

BusinessDesk CEO Index Awards

CASE STUDY

Campaign overview

BusinessDesk, New Zealand's trusted source of business news, partnered with Range Rover to launch an exclusive initiative celebrating excellence in New Zealand leadership. The BusinessDesk CEO Index, driven by Range Rover, brought together senior decision-makers in a premium environment, strengthening BusinessDesk's presence within the business community while positioning Range Rover alongside influential leaders and high-net-worth individuals. By combining BusinessDesk's editorial authority with Range Rover's premium positioning, the initiative delivered a high-profile platform for senior leaders.



"What started as a simple idea for a definitive list of New Zealand's most influential business leaders turned into a genuinely successful editorial platform. The whole NZME team really embraced it, bringing integrity to the Index, curating the right leaders, and building something with real longevity. For Range Rover, the alignment around leadership felt completely natural, and they were fantastic to partner with."

-Ben Montgomery - General Manager Motorcorp Distributors

The BusinessDesk CEO Index, driven by Range Rover was supported by a coordinated campaign designed to build awareness and drive engagement among senior business audiences.

The campaign consisted of integrated pre-event activity to build awareness and anticipation, an exclusive live event that brought both brands directly in front of their target audience and post-event content amplification, maintaining momentum across the full campaign lifecycle.



BusinessDesk.
x
RANGE ROVER

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Campaign elements

In the lead-up to the event, editorial content was delivered across BusinessDesk platforms and amplified through NZME's integrated media ecosystem, extending reach across digital, video, print, and audio. This ensured consistent visibility within the core business audience, placing both BusinessDesk and Range Rover directly in front of influential decision-makers.

Following the event, coverage continued to extend the impact of the campaign, including HeraldNOW segments including interviews with winners, print features on the CEO of the Year, and ongoing social amplification to maintain momentum beyond the live ceremony.

The event was hosted as an exclusive gathering of New Zealand's most influential business leaders. Developed in partnership with Range Rover, it reflected the premium positioning of both brands and brought the target audience together in a high-quality environment aligned with leadership and excellence.

The programme featured the announcement of winners alongside an industry panel discussion, creating engagement and reinforcing BusinessDesk's credibility while creating a premium experience that reflected the objectives of both brands.



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Results

The campaign generated strong engagement across BusinessDesk platforms and broader NZME channels, delivering over 4 million digital impressions and driving significant visibility ahead of the event. Related content performed 3.12x above the website average, reflecting strong reader interest. The BusinessDesk Pushdown achieved a 1.46% click-through rate, delivering more than 150% higher engagement than industry display ad benchmarks, demonstrating the effectiveness of premium placements. In addition, 45% of website traffic came from first-time users, supporting ongoing audience growth and future opportunity.

The CEO Index Awards exceeded expectations and quickly established itself as a high-impact initiative for BusinessDesk and Range Rover, strengthening BusinessDesk's presence within the business community while delivering strong brand exposure for Range Rover among influential leaders and high net worth individuals. Demand exceeded available capacity, reinforcing the initiative's relevance and appeal within the senior business audience.

 **Over 4 million**
Digital impressions across the campaign

 **45% website traffic**
From new website users

 **3.12x above average**
Content performed above 3.12x above website average

 **1.46% CTR**
The pushdown delivered a CTR 150% above the industry benchmark



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