

ANZ Donation Station

CASE STUDY

Campaign overview

To mark Daffodil Day 2024, ANZ partnered with NZME to bring the ANZ Donation Station to life. This cross-platform, high-impact campaign was designed to raise awareness and donations for the Cancer Society. Harnessing the collective power of NZME's on-air talent, digital reach, social media, print, and livestream capabilities, the campaign delivered wide-reaching audience engagement and strong community connection. The approach combined heartfelt storytelling with nationwide on-air stunts, real-time donation goals, and compelling digital content to encourage participation and deliver meaningful results.

Throughout the day, NZME hosted a national broadcast featuring challenges from six of its major audio brands. This was supported by commercial awareness drivers and an integrated livestream hub that kept audiences engaged from start to finish.



"Incredible hearing NZ come together to support such an amazing cause."

"Thank you, ZM & ANZ, for supporting this day, from a childhood cancer survivor!"



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Campaign strategy

The ANZ Donation Station brought together NZME's radio brands for a day of unified purpose and heartfelt connection. It reflected the strong connection between our stations and their audiences, highlighting radio's unique ability to inspire, drive donations and make a meaningful impact.

This event extended beyond a traditional broadcast, demonstrating NZME's ability to build deep emotional connections with its audience. Through compelling storytelling, live performances, and engaging fundraising initiatives, the campaign generated memorable moments that resonated nationwide.

Over **\$110,000** was raised for the Cancer Society, contributing to an **11% uplift** in Daffodil Day donations year-on-year.

 **\$110,000**
raised for Cancer Society

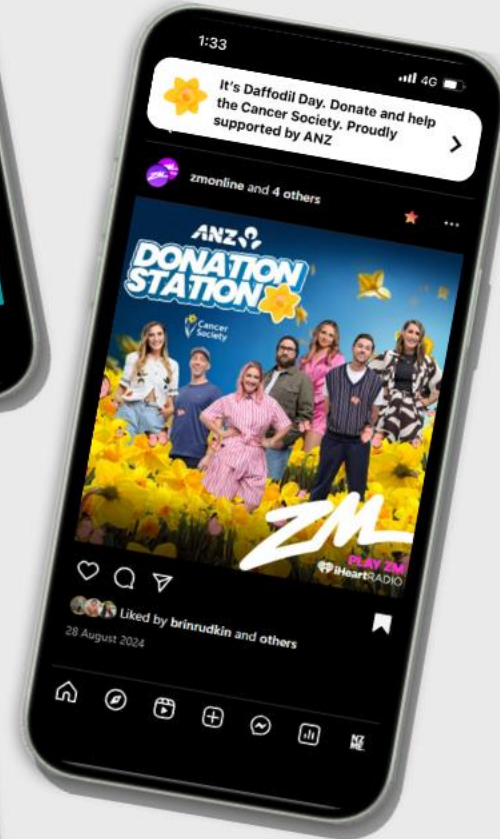
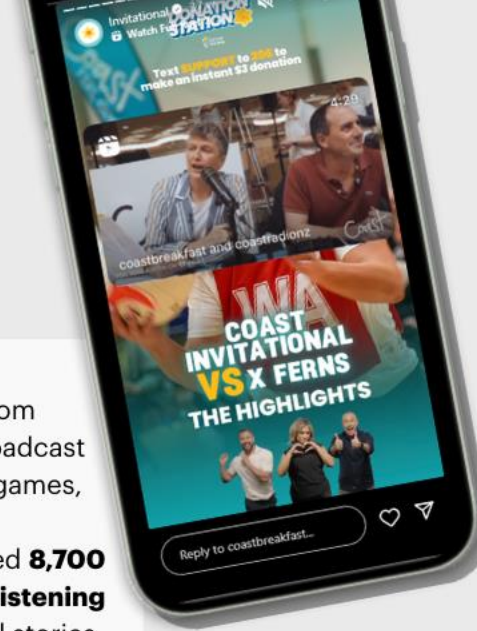
 **11%**
uplift in donations YoY

Central to the activation was a full-day livestream from NZME's iHeart Lounge, hosted by ZM talent. The broadcast featured live interviews, entertainment, interactive games, and performances from local artists such as Cassie Henderson and Jon Toogood. The livestream reached **8,700 unique viewers** and generated more than **20,000 listening hours**. Listeners were invited to share their personal stories, with a highlight being ZM host Georgia Burt courageously sharing her experience as a cancer survivor.

Special guests like Hilary Barry, Lisa Carrington, Leigh Hart, Kaylee Bell, and many more joined forces with NZME's radio talent to bring energy and heart to every moment. Social feeds lit up with behind-the-scenes content and live reactions, helping fuel donations and audience engagement. Every element worked in harmony to entertain, inspire, and bring communities together. The feeling in the room was unforgettable — a true celebration of radio's power to create impact at scale.

 **20,000**
listening hours (Livestream)

 **8,700**
unique viewers (Livestream)



**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

BE SEEN. BE HEARD. EVERYONE'S HERE.

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Extended coverage

The way NZME united its stations to work towards a common cause was both strategic and inspiring. Each brand contributed in its own distinctive way, creating unique and relatable content that resonated with their individual audiences. The result was a campaign that felt personal, relevant, and widely impactful:



2.1 million

Kiwis reached on-air



1.13 million

people reached on social



882 minutes

of content



ZM created buzz with Bree & Clint promising to release "cheeky pics" if \$100,000 was raised. Their on-air and social campaign generated over 586,000 social impressions and reached more than 536,000 Kiwis on air.



Hauraki had The Big Show team dare one member to bungee jump in a velvet daffodil costume, resulting in 296,000 social impressions and 256,000 radio reach.



The Hits brought a local flavour, with Matty & PJ taking a freezing plunge into the Marlborough Sounds. Their challenge reached over 514,000 on air and 235,000 on social.



Flava committed to a runathon, with their breakfast team running 1km for every dollar raised. They reached 173,000 on air and 97,000 on social, with 32 content breaks in a single day.



Coast hosted a celebrity netball match streamed live on Facebook, with appearances from sporting legends and high-profile presenters. The match delivered 393,000 social impressions and 330,000 radio reach.



Newstalk ZB offered national scale through 89 Community Notice messages and a Health Hub interview, reaching over 625,000 listeners.



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Results

The campaign generated exceptional engagement across multiple platforms, uniting communities around the country in support of Daffodil Day. NZME's integrated media ecosystem enabled ANZ to deliver a campaign that was both high-reach and deeply resonant.

This broad national reach translated into brand impact, with greater awareness of ANZ's Daffodil Day sponsorship, stronger lifts among non-customers and higher brand consideration for those aware. It showed how the campaign not only reached people nationwide but also deepened ANZ's connection to the cause.

Listener feedback poured in throughout the day, with messages of thanks, remembrance, and support highlighting how the campaign touched people's lives and reinforced the importance of the cause.

The ANZ Donation Station exemplifies how NZME's integrated media network and talent-led storytelling can be harnessed for purpose-driven impact. Through innovative brand challenges, national broadcast strength, and coordinated digital execution, NZME helped ANZ deliver a Daffodil Day campaign that resonated with the nation.



"The idea they came up with - ANZ Donation Station - was brilliant and the sheer volume of content created could not have been matched. I was so impressed by the amazing breadth and scope of talent who got behind this great cause and moved by the selflessness of the people who shared their personal stories about cancer."

Sarah Rogan, Head of Sponsorship, ANZ NZ

