and Social Norms

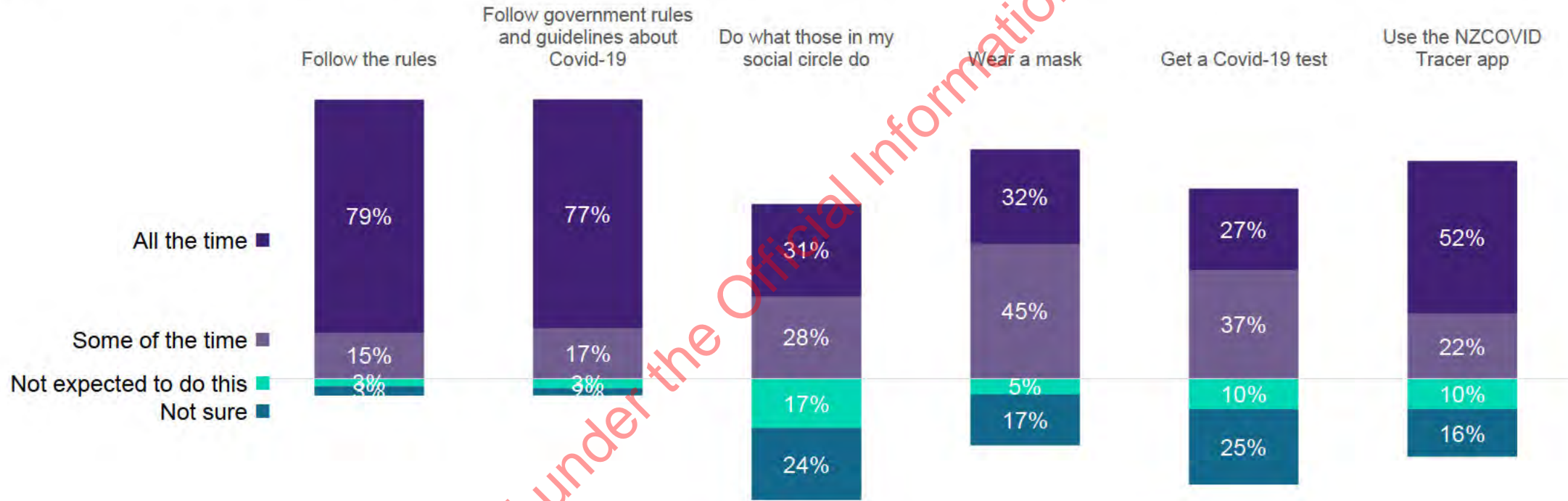
4

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TRA

# New Zealanders aren't feeling a huge pressure to wear masks or trace their movements all of the time

Personal Norms – I Fell I Should Do This ...

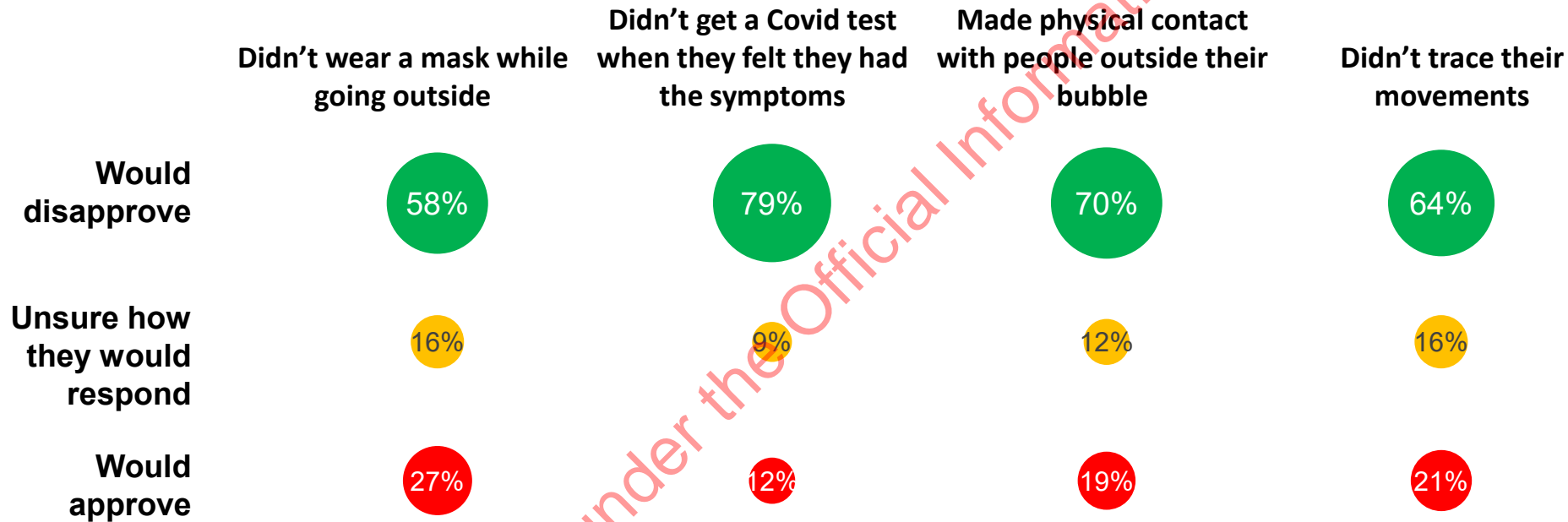


Q. How much do you feel that society expects you to ...

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# About one in five New Zealanders would approve of non-compliant behaviour amongst family or friends

Social Norms – How People Would React to Non-Compliant Behaviour Amongst Friends/Family



Q. For this next question, we want you to think about a group of your friends. Imagine you were having a conversation with a group of friends or saw something from them online and someone mentioned that they <INSERT STATEMENT>, how do you think the majority of your group of friends would react?

When we asked people how they would respond to seeing or hearing about non-compliant behaviour amongst family or friends, we established whether they would disapprove or approve and how they would voice that disapproval/approval.

This has allowed us to segment the population in terms of how they are reacting to non-compliance and how we can influence them.

Five key segments of people emerged who vary on how they respond to any non-compliant behaviour. The segments are defined by how they respond to non-compliant behaviour rather than seeing different types of behaviour as acceptable or not.

# New Zealanders are relatively evenly spread across a spectrum of approval to disapproval to non-compliant behaviour

	In the moment Vocal Disapprovers	Delayed Vocal Disapprovers	Silent Disapprovers	Approvers of noncompliant behaviour	Unsure
<b>Size</b>	25%	21%	19%	21%	14%
<b>Characteristics</b>	Happy to speak up there and then if friends or family talk about or exhibit non-compliance. Are against all types of non-compliance.	Don't want a confrontation, but will talk to the person later.	Aren't happy about what they're seeing or hearing, but won't rock the boat and say anything	See non-compliant behaviour as a positive and will often speak out in approval.	Aren't sure yet how to feel if they hear or see people doing this. Sitting on the fence for now.
<b>Complications</b>	None, doing what we need to engrain behaviours.	None, doing what we need to engrain behaviours.	By not saying anything they're helping make non-compliance seem like a social norm.	Difficult to budge from their position. Will be in an echo chamber and think that the group is larger than what it is.	Make acceptance of non-compliance seem larger than what it is.
<b>Our task</b>	Encourage them to keep speaking up, use them as the cheerleaders.	Encourage them to keep speaking up, use them as the cheerleaders.	Encourage them to speak up, not feel like a silent majority.	Make them feel like they are the small proportion of society they are.	Convince them of the majority who are against this behaviour, make it the norm.

Less than half of people are seen to disapprove of non-compliant behaviour. This will make non-compliance seem more acceptable than what it is.

# Awareness of what to do is not a barrier amongst the Approvers

	In the moment Vocal Disapprovers	Delayed Vocal Disapprovers	Silent Disapprovers	Approvers of noncompliant behaviour	Unsure
<b>Who they are</b>	Older, Female skew	Female skew	NZ European, Female skew	Younger, Male skew, Families with children	Outside of Auckland, NZ European
<b>Awareness and perception of information</b>	Very high awareness, with a strong feeling that it is the right amount and available.	Very high awareness, with a strong feeling that it is the right amount and available.	Very high awareness, with a strong feeling that it is the right amount and available.	High awareness, while high perceptions that it is the right amount, one in five don't feel people are getting the right information.	Very high awareness and while strong perceptions of the amount, one in five aren't sure that people are getting enough information.
<b>Knowledge of compliant behaviours and actions.</b>	Very high understanding of what behaviours are non-compliant and personally adhering to them.  Only half are aware of the need to wear masks and six in ten aware of the need to use NZCOVID Tracer app.	Very high understanding of what behaviours are non-compliant and personally adhering to them.  Only four in ten are aware of the need to wear masks and half aware of the need to use NZCOVID Tracer app.	Very high understanding of what behaviours are non-compliant and personally adhering to them.  Only one in three are aware of the need to wear masks and half aware of the need to use NZCOVID Tracer app.	High understanding of what behaviours are non-compliant, but not personally adhering to them.  Only a quarter are aware of the need to wear masks and a third aware of the need to use NZCOVID Tracer app.	High understanding of what behaviours are non-compliant, but not personally adhering to them.  Only a quarter are aware of the need to wear masks and third aware of the need to use NZCOVID Tracer app.

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The Approvers are most reluctant to follow the rules and are also most likely to state emotive rather than functional responses for not following them

	In the moment Vocal Disapprovers	Delayed Vocal Disapprovers	Silent Disapprovers	Approvers of noncompliant behaviour	Unsure
<b>Perceptions of own behaviours</b>	Vast majority feel they're doing everything the government is asking.	Majority feel they're doing all that is being asked of them.	Half feel they're doing all they're being asked.	Only four in ten say they're doing all they can.  Feel it's okay to break the rules and don't follow their social circle.	Half feel they're doing all they're being asked.
<b>Main barriers to complying</b>	Very few, but don't see enough people following the rules.	Very functional, e.g. someone might need to interact outside their bubble to help someone.	Very functional.	Mostly emotive, e.g. think actions are overkill and won't stop the spread.  Don't feel social pressure to follow the rules.  Don't feel others know what to do, a bit of scepticism to overcome.	More functional than emotive.
<b>Messaging</b>	Reinforce their own compliant behaviour encourage them to continue to speak up.	Reinforce their own compliant behaviour encourage them to continue to speak up.	Make them feel like they're the majority they are. Functional messaging breaking down barriers about comfort and availability of masks and privacy concerns of the app.	Make messaging personal, their actions are to save them and their family rather than the wider population.	Make them feel part of the majority, but using personal rather than communal goals.

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**Thank you.**

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# TRA DPMC Covid summer campaign research

TRA

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**TRA**

# Unite Against COVID-19 campaign strategy

**We need New Zealanders to be prepared: proactive, vigilant and consistent participants in prevention:**

- **People know the ‘plan’**
- **People are willing to do what is required**
- **People are guided to do what is required**
- **People comply with required behaviour**

The objectives of this phase of communications:

Maintain sense of collective responsibility – by New Zealanders believing they have a part to play in preventing the spread of COVID-19

Increase awareness of required Alert Level 1 behaviour, specifically:

- o Practice good hygiene e.g. frequent hand washing with soap
- o Isolate if you're sick, seek health advice and get a test if asked
- o Track your movements via the NZ COVID Tracer app

# Qualitative dipstick creative optimisation

Evaluation optimised against the creative intent, ability to engage emotionally reward and motivate.

## Method:

3 short sharp Zoom focus groups, 45 minutes long, to gauge initial gut responses, held via Zoom.

4-5 people per group – representing all New Zealanders. Groups structured by lifestage: 1 x young, no children, 1 x younger families, 1 x older families/older.

Date: Monday 2 November 2020

Stimulus material – see appendix

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# Agenda

1

The context for summer

2

The mindset as regards Covid and *this* summer

3

Insights from responses to visual territories

4

Insights from response to creative ideas

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**The context for  
this summer**

**TRA**

Summer is officially here – Kiwis, not us, are controlling the timeline and they are raring to go.

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Q Kiwi summer X

Key Metrics Over Time

TYPE Sentiment & Mentions Emotions

# And the mood of the nation is optimistic

KEY

- Optimism
- Sadness
- Fear
- Disgust
- Anger



Article & Posts

453

Total Mentions

5,378

Net Sentiment

70%

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Emotions



Optimism  
17%

Articles & Posts

397

Total Mentions

7.5k

Date 12/10/2020

Top Content



1/5

Comments 1.2k



Here's something to look forward to this summer, Greenstone Entertainment's Summer Concert Tour coming to Queenstown, Taupo & Whitianga and featuring MI-SEX, Pseudo Echo, Dragon, The Angels and Gin Wigmore. I've got a double ticket to each gig to giveaway. Comment below with your preferred venue to be in to win.

Emotions

😊 20%

🙄 3%

🙇 3%



Optimism  
22%

44

Total Mentions

702

Date 12/10/2020

Top Content



1/5

Comments 535



Aussie mum whips up super simple pavlova in just 20 minutes using air fryer

Emotions

😊 10%

🙄 3%

🙇 1%

Emotions



Optimism  
22%

Articles & Posts

58

Total Mentions

871

Date 05/10/2020

Top Content



1/5

Comments 316



Cook Islands travel bubble step closer but hinges on no community transmission

Emotions

😊 11%

🙄 4%

🙇 4%



Optimism  
19%

2.1k

Total Mentions

14.7k

Top Content



1/5

Comments 3.6k



Gear up for an epic summer with some Quite Fun Stuff from your mates at SnackaChangi 🌟 We're giving away the ultimate fun stuff: a Nintendo Switch console worth over \$500! Plus, 3 x SnackaChangi flavours, 5 x branded caps and 5 x collectible posters - signed by the SnackaChangi dude himself! We also have 25 x spot prizes up for grabs! To be in to WIN just tell us who you'd be sharing your 'Quite Fun Stuff' with. 1 x main winner, 25 x spot prize winners | Competition ends 11.59 25th Oct | T&CS in notes

Emotions

😊 31%

🙄 7%

🙇 6%

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# Fear is at a much lower level but it's still a background hum.

The screenshot displays a social media analytics interface. On the left, a green sidebar titled 'Emotions' features a white icon of a face with a wide-open mouth and a mustache. Next to it, the text reads 'Fear 14%'. Below this, 'Articles & Posts' is listed as '4' and 'Total Mentions' as '4'. At the bottom of the sidebar, the date '02/11/2020' is shown. The main area is titled 'Top Content' and shows a carousel of items. The first item is a video thumbnail with a blue tint, showing a person in a white protective suit. The text next to it reads '1/4 Pop-up Covid testing returns to Marlborough as doctor urges check-ups'. To the right of the carousel, there is a 'Comments' section with a speech bubble icon. Further right, an 'Emotions' breakdown is shown with three categories: a green face with a wide-open mouth at 26%, a yellow face with a neutral expression at 9%, and a red face with a neutral expression at 9%. A large red watermark 'Released under the Official Information Act 1982' is overlaid diagonally across the entire image.

And though fear is having an impact on some people's plans, summer is still associated with happiness, laughter and joy.

**Plus, we know people are more active in summer which, in itself, creates a positive mood state.**

<b>TOP 10 ACTIVITIES PARTICIPATED IN, DURING SUMMER</b>	<b>TOTAL</b>
Walking	73%
General travel	50%
General fitness	47%
Gardening	47%
Swimming	47%
Camping	33%
Hiking	28%
Gym	26%
Jogging / running	25%
Fishing	23%

# Summer even has a distinctive colour palette

The childlike colours of summer are the semiotic signals that represent the positive mindset and the sense of freedom that this time represents.



*And this is what summer looks like*



→ *Which all comes together to create an emotional mindset unique to summer*

Social,  
gatherings,  
family,  
togetherness

Outdoors,  
beaches/rivers  
active living

Travel,  
a break,  
change of place

# The mindset as regards Covid and summer

2

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## Human connection

---

People recognize that social gatherings pose a threat because they breach social distancing behaviour guidelines.

But, they are fundamental to summer and giving them up is hard, but some are willing to make that sacrifice albeit partial.

*We are staying home this year and not going to spend it with family in Auckland.*

*I haven't booked as many festivals as I normally would have by now.*

*We would normally stay at 2 or 3 campsites but we are only going to go to one this year.*

*People in cafes won't socially distance, and the bars will be full.*

## Summer travel is a hot button

Travel is part of the summer escape mentality but transport is seen to pose a threat.

People want to drive more as a safer option than mass travel and also as a quick get home option.

But being away from home is also seen as a risk – away from local GP, where are testing stations, getting trapped somewhere in lockdown.

IMPLICATION



## IMPLICATION

## Impact on response to comms

---

Uncertainty about the narrative around social distancing and surprise that it's not mentioned, but human connection is paramount so referencing the impact on the people around you is the right way forward.

Averse to 'fear mongering' at a time that is characterized by freedom and escape, but background anxiety is present and seeking permission that it's Ok to enjoy summer activities is a good way forward.

Keep it simple and keep it specific to address 'warnings fatigue' and be effective at prompting specific actions – people know they are less responsive to familiar messaging.

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## IMPLICATION

## What is the role of comms?

---

There is recognition that COVID isn't going away because of summer.

People know the actions they are supposed to take but will need reminding and 'how' to do it in a changed summer context. Generally, they want to do the right thing, but it's more difficult in summer.

So: Its more about putting COVID actions into a summer context, than reminding about COVID through an emotional connection to summer.

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**Response to  
creative ideas**

**TRA**

# Some common denominators, across both creative ideas

People are the key – ‘look out for each other’ is the overarching positive take out

1. Images should show people – as compared to iconic images e.g. Nin’s Bin
2. Family is important – mention it and show it as an emotional shortcut to caring (even for those who won’t see family this year)
3. Creative ideas work better as tag lines than as headlines
4. Images of actions – handwashing work when accompanied by relevant messaging
5. Noticeable that no messaging re transportation/travel
7. Use the colours of summer

Don’t overcomplicate the messaging – keep it simple and direct which aligns with messaging to date, just with a summer twist.



Wash your hands for festival workers



Visiting whānau?



Visiting our beach? Visit safe.



Scan QRs for other beachgoers

# But perhaps the most important consideration is poor recall of and specificity about *'Isolate if you're Sick'*.

No one remembers the third item and, when they do, they are conflicted.

And sickness is immediately linked to testing - but we don't reference that.

The guardrails around sickness are absent in summer:

- No employment rules
- At home, so stay home
- GP to talk to

Summer 'sickness' symptoms are ambiguous:

- Hayfever/allergy symptoms are common
- "summer' colds, snivels are best overcome by fresh air!

And the challenges around behaviour are complicated:

- How to isolate away from home
- How to isolate with family staying
- How to isolate when couch surfing
- Away from my GP
- I have paid for the tickets/committed to go

**We have two simple and one complex call to action which don't sit well together**

**Need to either make it a simple action or address it differently.**

# The two creative ideas also speak to different audiences

There is a generational difference in perspective – and older people see that.

## Summer for Others

Speaks to a younger audience and young families.

### Why?

“It’s official but friendly” = tone

Reflects a happy mindset = relevance

Acknowledges it’s our first Covid summer = relateable

## Visit Safe

Speaks to an older audience

### Why?

A reminder against complacency = tone

Reflects realities of the problem = relevance

Places responsibility with you - relatable

Both ideas hinge on whose responsibility is it and for whom – older people see younger people as less caring but younger people acknowledge a community responsibility.

# 'Summer for each other' - strength is in capturing the mood of summer

Its message is the impact of our actions on others.

Conveys the joy and freedom of summer and gives permission to enjoy summer activities despite the unique circumstances.

- People friendly
- Relatable emotionally and rationally
- Tells you exactly what to do
- Keep others safe

The line works better as the tag line with the headline being the prescriptive call to action.

But even so it needs people even if only as a background.



Scan QRs for other beachgoers

Summer for each other

Help keep this beach safe by scanning the QR code.



Covid19.govt.nz

facebook

Unite  
against  
COVID-19



Wash your hands for festival workers

Summer for each other

Help keep the festival safe by washing or sanitising your hands regularly.



Covid19.govt.nz

facebook

Unite  
against  
COVID-19



Sanitise your hands for other campers

Summer for each other

Help keep the campsite safe by washing or sanitising your hands regularly.



Covid19.govt.nz

facebook

Unite  
against  
COVID-19

# Visit safe – simple and straightforward and places onus firmly on *you* to take responsibility

Its message is focused on your accountability

Simple, memorable and direct

Addresses complacency quite directly

“The Government reminding us to be sensible”

But lacks emotional warmth and joy de vivre

The hero piece referenced family which hits a strong emotional spot



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# Response to visual territories

4

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# Stripes – has distinctive identity as Covid messaging

Familiar which aids recognition, but fails to flag new messaging

Faded stripes works to remind people that Covid is still here and is still a threat.

- But may not address complacency.

It may have more relevance to messaging about sickness than the 'new normal' of tracking and handwashing.

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# Social stories – captures the mood of summer

Potential to engage emotionally with the mood of summer and do so by normalizing Covid related activity.

White borders reflect the lightness of the summer mood better than black borders.

Less 'stereo typically' about safety – both a positive and a negative?

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# Next steps?

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**Appendix**

**Stimulus  
material**

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# Visit safe

Where are you going this summer? The beach? Yup. Your mate's place? Probably. Visiting family or whānau back in your home town? Definitely.

You'll maybe go to that secluded beach with the rocks for the kids to clamber on. You're surely going to grab a mint choc chip from the dairy.

Whatever you get up to, wherever you visit, make sure you do it safe. Wash your hands. Scan the QR codes. And stay home if you're sick.

Visit safe New Zealand.



Visiting whānau?  
Visit safe.

Look out for your whānau and family this summer:  
Wash your hands; Use the NZ COVID Tracer app; Isolate if you're sick.



Unite against COVID-19

**Visit safe**  
Help keep us all safe this summer:

- Wash your hands
- Use the NZ COVID Tracer app
- Isolate if you're sick

Unite against COVID-19



Visit safe

Help keep us all safe this summer by scanning the QR codes wherever you go.



Unite against COVID-19



Visiting our beach?  
Visit safe.

Help keep our beach safe this summer by scanning the QR code.



Unite against COVID-19



Visiting the festival?  
Visit safe.

Help keep our festival safe by washing or sanitising your hands regularly.



Unite against COVID-19



Visiting our campsite?  
Visit safe.

Help keep our campsite safe by washing or sanitising your hands regularly.



Unite against COVID-19

TRA

# Summer for each other

Summer's here at last. It's all about friends, family and enjoying each other's company. About being a good host, caring about the people you love, and looking after each other's well-being.

When you're out and about, now's the time to do your bit to keeping each other safe. Wash your hands. Scan the QR codes. And stay home if you're sick. Because we never just summer for ourselves.



## Summer for friends

Look out for your friends and family this summer.  
Wash your hands. Use the NZ COVID Tracer app. Isolate if you're sick.



Unite  
against  
COVID-19

Summer for each other

Help keep us all safe this summer:

- Wash your hands
- Use the NZ COVID Tracer app
- Isolate if you're sick

Lorem ipsum dolor set amet consect  
ebitae ronsed minihit a perspic.

Covid19.govt.nz  
New Zealand Government

Unite  
against  
COVID-19



## Summer for each other

Help keep us all safe this summer by scanning the QR codes wherever you go.



Covid19.govt.nz  
New Zealand Government

Unite  
against  
COVID-19



## Scan QRs for other beachgoers

Summer for each other

Help keep this beach safe by scanning the QR code.



Covid19.govt.nz  
New Zealand Government

Unite  
against  
COVID-19



## Wash your hands for festival workers

Summer for each other

Help keep this festival safe by washing or sanitising your hands regularly.



Covid19.govt.nz  
New Zealand Government

Unite  
against  
COVID-19



## Sanitise your hands for other campers

Summer for each other

Help keep this campsite safe by washing or sanitising your hands regularly.



Covid19.govt.nz  
New Zealand Government

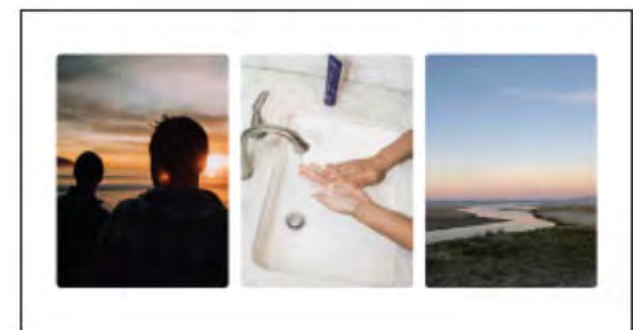
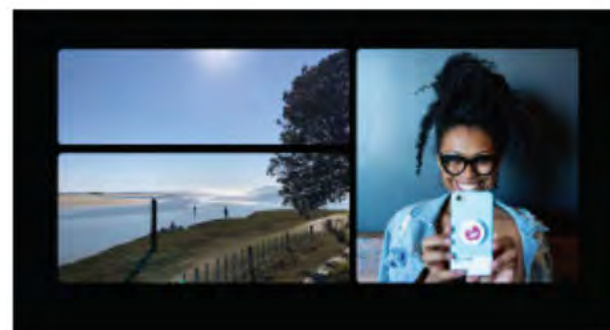
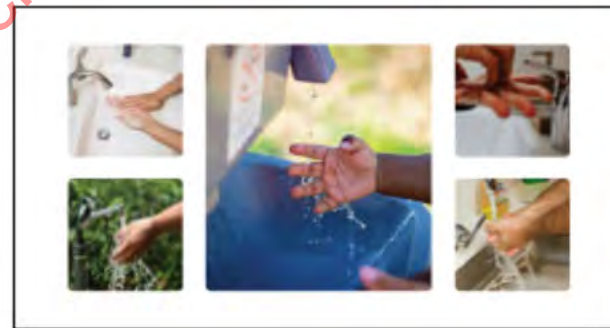
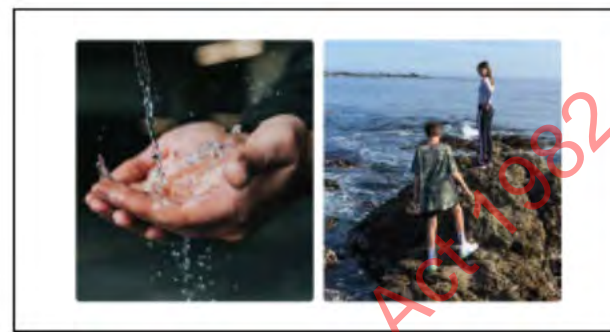
Unite  
against  
COVID-19

# Social stories

We get our phones out over summer to take snaps or videos and share them with friends and family. We could use this fun, family and friends time as a way to convey our message. The images and footage would be treated to seem like they were shot on a social app.

We'd see people in a series of different scenarios - from observational moments in different places to using a tap at a campsite, to washing your hands before you use the toilet in a restaurant, to sanitising your hands before eating fish and chips at the beach, or just scanning a QR code before you get an ice cream from a beach-side dairy.

Sometimes this would be video, sometimes stills, switching and changing seamlessly between the different frame compositions to hold our visual interest.



# Stripes integrated with footage

We have also previously used the stripes 'in-situ' where they are used to frame the action and give it a unique COVID look. This could be done again, with real footage of real Kiwis living it up over summer.





# New Zealanders Attitudes Towards Covid-19 Heading in to Summer 2020-21

Department of the Prime Minister and Cabinet

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**TRA**

# Agenda

1

**Overview of objectives and process**

2

**The Information New Zealanders are Receiving**

3

**Attitudes Towards Covid and Another Outbreak**

4

**Understanding of and Compliance with Rules**

5

**Bluetooth Tracing Awareness and Concerns**

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# Findings in Summary.

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**The mood of the nation is relaxed concern. Most New Zealanders feel that there will be another outbreak leading to an alert level change and are, as such, emotionally prepared for it, but not acting.**

New Zealanders continue to be happy with the amount and quality of information being provided by the Government about what the Covid rules and guidelines are. They feel they can access all the information they want and are happy relying on traditional media, especially TV, supplemented with social media to keep up to date.

While acceptance of masks and NZ COVID Tracer app has improved and is now largely normalised, there has been a decline in actual usage of the app. This is despite the majority of people stating that they're using it. This is creating a disconnect where efforts to increase usage may fall on deaf ears.

Bluetooth tracing through the app has only moderate levels of acceptance and potential uptake. There is a security and privacy concern with Bluetooth that will hamper uptake unless it is addressed.

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# Overview of objectives and process

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**We are now closer to a 'new normal'. There's a sense that New Zealanders are becoming complacent and with summer holidays coming up, more people will be out and about. A new summer campaign is targeting this, but we need to understand where we are.**

## **Project Approach**

An online survey of New Zealanders was conducted between the 18<sup>th</sup> and 20<sup>th</sup> of December.

The survey interviewed a nationally representative sample of 801 New Zealanders aged over 18.

The data was post weighted to be representative of the New Zealand population aged in terms of age, gender, region and ethnicity.

It is important to note that this is an online survey – people who do not have access to digital/internet are not represented.

# The Information New Zealanders are Receiving

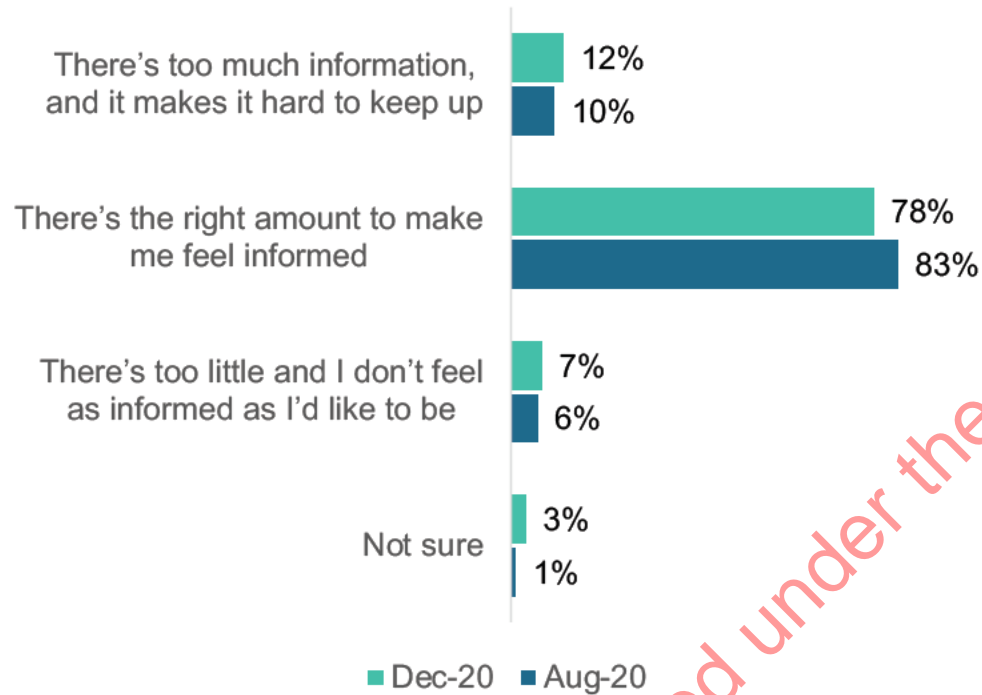
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2

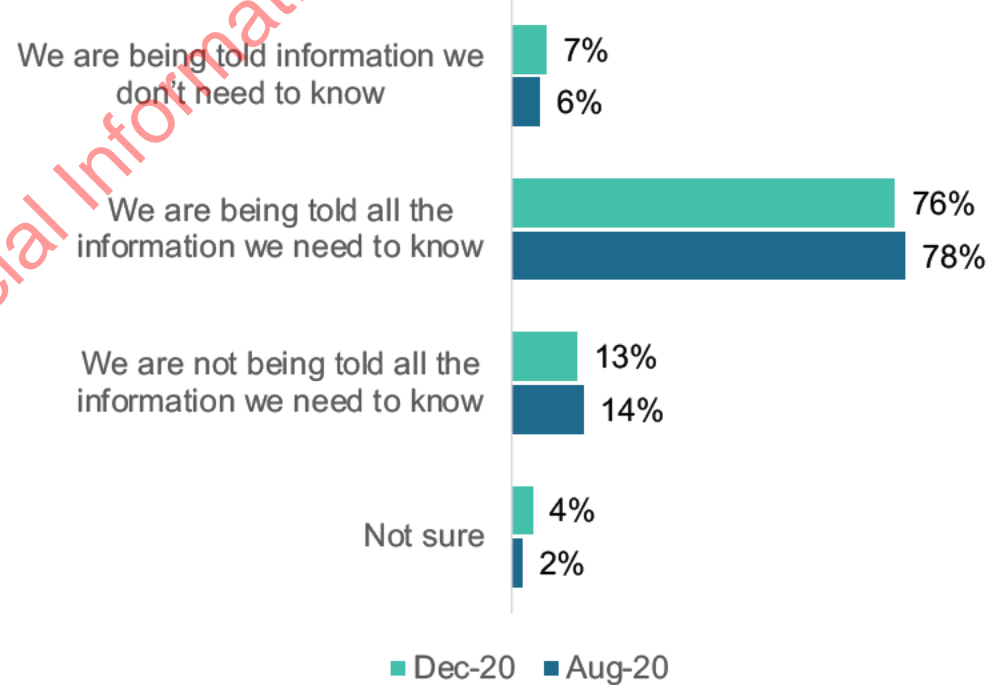
TRA

# The current amount of, and quality of, information being provided on Covid guidelines and rules is at the right level

### Amount of Information Provided



### Quality of Information Provided



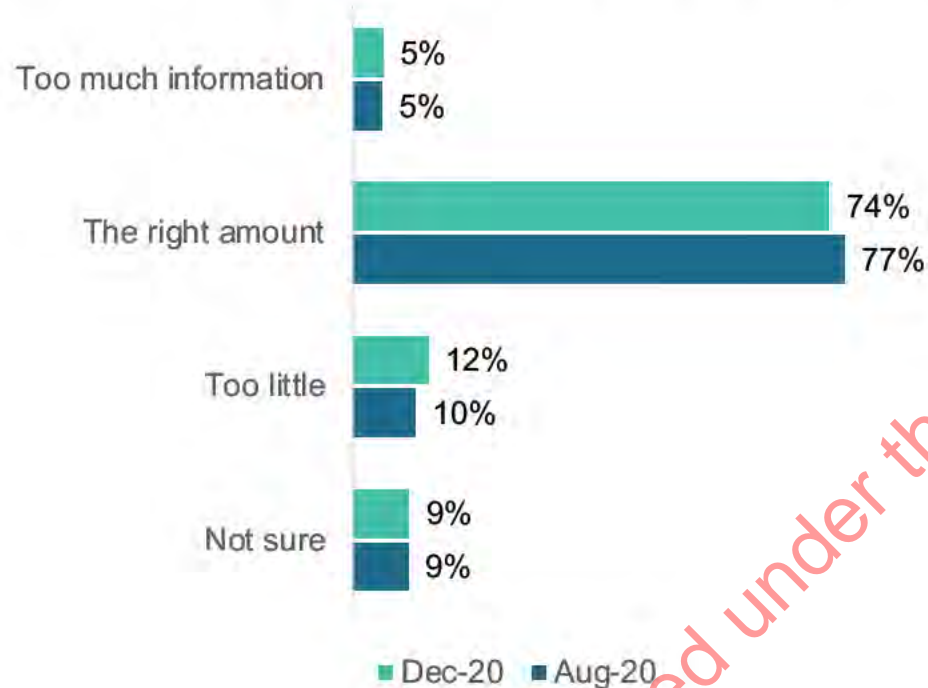
Q. How do you feel about the amount of information that is currently being provided on what you need to now do given the circumstances have changed?

Q. How do you feel about the quality of information that is currently being provided on what you need to now do given the circumstances have changed?

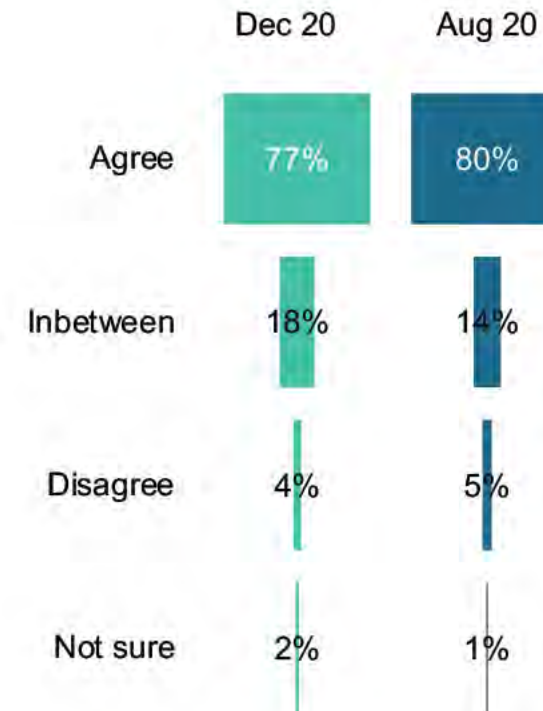


# The way information is being provided is also currently meeting the needs of New Zealanders

The Amount of Information to Comply with the Guidelines



Can Access All the Information They Want and Need

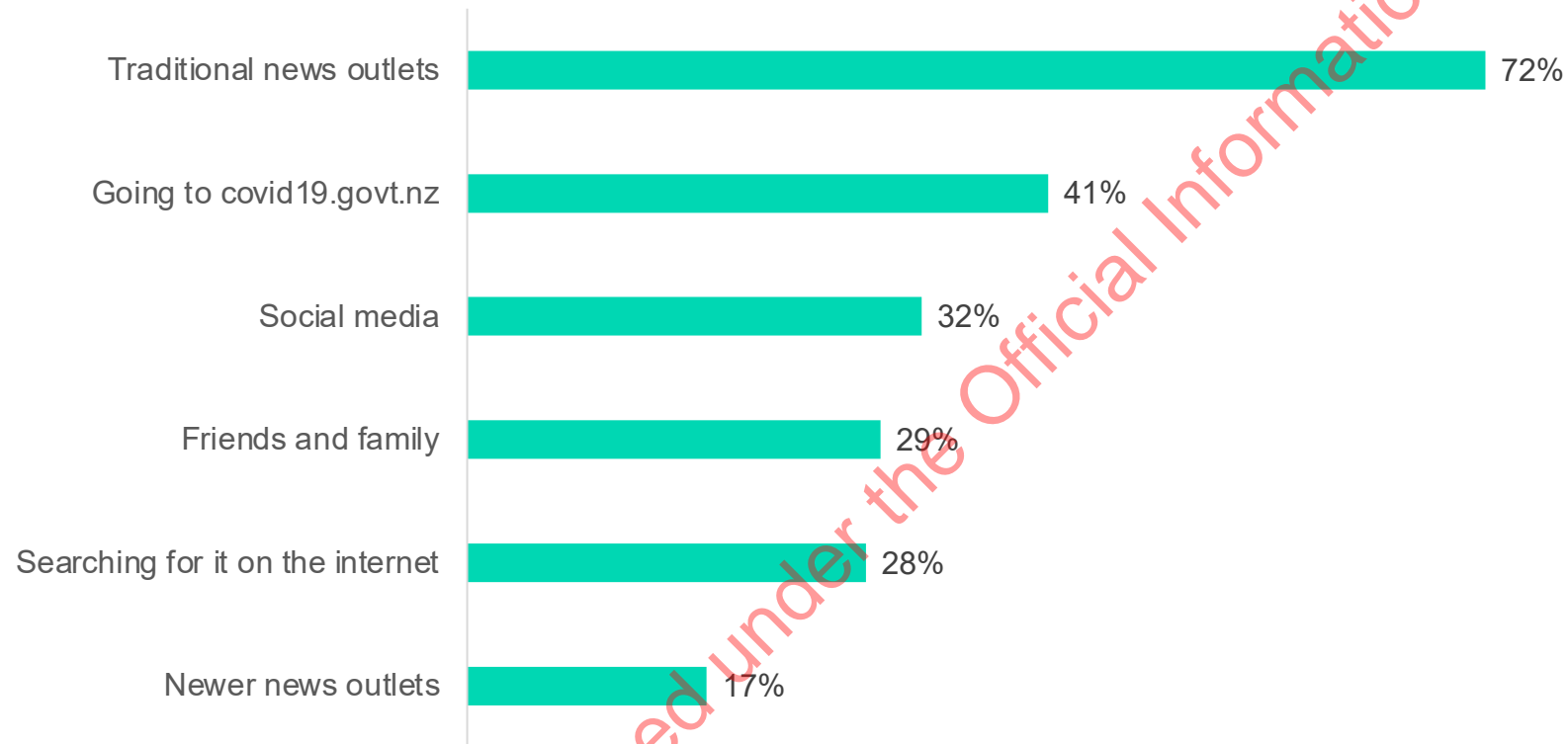


Q. Do you feel that other New Zealanders are getting the right amount of information to make sure they're following the guidelines?

Q. From everything you've seen or heard about the changes in news and the guidelines do you feel you have access to all the information you want and need?

# Traditional media is still playing a very large and important role in getting Government information on Covid out there

Information Sources About Covid-19 Used

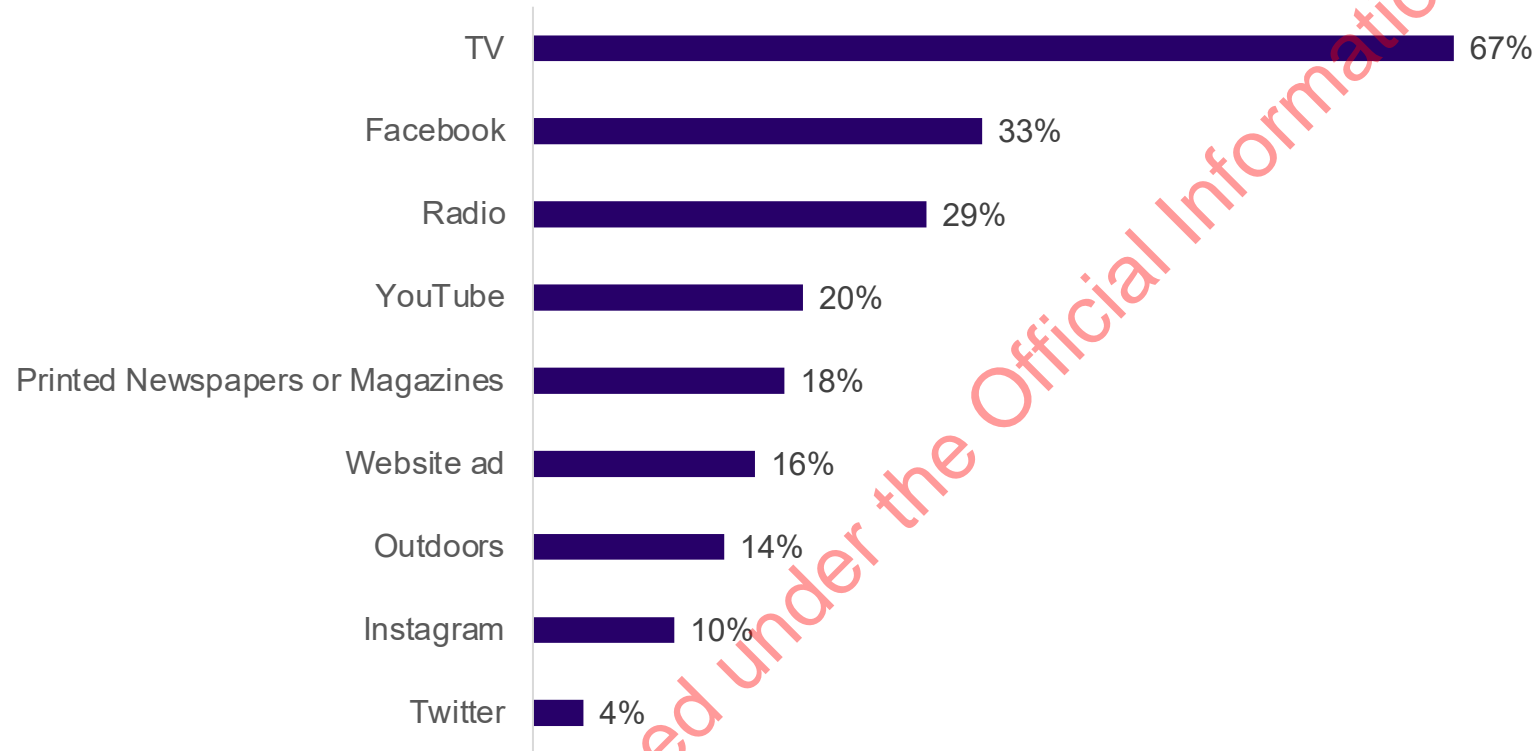


On average, people are using 2.2 information sources.

Q. Where are you getting information about Covid 19 and the impact it has in New Zealand?

# With traditional media dominating, TV has a strong role to continue to play, supported by social channels

Channels Where Seen/Read/Heard Government Covid-19 Ads in Last Month



Only 9% of people don't recall any comms from the Government.

Q. In the last month, where have you seen, read or heard Government ads about Covid 19?

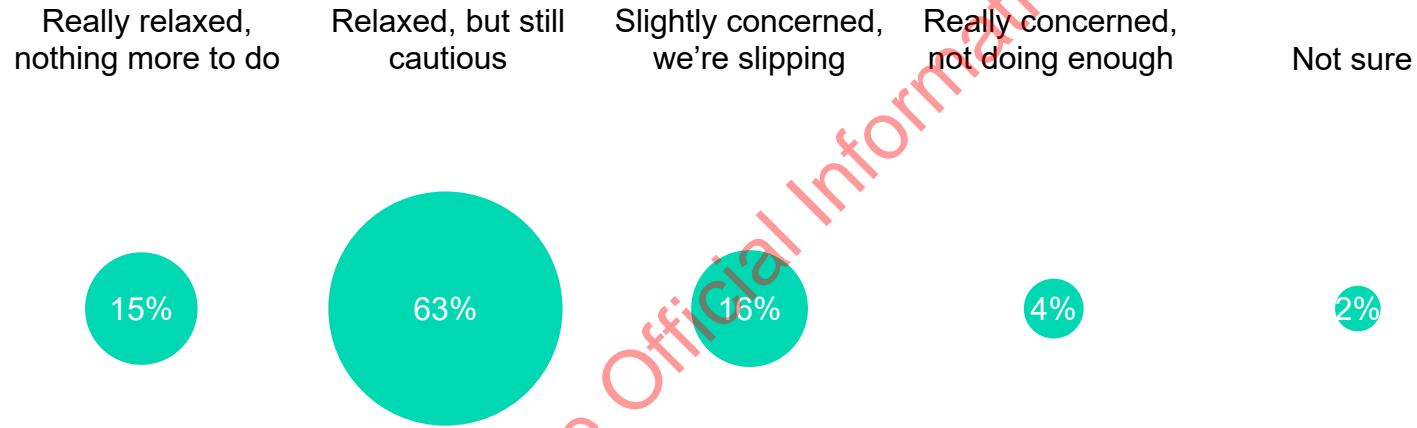
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# Attitudes Towards Covid and Another Outbreak

**TRA**

# The mood amongst New Zealanders is of relaxed caution, we're okay at the moment, but still concerned

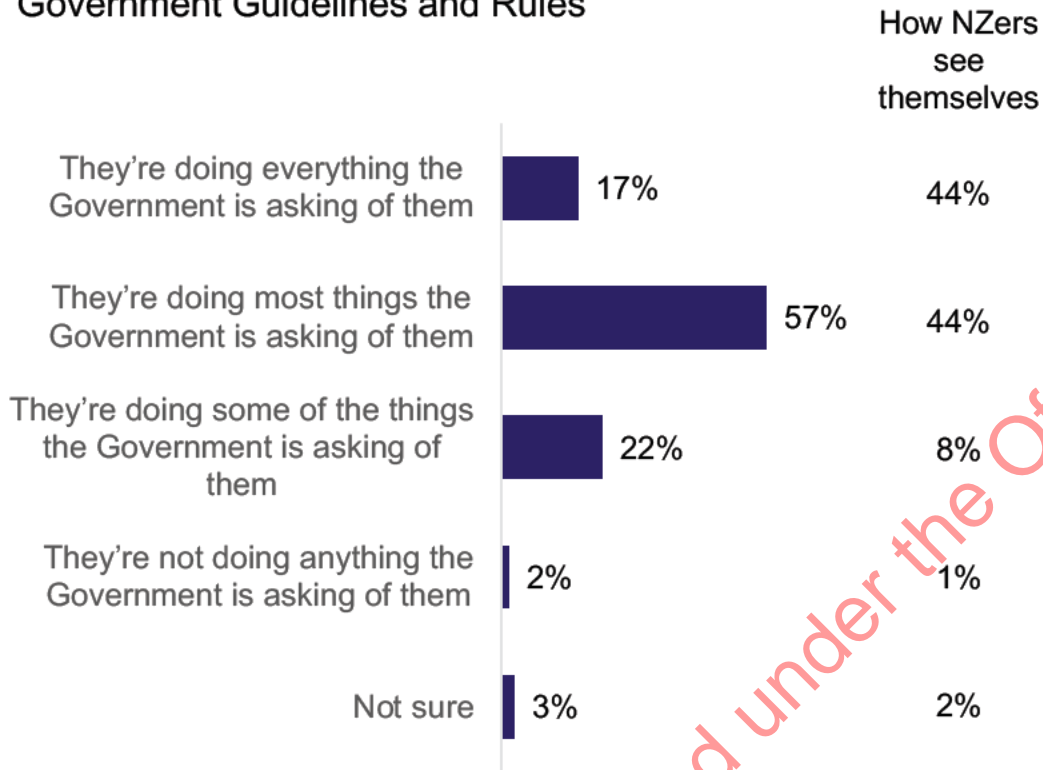
Feeling About Current Covid-19 Situation in NZ



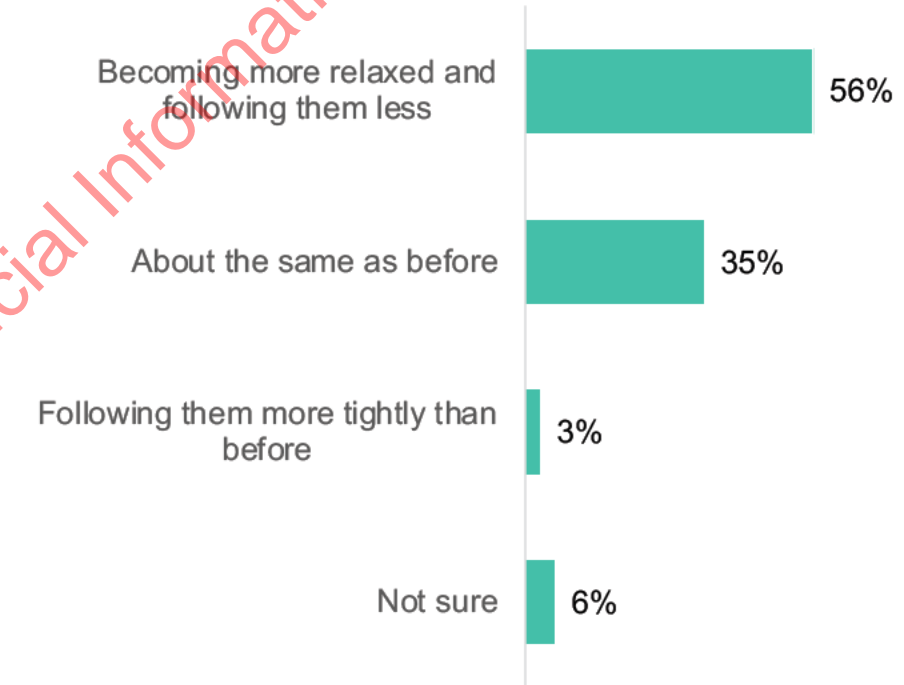
Q. How are you feeling about the situation with Covid-19 in New Zealand?  
Q. Why do you feel that way?

# This mood of relaxed caution means we're slipping a little, but that we still think we're doing okay

Perceptions of Other NZers Following Government Guidelines and Rules



Perceptions of Other NZers Changing How Much They Follow Government Guidelines and Rules

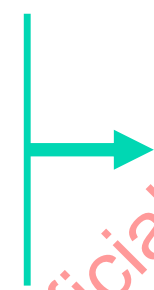
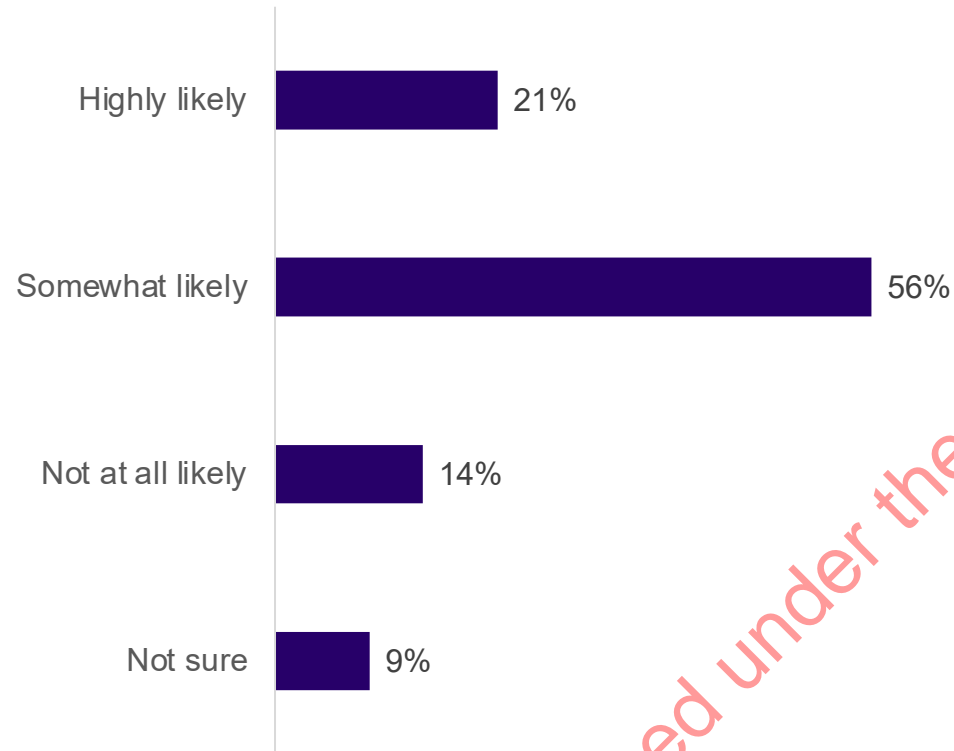


Q. How would you think New Zealanders are following the Government's Covid-19 guidelines and rules?

Q. Do you think that New Zealanders are changing how much they follow the Government's Covid-19 guidelines and rules?

# The caution element of our relaxed caution mood means that there's an expectation of another outbreak

Perceived Likelihood of an Outbreak That Would Change Alert Levels



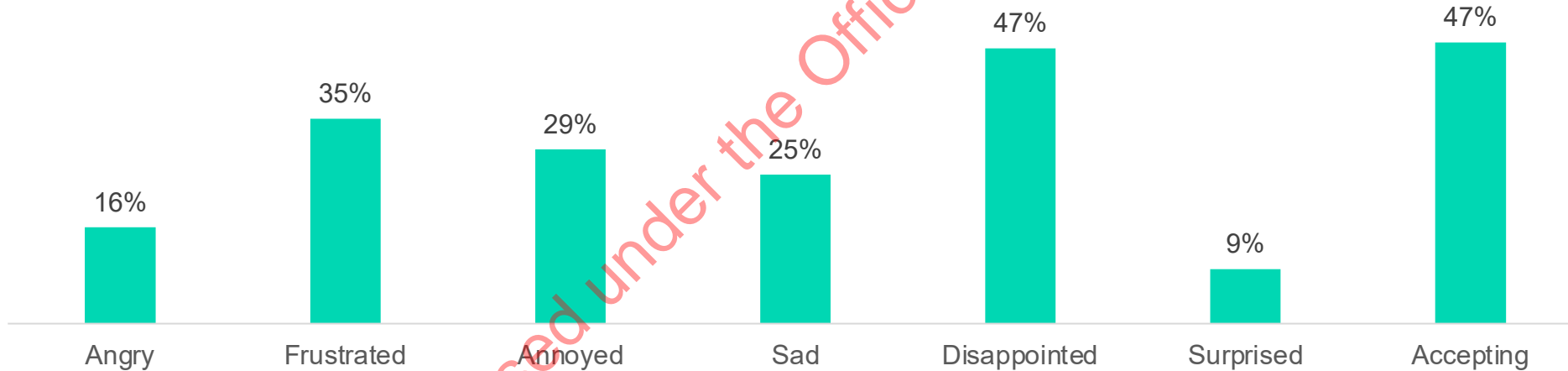
### Reasons why

Reasons why	Reasons why	Reasons why	Reasons why
Summer and more interactions	NZers are getting complacent	Border security concerns	Inevitability of another outbreak
'Overseas there have been problems with another wave and over Christmas/New Year people will be socialising more, especially with events like America's Cup. It would not be surprising if we have the same in New Zealand.'	'Summer and people taking less precautions.'	'If the borders are not immaculately policed, just one in the community could cause havoc.'	'The pandemic is a long way from being over and it is possible for it to get into the community no matter how careful we are.'
'Social interaction during the holiday season.'	'Reduction in caution taken by people at large.'	'All it takes is for people to be too careless (especially at the borders), and we've seen that happen before so it wouldn't surprise me if it happened again.'	'So long as it has not been eradicated in the world, there is always a risk.'
	'Because there are some selfish buggers who must disobey the rules and find ways to avoid their responsibilities.'		

Q. Do you think another wave of Covid 19 that could cause a change in alert levels ...?

As we've been through this before, the emotions that an alert level change would generate are more muted than potentially earlier in the year

Emotions if There Was an Alert Level Change



On average, people would feel 2 different emotions.

Q. Imagine if there was a Covid outbreak throughout the summer holiday period and a major city had to go back to alert level 3 and the rest of the country to level 2. This would mean that people in that city would have to stay in their household bubbles, only travel in the local area and restaurants and cafes would be limited to takeaways only. In other parts of the country there would be restrictions like no gatherings of more than 100 people.

How would you feel if this happened?



# Understanding of and Compliance with Rules

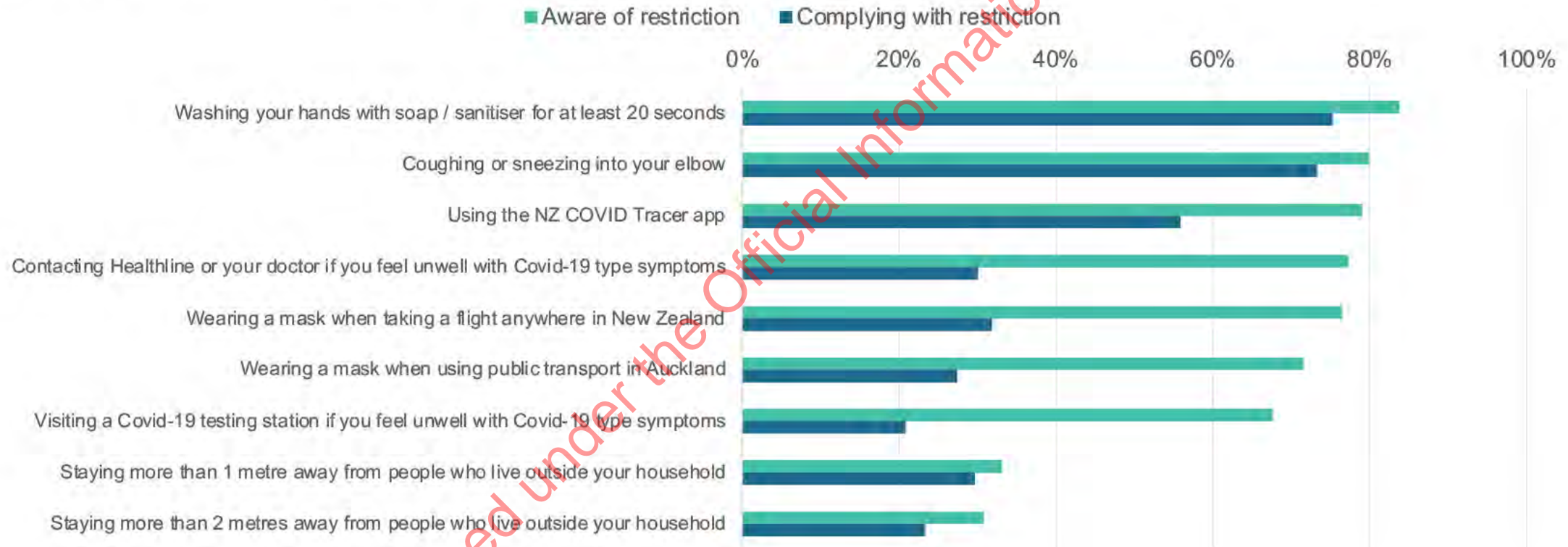
4

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TRA

# New Zealanders know what they should be doing, but feel they are becoming less compliant, particularly with regard to app usage

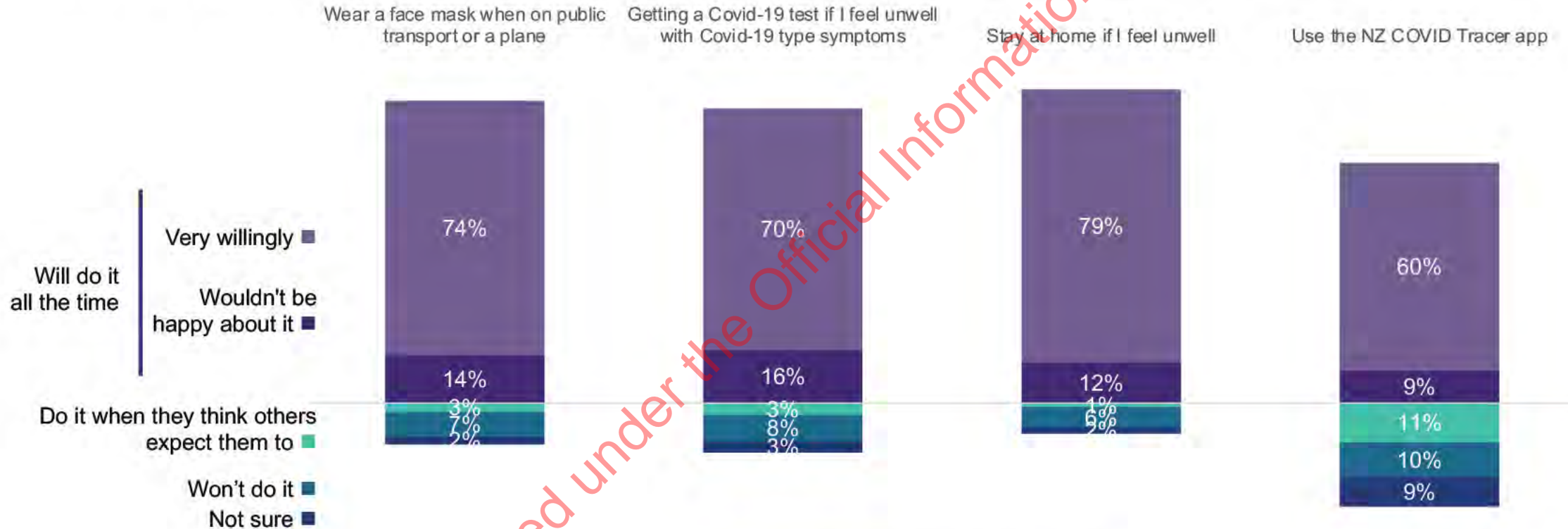
## Awareness and Compliance with Behaviours



Q. Which of the following are you supposed to do under the current alert levels?  
 Q. Which of the following are you doing at the moment?

Since August the app has become normalised, with greater acceptance, although actual usage is dropping off

Willingness to Comply with Rules and Guidelines



Q. How willing are you to do the following?

Much higher levels of acceptance across all behaviours than seen in August.

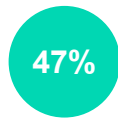
# With masks and the app being normalised we're seeing fewer barriers than in August

## Reasons for Non-Compliance

### Wear face mask when on public transport/plane

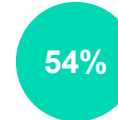
### Use the NZCOVID Tracer app

#### Emotive Reasons



Aug 20  
60%

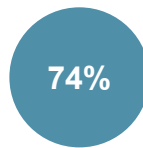
- Seems like overkill: 20%
- Won't stop the spread: 18%
- Don't see others doing it: 16%
- Don't like the govt. telling people what to do: 14%



Aug 20  
43%

- Won't stop the spread: 16%
- Don't see others doing it: 15%
- Seems like overkill: 14%
- Don't like the govt. telling people what to do: 13%

#### Functional Reasons



Aug 20  
78%

- Uncomfortable: 47%
- It's too hot: 32%
- Glasses fog up: 27%
- Don't have a mask: 13%
- Think it's uncool: 8%



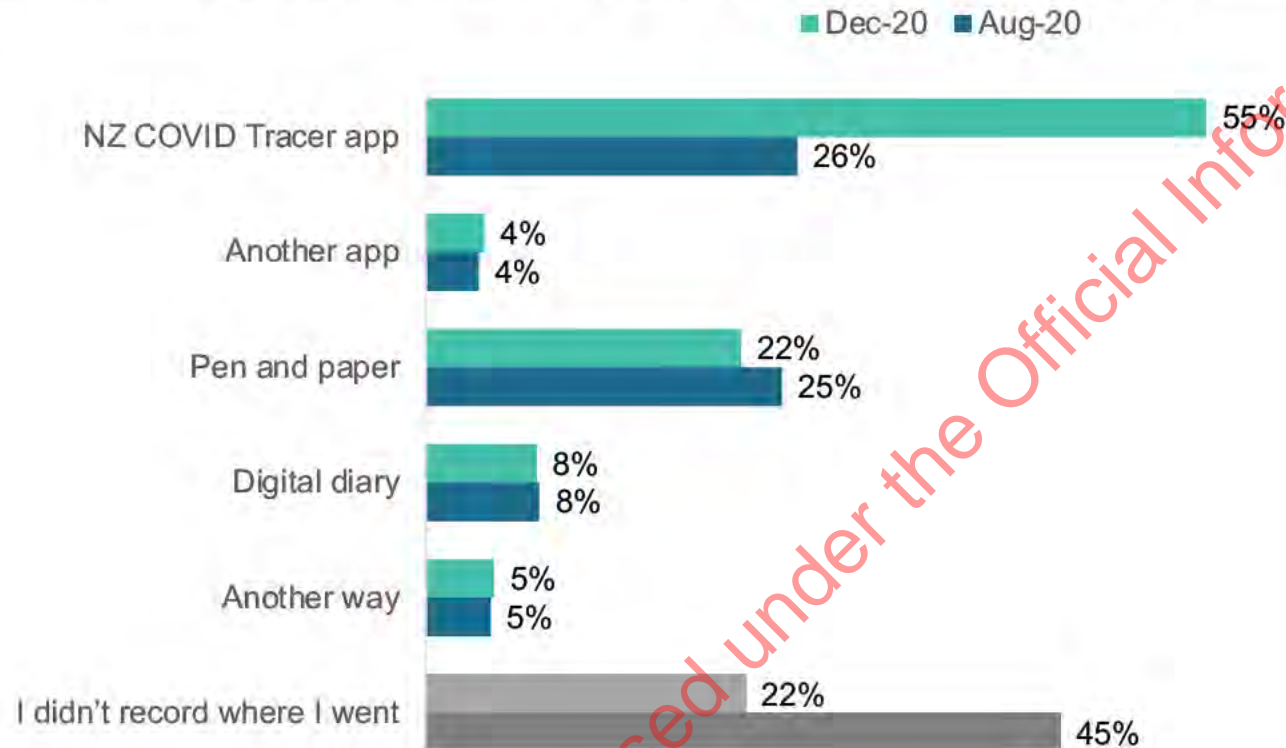
Aug 20  
85%

- Worried about privacy: 27%
- Don't have a smart phone: 22%
- Don't know how to use it: 14%
- Don't see businesses with signs: 8%

Q. What are the main barriers for not wanting to ...

Despite what app usage numbers show, people still feel they're using the app – this could be a case of only scanning when they think it's important

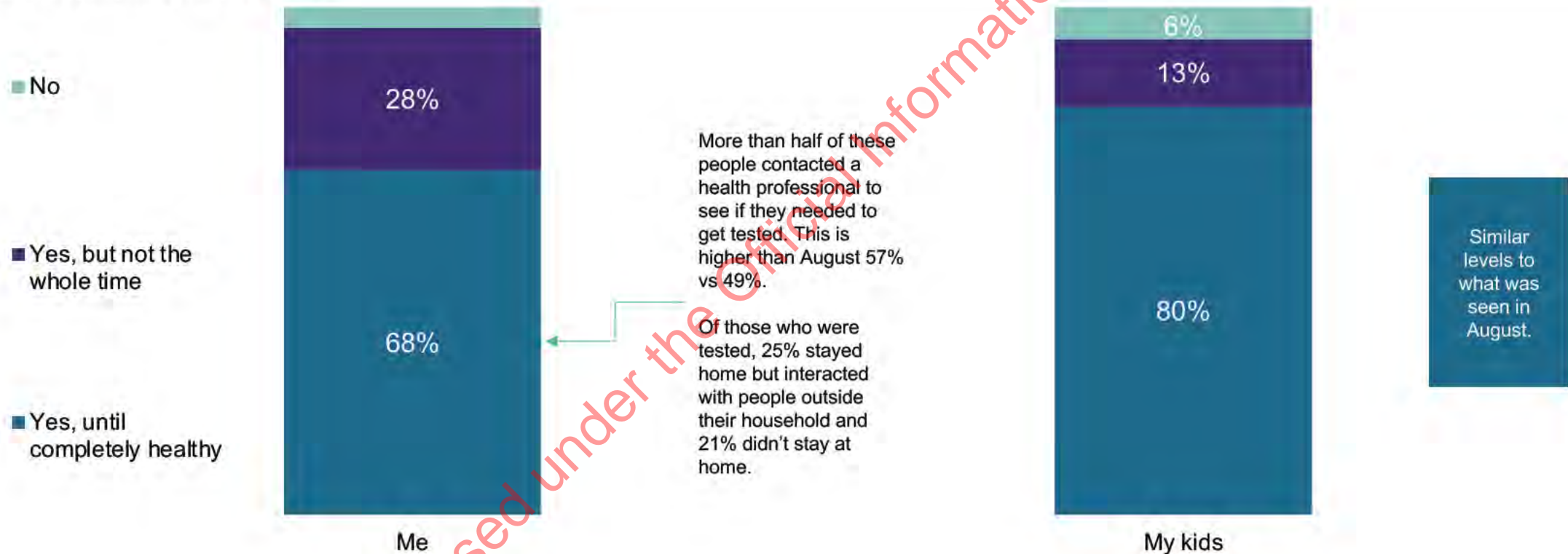
Claimed Usage of Tracing Movements Last Time in a Public Indoor Space



Q. Thinking specifically about the last time you went to a public indoor space, e.g. work, a shop, somewhere for an appointment, etc. did you record where you went via...

# The message on self-isolating if unwell is still resonating, however there is work to improve the proportion who have a test but still interact with others

## Staying Home When Unwell



Q. Did you stay at home when you were sick or unwell?  
 Q. Did you keep your child(ren) at home when they were sick or unwell?

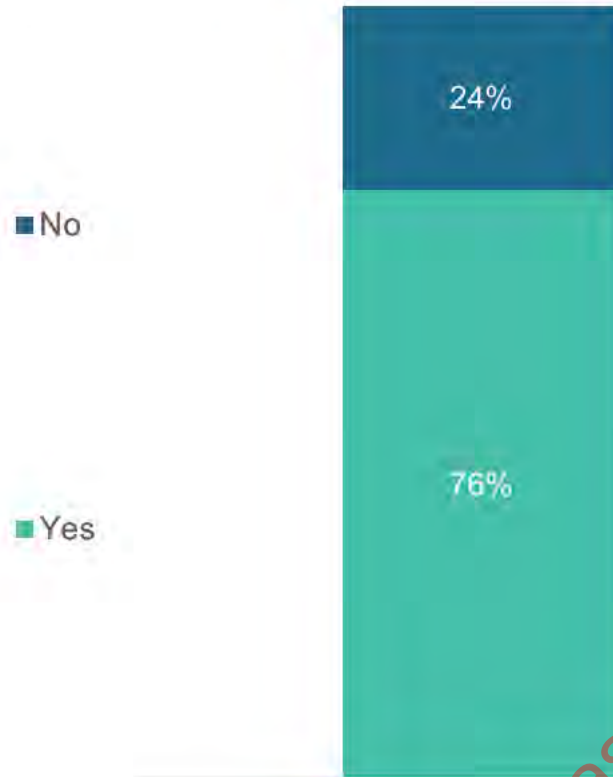
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# Bluetooth Tracing Awareness and Concerns

**TRA**

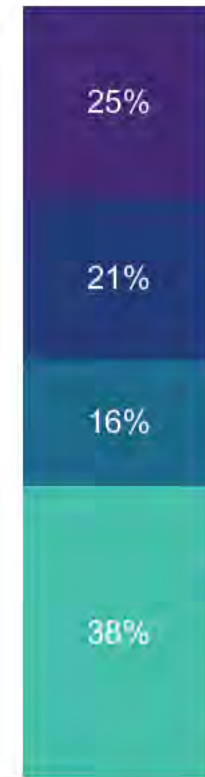
# Awareness of Bluetooth tracing is high, however, there's only moderate levels of uptake interest

Awareness of Government Bluetooth Contact Tracing



Potential Uptake of Bluetooth Contact Tracing

- Won't use it and won't scan in with the app and QR codes
- Won't use it, still scanning in with the app and QR codes
- Use it and stop scanning in with the app and QR codes
- Use it as well as scanning in with the app and QR codes



Just over half say they would use Bluetooth tracing.

Half of people say they will always have their phone within arms reach over summer, with a third saying it will be with them most of the time.

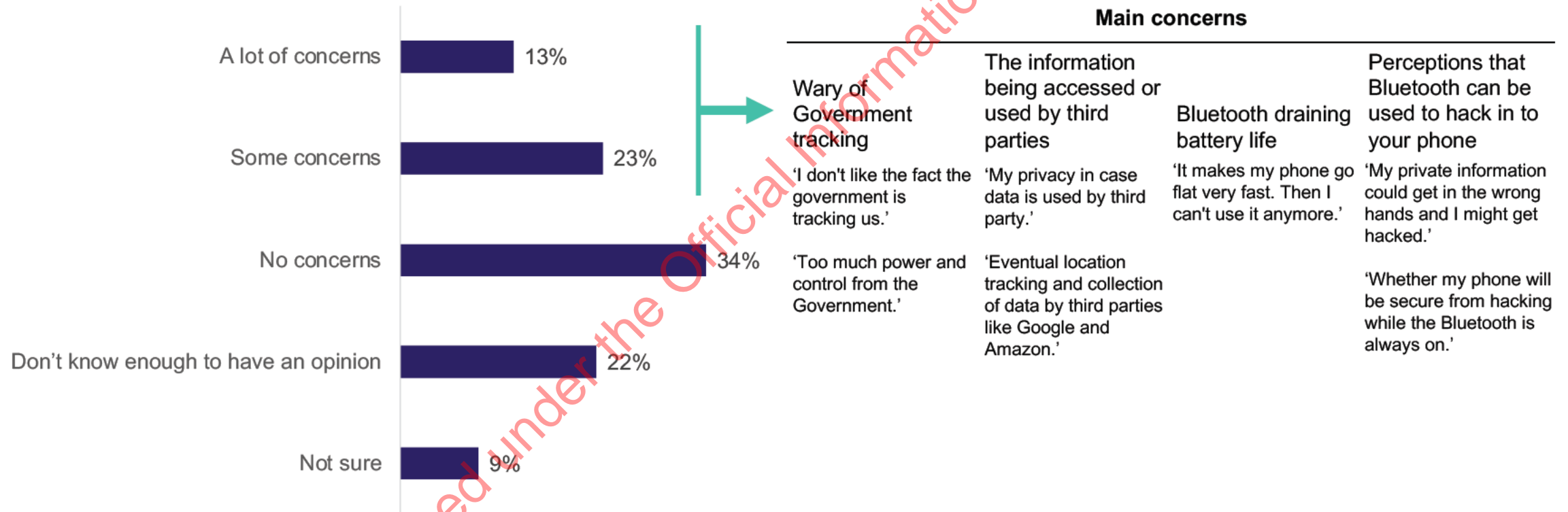
Q. Are you aware that the Government has introduced Bluetooth contact tracing. This is through the NZ COVID Tracer app and will mean that your phone anonymously records other phones you have been close to?

Q. Do you think you'll use the Bluetooth tracing?



# There is a need to further educate New Zealanders on the high level of privacy and security of Bluetooth to increase uptake

Level of Concern with Bluetooth Contact Tracing



Q. Do you have any concerns or issues with using Bluetooth tracing?

# Ngā mihi.

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# COVID-19 Vaccination Plan Communications Development

DPMC

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**TRA**

## Background

It is likely that New Zealand will have COVID-19 vaccinations available in the second quarter of 2021.

It is important New Zealander's feel confident about the vaccine – safety, efficacy, and the process.

An initial campaign will go live on 15 February, and DPMC require concept testing by 2 February, with feedback on 3rd February.

### Campaign Objective:

Instil confidence that the vaccine approach being taken is safe, and that there is a plan in place.

Help answer key questions about the vaccine - via message and directing them to a trusted source.

### Campaign Audience:

Campaign audience is all of Aotearoa New Zealand, and particularly those who feel uncertain about getting a vaccine.

## The research objectives

1. Explore how the campaign is resonating with New Zealanders.
2. Understand any red flags that could derail the campaign, or be counterproductive. Specifically explore the nuanced language in the messaging to understand any watch-outs.
3. Understand the best tonal approach to take in this campaign (emotive or rational) and explore how far this can stretch.

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## Methodology

### Focus Groups

- 3 Zoom focus groups, 45 minutes long, to gauge initial gut responses (held via Zoom).
- Individual responses captured before discussion.
- None to be 'anti-vaxxers' and none to be absolutely confident/certain about getting the vaccine.
- Representation of Māori, Pasifika, and new New Zealanders.
- Skew to lower income/education.

**Group 1:** 18-24.

**Group 2:** 35-44.

**Group 3:** 55-64.

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# Agenda

1

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**Understanding  
the broader  
context**

2

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**How to  
communicate to  
New Zealanders  
about the Covid-  
19 vaccination  
plan**

3

---

**Optimising the  
four key message  
pillars**

4

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**Final thoughts**

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**Understanding the  
broader context**

**TRA**



# New Zealanders are proud of our collective success against COVID-19 through our 'go hard, go early' approach

→ People feel they are part of collective effort that has succeeded – and is a success that is recognised on the world stage.

→ This success stems from the personal effort put in by normal individuals such as themselves, which creates a real pride in our positive outcome.



TVNZ

NZ ranked best place to be during Covid-19 pandemic for third month running

The Guardian

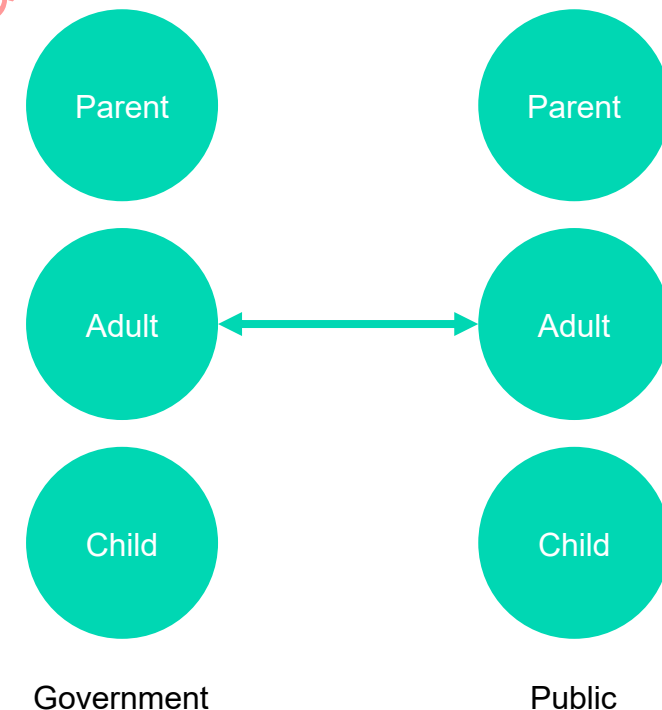
Watching New Zealand's Covid success from bungling Britain has been torture

# And are now familiar with being communicated to in this empathetic, adult-to-adult tone in COVID-19 messaging

People have been given the sense that together, with everyone doing their bit, we can beat COVID-19 in New Zealand.

They feel a sense of mutual respect in the effort we have put forward as a country against COVID-19.

New Zealand's messaging around COVID-19 has become iconic. Kiwis are familiar with the 'team of 5 million' language, empathetic tone and collective approach.



# There is acceptance that we are in a lucky position in New Zealand...

- Freedom to travel locally, to see friends and family, to feel relatively safe compared to the rest of the world who are still in lockdown.
- Economy bouncing back and businesses up and running.

## ...But also, an underlying anxiety around how we can continue to succeed against COVID-19

- Concerns around MIQ management.
- Concerns around number of people coming into the country, potentially carrying new strains.

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## Vaccines are not at the top of people's minds...

If they have heard anything, it tends to be via the global news.

*"It's [vaccine] not generally part of the convo. Covid is a conversation in my house due to my situation but not out of it, and not really the vaccine."*

*"I'm so oversaturated from Covid news that I don't really tune in anymore, I'm just letting it be."*

## ...But the idea of a vaccine raises questions for everybody, even those who are more confident

### There are some strong motivations to get the vaccine:

- Travel – The ability to travel again, to see family, to explore.
- Study – To avoid lockdowns that disrupt study.
- Economy – The desire to move on from financial stress and uncertainty.
- Family or personal health – Especially for vulnerable people, e.g. Down's syndrome child, older parents, personal asthma.

### But also, many questions to answer:

- How safe is it – are we rushing it? What are the side effects?
- Does a vaccine mean I can travel and return without quarantine?
- Who gets priority? What will the roll out plan look like?
- Will it be easily accessible and easy to get it?
- Is it effective with the new variants?

*"I don't want to be the first to try it, I'm rather cautious... What's in it? People have died!"*

## IMPLICATION

**This context is the lens through which people will receive the vaccination plan campaign.**

**There is an established way of communicating that people have grown accustomed to, and a sense of collective success in our fight so far against Covid-19.**

**While vaccines are not front of mind yet, there is underlying anxiety that will rear its head once this comes to the fore.**

# How to communicate to New Zealanders about the Covid-19 vaccination plan

2

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TRA

**Even though we don't  
have all the answers, we  
cannot take on a directive,  
authoritarian tone**

*“New Zealanders are past being told what to do, get us on board rather than being instructive”*

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# For this reason, the rational script did not resonate well

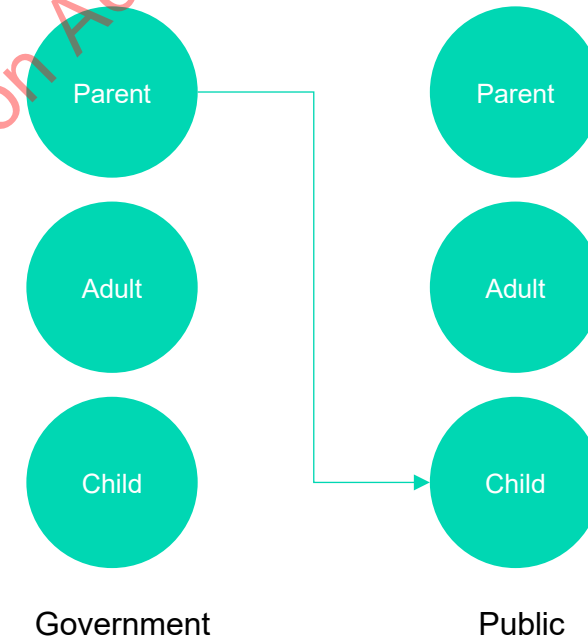
→ **The tone is imposing; parent-to child.** This is a shift in the transaction approach.

**It plays as an information piece**, so people expect more information.

**People disengage** because it neither gives all the answers nor engages emotively or personally.

→ **The result is that the rational script...**

- Feels less familiar and reassuring.
- Generates more nitpicking of information – finding holes and questioning.
- Creates more dissatisfaction with ambiguity.
- Feels imposing and forceful – people can interpret this as an indication that they have to get the vaccine.



*“It felt like I was watching a government official do a speech, it was boring, and I wanted to cut it off, it didn’t feel personal or “kiwi” ... it’s too functional and robotic”*



# We need to carry through the narrative of our collective effort against covid-19

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- Speaking to New Zealanders in an adult-to-adult tone.
- Continuing to engage people emotively and personally.
- As a team of 5 million.

Unite  
against  
COVID-19

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# The emotive script resonated well with people because it achieved this

- An adult-to-adult transaction.
- A familiar and reassuring approach that people know.
- It makes us feel good about what we've achieved (rewarding).
- It reminds us it's still out there, so the common enemy unites us.
- It bridges the COVID-19 effort to date with the next phase around vaccines.

*"We are doing quite well but there is that extra little hurdle we need to unite and jump together to get through it and "beat COVID-19."*

*"It reminds us that it's not over; we did good the first time so let's keep it up and keep the narrative going."*

# People were more receptive to the same information when delivered with this emotive, adult-to-adult tone

## → The message feels friendlier, less imposing -

Getting people on board rather than telling them what to do.

## → It creates an emotive connection -

Which resulted in less nitpicking of the ambiguity and information.

**And this was consistent across the broad cross-section of people that we spoke to.**

*“This message is better than the first one, it’s not so imposing, it’s suggesting action on how we can move forward, rather than being told or forced.”*

*“It’s essentially the same message but worded better in terms of “rolling it out in a way that is right for NZ”, it’s more friendly and reassuring.”*

## IMPLICATION

**An emotive, adult-to-adult tone will help to get New Zealanders on board with the idea of vaccination plan and upcoming roll out.**

**However, even with the strong emotive delivery, people still have many questions they would like answered and the nuanced language of the four key message pillars will play an important role in delivering further reassurance.**

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# Optimising the four key message pillars

**TRA**

# 'Protect' is clear and aligns to the narrative of collective effort against COVID-19



## Strengths

- Clear and undisputable.
- 'Protect' has positive connotations – helping others, caring and supporting, selfless and collective.
- Positions the vaccine as a part of our ongoing strategy against COVID-19.



## Watch outs and questions

- 'Key tool' perceived by some as cliché.

## PROTECT

The vaccines are a key tool in our defence against COVID-19 and help reduce the risk of us catching and spreading it.

*"The concept of 'protect' makes you think about protecting someone else, which is a little less selfish, it feels like a good word."*

# 'Safe' is a strong claim, which requires robust support



## Strengths

- A key information pillar that people want and need to know.



## Watch outs and questions

- Skeptics respond with questioning/disbelief. We will need to use a range of strategies to address this skepticism including social norming.
- 'Medsafe' does not provide reassurance or trust, because people do not know who this organization is.
  - People guessing and making assumptions – are they aligned to a pharma company? Vested interests? Are they government?

# SAFE

The vaccines that Medsafe approves will be safe and effective.

*"They can't say it's safe, because they don't really know"*

*"They are just saying that because it's the right thing to say"*

*"The word MedSafe means nothing to me as a consumer"*

# 'Free for everyone' is also clear and an important piece of information for people



## Strengths

- Clear, verifies something that is not necessarily obvious to everyone (other vaccines have a cost for some people).
- Indicates inclusivity, speaks to our collective effort.



## Watch outs and questions

- Questions around how easy and accessible it will be – if rural? How will I actually be able to get it?
- Does 'free' mean I have to have it?
- A tension around language - 'to all who want them'
  - Not having this creates anxiety for less confident people who feel they may be forced to get it
  - But including 'to all who want them' opens the door for more people to opt out

FREE FOR  
EVERYONE

The vaccines will be free to everyone, and easily accessible to all who want them.

*"Is it a choice? Is it a voluntary program, or will we be made to get it?"*

*"At the end "to all who want them" should not be there - people already know they have a choice... maybe end with "to all"*



# 'Timely' is too vague to deliver reassurance in the vaccination plan

## TIMELY

We have a plan to roll out the vaccines at the right pace for NZ's unique circumstances.



### Watch outs and questions

- Negative connotations of 'timely' – vague, could mean any time, also a word people use to dodge deadlines.
- Language of 'unique circumstances' creates uncertainty – what are our unique circumstances? What does this mean?
- Questions around what is 'the right pace' – very vague, feels like dodging giving information.

*"It's an empty statement... what does the "right pace" look like in NZ, what are our circumstances?"*

*"The right pace feels pretty vague, it's not really time specific"*

# Lastly, the call to action came through clearly, but language could be optimized

## Know what's what – **Not optimal**

- Confusing and unclear.
- Not a commonly used phrase, feels like it is trying to be cool.

## Get in the know - **Possible**

- Feels colloquial and familiar.
- But connotations of exclusivity, an 'in the know' crowd.

## There is the opportunity to consider the call-to-action line further:

Possibly again speaking to collective effort and us all getting behind knowing the plan.

AOTEAROA'S  
COVID-19  
VACCINATION  
PROGRAMME  
**Know what's what**

AOTEAROA'S  
COVID-19  
VACCINATION  
PROGRAMME  
**Get in the know**

# Final thoughts

4

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# Five key takeaways

- 1 CONTEXT SETS THE SCENE** - People will perceive this campaign through the lens of the last year and the way they have previously been communicated to with COVID-19 messages.
- 2 TONE IS KEY** - The success of this campaign and getting people on board with the plan for vaccine rollout will depend on the tone we take in communications. Even though the message is functional, we cannot take on an authoritarian tone. Continuation of the adult-to-adult, emotive, and personal tone that people are familiar with from earlier COVID-19 communications will be more effective in delivering the vaccine plan messages.
- 3 EMOTIVE OVER FUNCTIONAL** - Because of this, the emotive script does a better job of delivering the vaccine plan messages in a way that is more likely to be received positively by New Zealanders.
- 4 LANGUAGE OPTIMISATIONS** - There are still some language optimisations to consider in the four key message pillars and the call-to-action line, to avoid creating more uncertainty or a lack of confidence in the approach.
- 5 THE VISUAL DELIVERY** - Maintaining the clear COVID-19 look and feel will be important, as people are expecting to see that this messaging is still aligned to the COVID-19 delivery. The purple colour is effective in distinguishing this as vaccine-specific communications, and in presenting a softer, less 'alarming' visual.

# Let's talk

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NATIONAL EMERGENCY MANAGEMENT AGENCY  
TE RAKAU WHĀKAMARUMARU

# 2021 TSUNAMI & EARTHQUAKE CAMPAIGN APPROACH

24 MARCH, 2021



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# YOUR BRIEF

## WHO:

New Zealanders (low socio, older and CALD) who are unaware of what action to take in an earthquake and tsunami

## TO:

Know the warning signs and take action i.e. 'long or strong, get gone:

## BY:

Making **(1) warning signs** and the easy actions they can take i.e. **(2) where** to evacuate, **(3) how** to evacuate relevant and unignorable

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# EXPLORING THE BRIEF

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1. MESSAGING  
*How does our current message/creative resonate with our audience?*

2. CULTURAL  
*What are the cultural connections, opportunities we need to be aware of?*

3. CHANNEL  
*What is the right channel mix for our problem?*



01

MESSAGE

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OUR PANEL: ALL OF NEW ZEALAND

# 38 PARTICIPANTS

## 15 MALE / 22 FEMALE / 1 GENDER DIVERSE

### AGE

20	15-29 years
8	30-39 years
0	40-49 years
1	50-59 years
7	60-69 years
2	70+ years

### REGION

4	Northland
8	Auckland
3	Waikato
0	Bay of Plenty
0	Gisborne
1	Hawkes Bay
0	Taranaki
2	Whanganui-Manawatu

9	Wellington
3	Nelson-Tasman
1	Marlborough
0	West Coast
4	Canterbury
1	Otago
2	Southland

### ETHNICITY

28	Pakeha
5	Samoan
6	Maori
1	Indian
4	Chinese
9	Other

# LONG OR STRONG, GET GONE

## AN AWARENESS GAP EXISTS

Two thirds (66%) of audience was aware of the line 'long or strong, get gone'. Those not aware were most likely to be male (70%) and live in Auckland, be Māori or Chinese.

## LINE DOES A LOT OF THE HEAVY LIFTING

### Key associations include:

Earthquake, danger, tsunami, warning, urgency

### Key actions include:

Get to higher ground, remove yourself from current location

### But for the non aware they also connect it with:

Inspirational quotes, rowing.

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#### KEY MESSAGE

To keep safe and think fast post-earthquake, by moving to higher ground in case of a tsunami

#### KEY ACTION

If in the event of a long strong earthquake, move yourself to a high point immediately to avoid being in the danger zone of a potential tsunami

---

**78%** Likeability (69% for those not aware)

**78%** Relevance (68% for those not aware)

---

#### PROS

I liked that it was straight to the point and easy to follow along

The feel of movement which reminded me of an earthquake. It was a simple and effective message

#### CONS

The style/design/'look' of the ad feels a bit dated

Perhaps include other language, sound, colour

#### KEY MESSAGE

If the earthquake was long or strong to get to higher ground even if you haven't been told or there's no official warning yet

#### KEY ACTION

Move to higher ground fast

If earthquake is long (1min) or strong (trouble standing) then leave as soon as you can for higher ground (if in tsunami zone)

---

**100%** Likeability (100% for those not aware)

**78%** Relevance (69% for those not aware)

---

#### PROS

I like the informative message, it is thorough and covers a large majority of people

Much better graphics, the common catch phrase is still implemented but better explained to begin with the narration

Her voice is clear and calm, they are clear instructions.

#### CONS

Make it less 'Government'

It is reactionary I think it need to be more proactive in planning for this type of event

Including other languages from NZ population

**DON'T WAIT FOR AN  
OFFICIAL TSUNAMI  
WARNING**

**GO IMMEDIATELY**



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## EMERGENCY ALERT



### Emergency Alert

TEST MESSAGE – Emergency Mobile Alert

This is a nationwide test of the Emergency Mobile Alert system. You do not need to do anything in response to this test. You may receive an Emergency Mobile Alert like this if there is serious danger to life, health or property in your area. If you receive an alert about an emergency in your area, take it seriously and follow the instructions.

As Emergency Mobile Alert is about keeping you safe, you won't be able to opt-out of receiving the alerts.

Visit <https://ema.civildefence.govt.nz> to find out more.

Sent by the Ministry of Civil Defence & Emergency Management

## CLOSING THE LOOP WITH OUR ALERTS:

**97%** had received an alert

Alerts made them feel:

20% anxious

24% semi anxious

24% prepared

32% alert

Opportunity to have a follow-up alert to subside the anxiety felt with **92%** want a follow up alert

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# SUMMARY

## MESSAGE

'Long or strong, get gone' is the right message, with compelling associations with both the aware and unaware.

## CREATIVE FEEL

Design is described as a bite dated by many with a government feel and not inclusive i.e. languages. Opportunity to refresh the design and ensure the new creative elements reflects the diversity of our audience while keeping the tone calm and helpful.

## CX

The alerts give us an opportunity to heighten the profile and drive relevance with our audience. Through anecdotal and survey feedback, we have identified that there is a desire for people to receive a message that lets them know they're in the 'all clear', helping to dissipate the anxiety they feel in these situations.

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02

# CULTURAL

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## OUR PARTNERS: CHINESE/ PASIFIKA/Māori

### AMY ZHO

Amy is a Chinese marketing expert with a decade of experience working in the airline, tourism, advertising and electronics industries. She is skilled in multi-cultural marketing, advertising, translation and social media campaigns. Amy speaks three languages fluently – Mandarin, English and Japanese.

### CHRIS FOHETAHA

Chris has been with Pasifika Media Network for 7 years. He has built integrated campaigns targeting the Pasifika population, involving radio, digital, community engagement, ground events and Social Media. Chris works closely with clients to help build and manage Pasifika-aimed campaigns.

### TE ATAAHIA HURIHANGANUI

Te Ataahia's professional background is in education and curriculum design and development. She has been teaching languages (English, te reo and Italian) for the past 8 years; both locally, and abroad, with a strong focus in adult education for the past five years.

# SUMMARY

	Chinese	Pasifika	Māori
Pros	LSG – good simple language	LSG – message is clear and understood by 2 <sup>nd</sup> & 3 <sup>rd</sup> generation	LSG – there is nothing jarring with this phrase
Cons	Make sure creative makes the clear connection to tsunamis/earthquakes	LSG – message is less understood by 1 <sup>st</sup> generation  Only translated into 2 of the 9 Pacific languages	The creative seems to miss the intimacy of how the land is viewed from a cultural POV
Suggestions	Those from mainland Chinese do not have experience with tsunamis or earthquakes, so communication should start from a point of basic education.  Keep messages simple and clear  Should the logo be translated?  Channel suggestions also provided	Consider using some of the same language from the popular alert phrases from the the islands.  Translate text in digi banners to Pacific languages.  Video assets with Pacific language VO Consider using Pacific patterns/icons  Cultural associations provided to use as creative stimulus/inspiration  Channel suggestions also provided	Cultural associations provided to use as creative stimulus/inspiration

03

MEDIA

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# MEDIA STRATEGY

Ensure we utilise channels where we can deliver reach to raise Awareness of the correct actions to take in an earthquake and tsunami.

Our focus will be to reach those who are disproportionately affected by emergencies.

- Low-income families
- Māori, Pacific and Asian communities
- Speakers of languages other than English
- Those over 60 years old

A strong digital element will allow us to overlay layers of targeting to reach our audience with the most relevant information for them.

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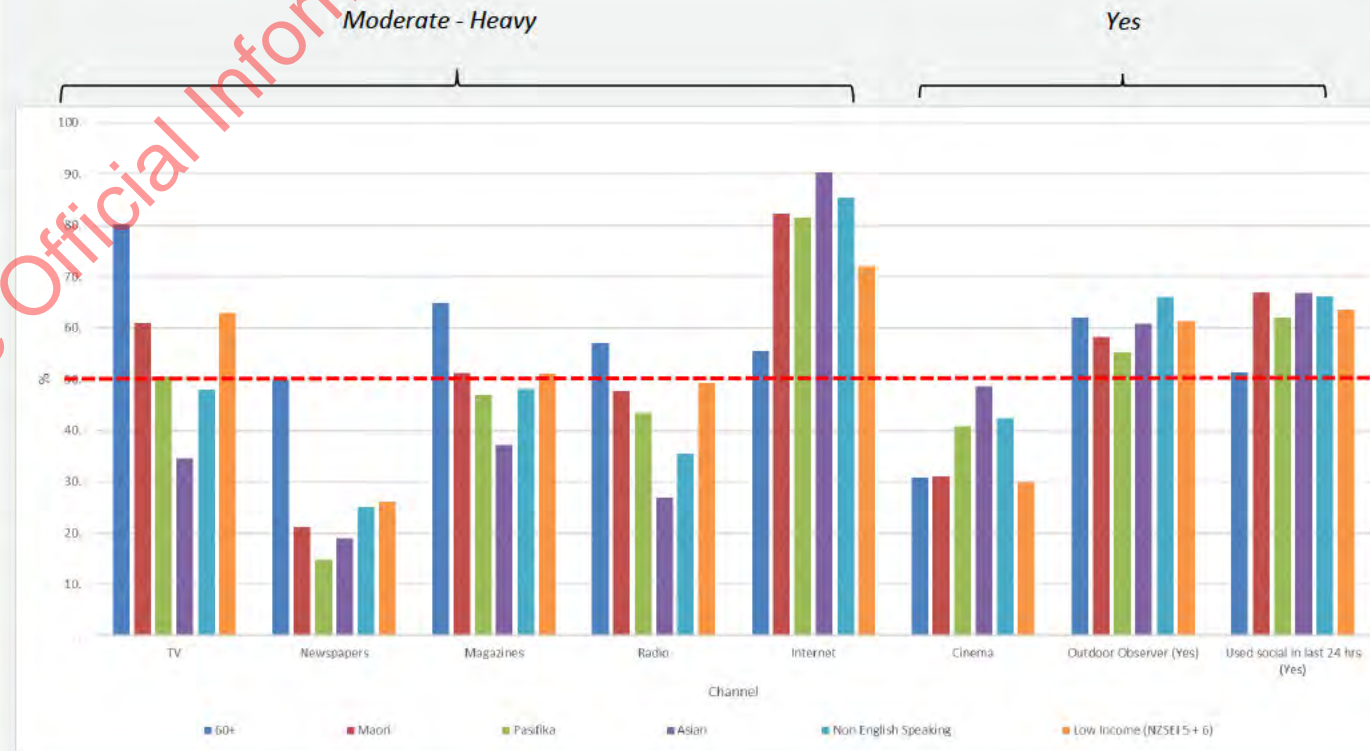
# CHANNEL USAGE

Insights and media data show us there is an overlap of channels where we can reach over 50% of each audience.

This means that where possible we have planned channels that have cross-reach to drive efficiencies.

For example, TV performs strongly for our 60+, low-income families, Maori and Pasifika audiences, and only slightly less for non-English speakers. TV will be key to secure reach.

However, we will need standalone tactics and channels for some of the other audiences, mainly the Asian communities audience.



# PROPOSED CHANNELS & PHASING

Channel	Tactics	60+	Maori	Pacific	Low Income	Non-English Speaking	Asian	Measurement	End April	May	June
Television	Buying against an AP25-54 audience for efficiencies, still reaching 60+ due to them been heavy consumers of TV	X	X	X	X			Reach & Frequency	X		
Online Video	YouTube and Broadcast Video on Demand alongside TV buy to ensure incremental reach	X	X	X	X	X	X	Incremental Reach	X	X	
Radio	Mix of spots for reach and longer form adlibs for long form education.	X	X	X	X			Frequency		X	X
Social	Explore 'longer form' formats for further engagement: carousels, polls, newsfeed. Targeting by: Demographic (60+), Geo (low-income areas), Interest (Maori & Pacific language and culture), Language (phone settings, Chinese and Hindi).	X	X	X	X	X	X	Reach & Engagement		X	X
Digital	Display banners targeting Demographic, In-market and Affinity audiences. WeChat Article, Skykiwi and Indian Weekender banners	X	X	X	X	X	X	Traffic		X	X
Out of Home	Asian supermarkets/grocers and apartment buildings.					X	X	Impact		X	
Influencers	Using the voice of others within the community.		X	X				Engagement		X	

A phased approach will allow us to go out to market with existing assets where possible and more tailored/translated creative later on.

A more detailed schedule to come once creative and channel strategy is confirmed.

04

# RECOMMENDATION

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## LONG OR STRONG, GET GONE

	Know the signs	Where to evacuate	How to evacuate	Circuit breaker
<b>ROLE</b>	Understanding	Relevancy	Understanding	Awareness
<b>CURRENT CREATIVE ASSETS</b>	30 sec Long Strong, get gone			
<b>CHANNELS</b>	TV, Online Video, Social, Influencers	Out-of-home, Social, Radio, Digital, OOH	Digital, Radio, Social, Influencers	
<b>ADDITIONAL CREATIVE ASSETS REQUIRED</b>	<ul style="list-style-type: none"> <li>- Potential to modernize the graphics of 30sec</li> <li>- Develop creative for the Chinese audience that has lower understanding of the risk of earthquakes etc</li> <li>- Translations</li> </ul>	Language/regional specific executions	One execution or different executions for each of our audience	Develop a follow-up alert to generate PR



# Ngā mihi **nui**



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# Testing of Vaccine Communications

DPMC AND CLEMENGER BBDO

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**TRA**

# Agenda

1

Overview of objectives and methodology

2

Tone and messaging

3

Proposition

4

Execution

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# The research objectives

New Zealand is in the transition of rolling out COVID-19 vaccinations. It is important that we have the right campaign that inspires confidence and optimism in the future if we collectively do our bit by getting vaccinated.

To evaluate the campaign, there are a number of specific insights objectives we must answer:

1. Evaluate reactions and sentiment towards the campaign
2. Understand how people are interpreting the message - including key message outtakes
3. Determine the campaign ability to motivate people to get vaccinated
4. Explore any regional, ethnic or other differences in how audiences are reacting to the campaign

## Methodology

- 3 x focus groups, 1 hour long, to gauge initial gut responses, held via Zoom
- Individual responses captured before discussion
- 4-5 people per group
- None to be 'anti-vaxxers' and none to be absolutely confident/certain to get the vaccine

Group 1	Younger 18-24. Single without kids. Couple without kids.
Group 2	Younger families 35-44. Couple with mainly children less than 10 years old.
Group 3	Older families 55-64. Couple with mainly children 15+ years.

# Aucklanders see through a different lens compared to the rest of the country

## Lockdowns colour their view of possibilities

- 'Normal life' is the norm for most of the country
- Auckland lockdowns disrupt normal life creating uncertainty and loss of control

*"Everything they're saying is stuff we can do now. Doesn't resonate with me."*

*"What happens next week if we get half a dozen community cases...To me that's the risk, that's the cloud that's hanging over us all the time."*

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# The other lens is age or life stage.

Vaccine anxiety plus specific life activities trigger somewhat different responses

- Younger people expressed more vaccine anxiety or uncertainty – this is supported in the recent quantitative survey data.
- Younger people did not feel so connected to the specific scenarios - they are young, it's all about them!

*“I’m worried about it because of the side effects. We don’t have much knowledge on the vaccine at the moment.”*

*“They were stating stuff like getting married, going to school. Not that big of a problem at the moment, couldn’t relate to that.”*

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# The tone is a strong voice of hopefulness

The response was universal – across age/life stage and region

Hope is the primary emotion triggered for everyone, supported by:

- intentionally emotional – this is the emotional story, they expect facts elsewhere.
- intentionally feel good – acknowledgement that we have had enough gloom and doom.
- friendly and accessible – purposefully not scary (which Covid is)

*“Positive. Made me feel hopeful. All get back to a normal way of life.”*

*“Taking scary out of covid. Getting to the next step. Very friendly.”*



# The humour is archly Kiwi

Every group drew a comparison with Air New Zealand safety videos

The humour is:

- Cheesy
- Kiwi/Kiwiana
- Using fun for a serious message

*“Kind of feels like an Air NZ ad. Like it’s positive. It’s your classic kiwi kind of ad.”*

But...it’s a very fine line to walk

Covid isn’t funny

It’s child to child humour, which needs a wink, a reminder that this is a serious business.

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# The communication is implicit which makes it a powerful message

No one even mentions the vaccine plan – it's seen as so embedded that it's too obvious to mention

The vaccine message is implicit through the narrative.

- It is wrapped in the context of the next step. What is the next ask for the team of 5 million
- Government is clearly the messenger, so it carries authority despite the humour.

*“Trying to disguise it...it's secondary to the story but the real story.”*



There is an assumption that specifics will be elsewhere  
But... that needs to be referenced here, it elevates the message from the warmth and reassurance of the tone to the underlying seriousness.

# The proposition is in the right area too, but needs some adjustment

## Choose to win

Positive interpretations:

Anchors to team of 5 million

relevant to the hard road we've been on

**But...**

it's not Kiwi to gloat.

The rest of the world is doing it tough.

**Wearing a vaccine sticker is hugely off code** – there is powerful sense of respect that this is a personal decision.

**Some ideas to explore:** winning, fighting back, protecting our bubble

## Possibilities

This is where we see the biggest difference by age and region.

Rest of country: these are things they are doing already – they don't read it as preserving those things.

Aucklanders: related to this more because they have been deprived more.

**There is common ground:**

Giving us the freedom to choose

Removing the uncertainty

# There is a lot to learn from the executional elements about socializing and intimacy

## Travel and lockdowns are the elephant in the room

Memorable scenes included the kava bowl – it conveys socializing and also intimacy (this was the most remembered scene)

Beware wearing diversity on our sleeve – people noted the high proportion of male Maori and Pacific islanders.

Uni student and those in their twenties didn't have enough to relate to – a bit wingey about the emphasis on young children.

Casual socializing is important, everything doesn't have to be carefully planned – spontaneity is allowed.



And about tone and language...  
The 'metaphorical door' is like a breach in the fourth wall, it feels scripted and forced though the metaphor itself is meaningful



TRAVEL: The light touch of travel (one scene seeing his mother) doesn't reflect the weight of this for the post Covid life.

Also, there is low understanding what the vaccine means for travel.

LOCKDOWNS: ambivalence over this. no one want to be reminded of lockdowns but avoiding these is a significant benefit for Aucklanders,

# What are the possibilities that people relate to?

## Economic

- Help struggling businesses
- Less people losing their jobs
- Migrant workers to support agriculture, horticulture etc.
- Tourists bringing in money

## Travel

- No restrictions on travel both domestically and internationally
- Us going overseas and people coming in (family/friends and tourists supporting business)

## Lockdowns

- Removing lockdowns as a way of controlling the virus
- Cloud of uncertainty hanging over us

## Socialising

- Going out for food and drink with friends and family
- Nightlife

## Face masks

- Compulsory face mask use on public transport (not having to do anymore)

## MIQ

- Would no longer need MIQ

## Big events

- Going to concerts, festivals, sports games

## Education

- Less disruption for students – exams, lectures, networking

## More in person

- Don't have to WFH
- Less online – zoom

# The script capture the theme of hope and is very Kiwi so people warm to and identify with the message.

Most of the issues people raised can be solved creatively.

Questions remain over whether Auckland needs a different approach to the rest of the country.

People are tired of Covid and the approach offers hope. It is an authentically kiwi way of communicating. Using humour to talk about the hard stuff. It's a soft heads up that the vac programme has started. But Aucklanders have a different mindset to the rest of the country and they embrace the possibilities whereas elsewhere these just feel like normal life now.

Underlying the possibilities there is common ground – reducing uncertainty to give people freedom of choice and options. But it's not a competitive game. We shouldn't be smug, there are no bragging rights even about getting the vaccine – be kind. Also, Covid is serious and there is a fine line to walk regarding humour – we need to add a bit more edge, a reference to the serious side of things.

# Let's talk

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# COVID-19 animated video names

DEPARTMENT OF PRIME MINISTER AND CABINET

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**TRA**



# 'Vaccine Facts' is the clear overall winner

'Vaccine Facts' performed more strongly than any other name across all association metrics – being trusted, believable, approachable, official, easy to understand and helpful.

'NZ Vax Facts' was the second preferred option but did not perform as strongly as 'Vaccine Facts' across associations.

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# 'Vaccine Facts' is the favourite name overall

Which of these names are your favourite?

Vaccine Facts	28%
NZ Vax Facts	23%
NZ's Sure Shot: Get The Vaccine Facts	19%
To The Point: Vaccinate Facts Aotearoa	17%
Vaccine Facts Aotearoa: Shot Bro!	13%

Q: And which of these four names is your favourite?  
Base: Total sample n=301

# And also performs best across all measured associations

Which do you associate with being ...

	TRUSTED	BELIEVABLE	APPROACHABLE	OFFICIAL	EASY TO UNDERSTAND	HELPFUL
Vaccine Facts	47%	49%	39%	49%	49%	48%
NZ Vax Facts	34%	40%	33%	37%	39%	42%
NZ's Sure Shot: Get The Vaccine Facts	31%	35%	32%	28%	36%	37%
To The Point: Vaccinate Facts Aotearoa	32%	28%	27%	33%	33%	33%
Vaccine Facts Aotearoa: Shot Bro!	19%	21%	30%	16%	28%	26%

Q: Below are four potential names for the animated videos;. Which do you associate with being ... ?

Base: Total sample n=301