

# ZM

# ELECTORAL COMMISSION

# flava

I'M VOTING WITH...



## OVERVIEW

In 2020, prior to the election NZME brands ZM & Flava were on a mission to motivate and encourage young and diverse people to vote. ZM & Flava heroed the concept of 'I'm Voting With...!'

In conjunction with Electoral Commission, NZME created an engaging 'I'm Voting With...' Instagram filter and promoted the use of it across ZM's and Flava's on-air, online and social channels as well as drivers from the NZ Herald.

This saw the brands getting young Kiwis across the country thinking about who they will vote with and pledging to do so (via social media) to normalise voting as an occasion, a shared experience and to encourage their mates/family (everyone) to do so!

Over six weeks the Electoral Commission had high-reach and frequency across the stations with our much-loved talent including Fletch, Vaughan and Megan and Sol3 Mio throwing their support behind the campaign and using the filter and encouraging their loyal fans to do the same.

The filters overall performance was brilliant among both ZM & Flava reaching over 50k people on Instagram including the likes of John Campbell and Hilary Barry.



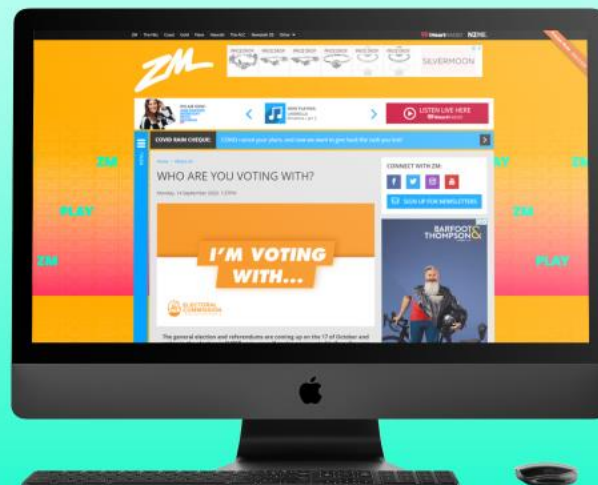
**BE SEEN. BE HEARD. EVERYONE'S HERE.**

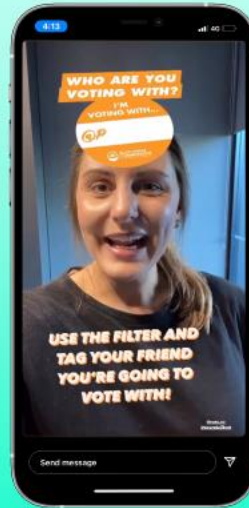


# PROMOTIONAL ELEMENTS AND EXPOSURE:

Electoral Commission received 6-weeks' worth of exposure across multiple touch-points, including:

- ZM filter creation that was promoted over Facebook and Instagram with promotional trailers and launch video
- ZM network Facebook and Instagram posts and stories with link to filter
- ZM announcer Instagram posts and stories
- Mentioned in the ZM newsletter that is sent out to their database
- ZM pre-recorded commercials, scripted and voiced by talent and announcers
- Electoral Commission information page link on ZMonline.com homepage
- Flava filter creation that was promoted over Facebook and Instagram with promotional trailers and launch video
- Flava network Facebook and Instagram posts and stories with link to filter
- Flava talent and announcer
- Flava pre-recorded commercials, scripted and voiced by talent and announcers
- Electoral Commission information page link on Flava.co.nz homepage





# PROMOTION SUCCESS:

## 16,511 ZM & FLAVA PAGE VIEWS

With the average time spent on the ZM page being 3.44 minutes, and 3.03 minutes on the Flava webpage

## 3,000 FILTERS USED

Both ZM and Flava filters collectively had over 3,000 users use the filter and post to their Instagram stories, including the much-loved John Campbell & Hilary Barry!

## 26,500 ZM FILTER IMPRESSIONS

7,800 opens and 1,900 captures

## 10,500 FLAVA FILTER IMPRESSIONS

5,900 opens and 1,100 captures

## 36,139 SUBSCRIBERS

The ZM solus EDM was distributed to 36,139 subscribers with 5,612 individuals opening the EDM

## 1,168,000 REACH AP 10+

The activity reached 26% of AP 10+ who heard Electoral Commission's messaging approximately 30 times across the campaign period

## 330,000 REACH 18-29

The activity reached 38% of the 18-29 year-olds who heard Electoral Commission's messaging approximately 30 times across the campaign period.





## CLIENT RESULTS:

The uptake was great with thousands of opens and shares and it took on a life of its own (e.g., Hilary Barry and John Campbell using filter on-air and Hilary resharing the story to her personal account with over 125K followers).



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ALICIA TUTTY, MEDIA DIRECTOR – V M L Y & R NEW ZEALAND

**“We were really impressed with the way NZME interpreted the brief in a way that would truly resonate with our younger audiences, moving beyond just reach to engagement.**

**It was an important component to the wider activity and together, we helped the Electoral Commission to drive the some of the highest youth voter turnout numbers ever seen, increasing the numbers of 18–29s voting by 19% compared to the 2017 election.”**