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MARKETING AND ADVERTISING CONSULTANCY.

NZ's FUTURE BEGINS TODAY
PUBLIC PARTICIPATION IN NZ's
FUTURE

Report for Commission for the Future
1978

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Future Studies
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access marketing limited

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'NEW ZEALAND'S FUTURE BEGINS TODAY'

PUBLIC PARTICIPATION

in

NEW ZEALAND'S FUTURE

A report prepared for the Commission for the Future

16 June 1978

PREFACE

The preparation of this report follows meetings between Access Marketing Limited and representatives of the Commission for the Future.

At the meetings we were briefed on the need for a report containing marketing recommendations for a two-year programme.

Access Marketing returned with preliminary ideas which suggested that the period to be considered should be based on a longer term (5 year) plan with an objective which would be contributed to by feedback from as many individual New Zealanders as possible.

In this report we expand our preliminary thinking into a more detailed programme covering a two year period.

D O Thomas
ACCESS MARKETING LIMITED

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1. THE BRIEF

At a meeting with Mr Dick Ryan and Mr Nick Zepke on May 1st 1978, the following objective was clarified:

To communicate the concept of the Future to New Zealanders on a programmed basis.

In marketing terms the Commission can be viewed as a manufacturer with "The Future" as the product to be marketed.

This will require an analysis of where New Zealand's future lies.

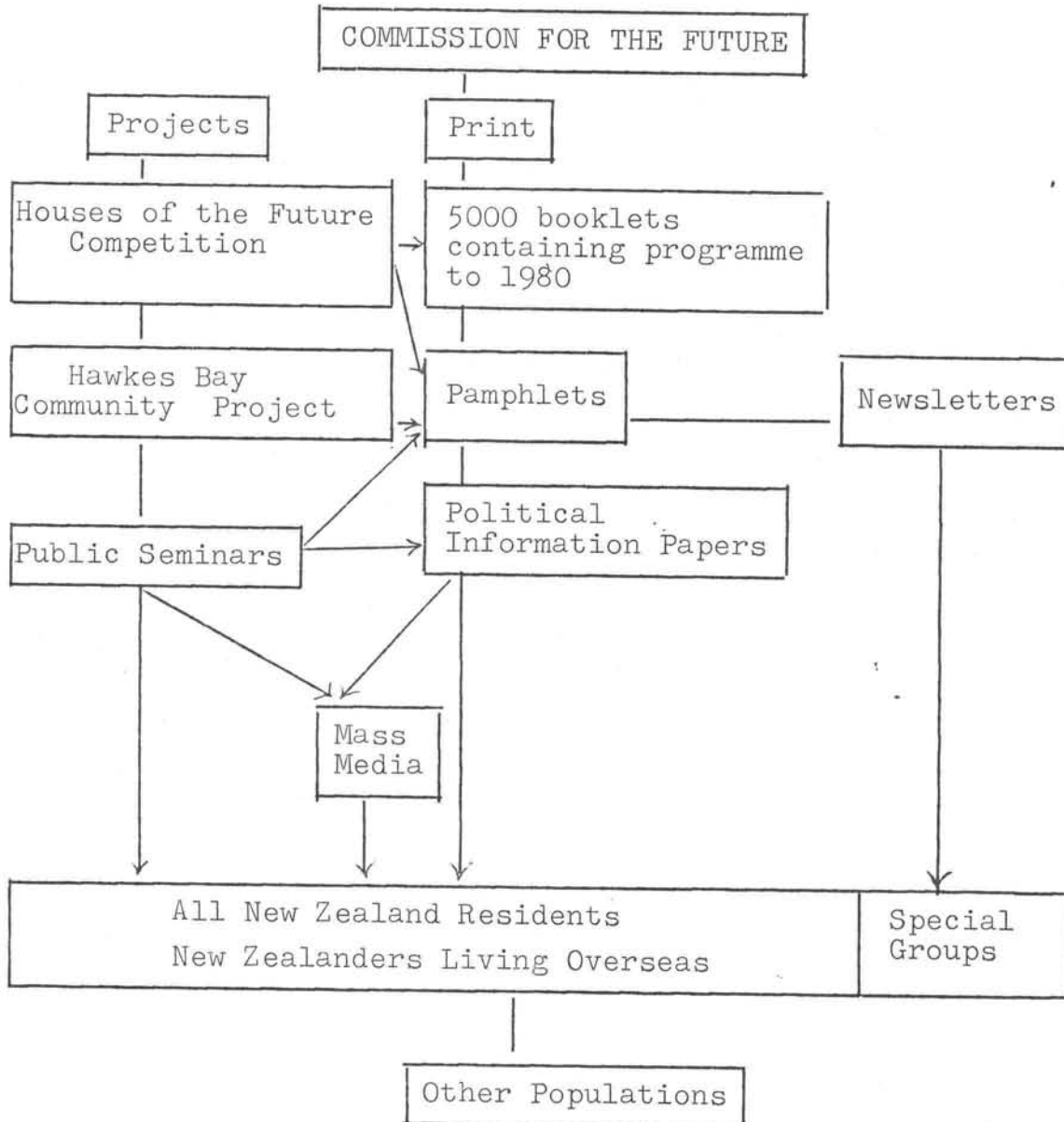
Consideration will also be given to possible alternatives.

By the end of 1979 enough work should have been completed to establish the kind of Future that New Zealanders want and are willing to work toward achieving.

The final product which emerges as the Future will also be relative not only to the input of our countrymen but also to stimuli from outside New Zealand with regard to our place in the planetary society and status as a nation.

2. PROMOTION

Material planned for production at present can be seen in the following model as available tools of communication.

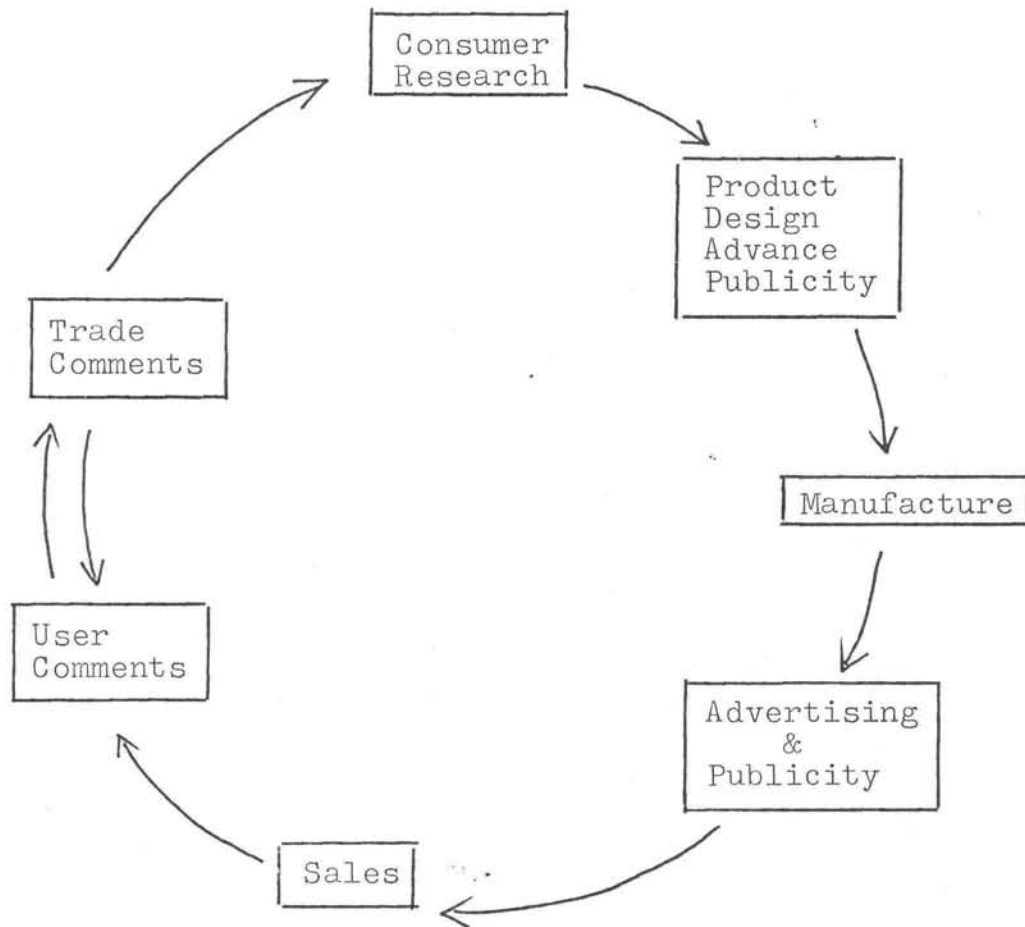


It can be seen that while these activities are desirable and useful working tools they are fragmented and appear to be directed only one way. There is no provision for feedback to the Commission.

3. SOCIAL MARKETING

Social Marketing must follow the same sequence as any other marketing project. The only difference being that in Social Marketing we are asking our publics to accept a conceptual framework rather than a product or a service.

To illustrate, in marketing a car we know that every individual has his own ideas about the perfect car which would be individually designed to suit his particular needs. Since it is not possible for a manufacturer to offer this service he must embark on a research project to aid in the design of vehicles which appeal to the greatest number of motorists. Flexibility for the individual is offered in options, colour, engine packages and so on. The manufacturer builds and sells his interpretation of the markets' needs and then checks upon sales data, consumer comments and further market research so that modification or changes can be made to further increase the appeal of their product.



So, with Social Marketing, if a concept for the Future is to be achieved, large scale research must be undertaken to establish a benchmark for future achievement.

Goals must be set and a generally agreed format of "The Future" be communicated to the country for acceptance.

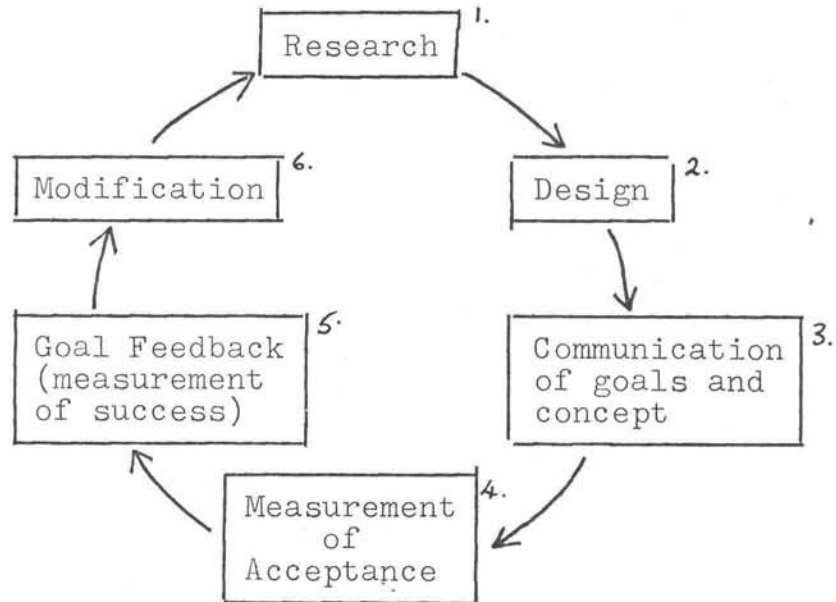
Progress towards the achievement of the universal ideal must be measured from time to time and attractive option packages must be included to preserve individual freedom of movement and to avoid any suggestions of grey state-controlled conformity.

From time to time also the model of the Future must be checked with the people who are growing up to inherit it and modified or changed to fit their visions of the world and the country they want for their children.

4.

THE OBJECTIVE OF THIS REPORT

1. To propose a format for getting to points 3rd 4th and 5th on the Social Marketing sequence e.g.



2. To concentrate promotion of the Future into an easily acceptable format via the adoption of a 2 year plan to establish the first marketing cycle

5. THE PRODUCT

We suggest that "The Future" as a whole is equivalent to a brand with a number of product packages which can be offered for easier identification by the public who may not be interested in or involved in planning each and every aspect of the Future as a totality. We suggest that our 'product' be classified under the following general headings:

Group 1: ECONOMY

- (a) Industry
- (b) Agriculture
- (c) Economy

Group 2: SOCIAL

- (a) Health
- (b) Welfare - Family - Individual
- (c) Environment

Group 3: RECREATION

- (a) Recreation Sport
& Activities
- (b) Education
- (c) Arts & Crafts

The following activities chart suggests a model for the promotion of the individual products and a means of obtaining the feedback required to complete the first 2 year plan.

Year 1

Preparation of leaflets covering each of:

Industry
Agriculture
Economy

Health
Welfare
Environment

Recreation/Sport/Activities
Education
Arts & Crafts

Adoption of a unifying promotional concept -

"NEW ZEALAND'S FUTURE BEGINS TODAY"

6. THE STRATEGY

(a) Year 1:

Each leaflet would contain a number of alternatives for the development of the Future and would also contain a questionnaire on the desirability of each to individuals and families. The alternatives would promote discussion among families and friends. The questionnaire would provide the very necessary feedback for the identification of the most popular plan and also the most popular modifications and options.

It is proposed that one of these leaflets be delivered to the letterbox of every home in New Zealand at monthly intervals for the first 9 months of year 1. There are approximately 850,000 homes in New Zealand.

We could expect between 10-15% return of questionnaires due to our high rate of planning and the publicity which would accompany each mailing in the media. Some form of incentive or giveaway could be offered to speed the return of questionnaires.

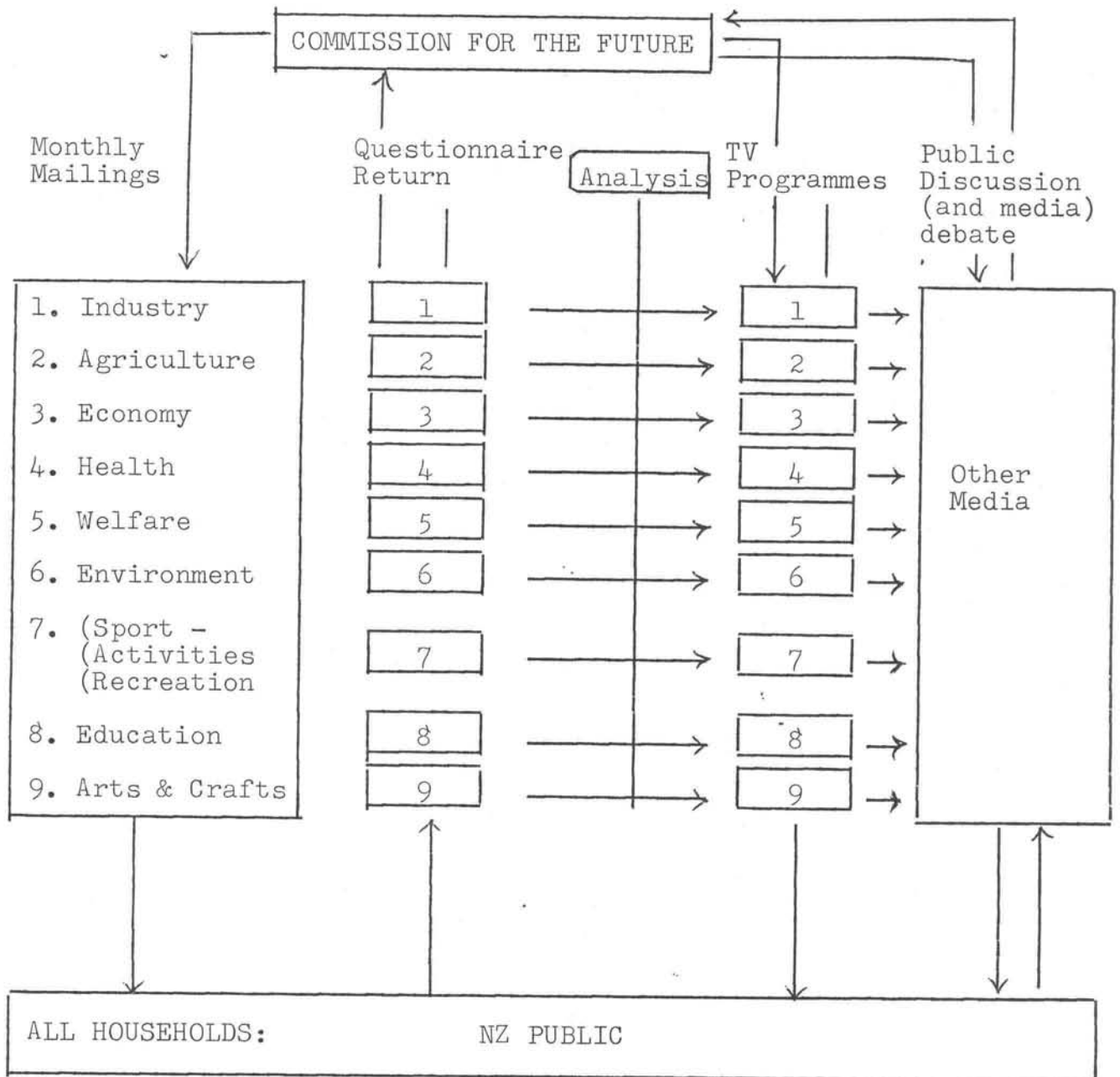
To further encourage public participation it will be necessary to provide rapid and positive feedback on the results of each survey so that respondents feel that their responses are being understood and that the time spent is relevant and worthwhile.

Each questionnaire returned would be coded and analysed by computer to provide answers to the questions raised and presenting ratings for the issues involved.

Results from the computer print outs would then become the basis for monthly TV programmes (allowing for a 3 month time lag between the mailing of the first leaflet and the availability of the results.) These 9 TV programmes would publicise the public's reactions to the Future and display the most desirable format for the Future as seen by the respondents to the survey. The planned group meetings and TV programmes would also trigger other activity such as radio talkback shows, press and magazine debate and seminars for public debate of the issues.

ACTIVITIES CHART

YEAR 1



It can be seen that this programme provides a continuing 2-way flow of information, a critical factor in attainment of the objectives as stated.

7. OTHER ANNUAL EVENTS

(a) Guest Lecture:

A lecture to be delivered as the keynote speech of the year by a guest speaker who would be invited to visit New Zealand.

(b) Annual Prize:

The donation of a large prize to be awarded annually for the most significant contribution to the Future. This should be awarded to any New Zealander within New Zealand or living overseas who has made any material or spiritual contribution that can be said to offer permanent benefit to the Future.

Alternatively, prizes could be awarded for the 'product' categories suggested above. The awards could perhaps be made by the invited lecturer (e.g. a Nobel Prize for NZ).

(c) 'Future Fair'

Showing the shape of the future in the form of products which manufacturers might have available to them but which might still be as yet removed from being feasible for production. The Fair would be both a display of the form of the Future and a valuable showcase from which commercial firms could gauge the level of interest in new product developments. Stands would be charged on the same basis as any trade fair and the profits used to fund further activity.

COMMUNICATION METHODS(a) Television Programmes:

We suggest that the programme be compered by a duo such as Ron Walton and Dougal Stevenson rather than a TV "Personality" as such. It would be called "FUTURE FORUM" and would be an audience participation programme featuring invited spokesmen and women from the various fields involved in each 'product' plus individuals.

Such television would provide an excellent opportunity to display such achievements as the winner of a 'House of the Future' competition or to graphically illustrate the consequences of adopting various alternatives.

(b) Radio Talkback:

One aspect of the Commission for the Future should be its fluent and germane use of technology and new developments in media. The talkback show is a relatively recent phenomena and would be an excellent means of promoting public debate on all the Commission's products.

(c) Print & Publications:

A strong print campaign is essential since it is only via print that the concepts which the Commission will market can be expressed in a form in which they can be retained for later reference and assimilated in detail. A constant flow of integrated material will be needed.

9. BUDGET

The budget required will depend on the level of activity finally accepted by the Commission. While the totals could be dramatically lowered with the cooperation of the Post Office and the Government Printer, a possible breakdown might be:-

<u>Resource</u>	a. <u>once only</u>	b. <u>3 mailings</u>	<u>9 mailings</u>
900,000 leaflets	\$10,000	\$30,000	\$90,000
Mailing to 850,000 homes @ 3c per copy	25,500	76,500	229,500
10% response rate reply paid	<u>2,550</u>	<u>7,650</u>	<u>22,950</u>
SUB TOTAL	\$38,050	\$114,150	\$342,450
Computer Processing	20,000	20,000	20,000
Scripting of TV Shows	1,000	3,000	9,000
Production of supporting TV commercials	20,000	25,000	30,000
TV Advertising	30,000	30,000	30,000
Press Advertising	20,000	20,000	20,000
Public Relations Consultancy Fees: or staff salaries	20,000	20,000	20,000
Possible Cost Year 1.	\$149,050	\$232,150	\$471,450

In order to achieve the proposals outlined in this report we would expect the cost to the Commission to be in the area of \$500,000 for the first year, then \$200,000 for each year thereafter.

It may appear that these costs are high but they are not beyond the bounds of possibility in the light of the long term benefits involved, and the task of attaining the objectives within the 2 year period, as sought.

The programme can be tailored to match the resources available.

Co-operation of Government agencies, who are working towards not dissimilar objectives must be sought e.g. MWD, PO, Government Print, Education Department. As well, some non-Government agencies could be approached for support.

10. FUNDING

We envisage that funding for the programme would come partly from funds allocated to the Commission, partly from sponsorship by commercial interests, and from resources made available from Government agencies.

We recommend the establishment of a high level sub-committee which would be chaired by someone such as Mr Moller and would be designated the "Future Funding Committee". The activity of this Committee would be to seek commercial participation at top level and would be drawn from leading industrialists, financiers and company directors.

Funding the programme is in itself a selective marketing exercise. Funds may have to be allocated to prepare a concerted plan to seek funds through the "Future Funding Committee", e.g. presentation audio visual.

Participant companies are those whose objectives are similar to the Commission's. It could be a simple exercise to present the rationale as to why those companies must be obligated to provide finance for the programme.

11. RECOMMENDED IMMEDIATE ACTION

1. The presentation of this report to the Public Participation Committee for approval in principle by the Commission.
2. The development of a fully detailed and costed action plan by Access Marketing working on a monthly retainer of \$1,000 plus travel and out-of-pocket expenses would be charged nett.
3. The development of an audio-visual version of the detailed programme to present, at separate showings, to:
 - (a) The Minister
 - (b) The Members of the Commission
 - (c) Members of Sub-Committees
 - (d) The Media
 - (e) Funding organisations (top level Government and commercial management)
4. The appointment of a Steering Committee from the Public Participation Committee. This should be as small a group as possible and should include 2 members of the Secretariat, 2 members of the Steering Committee, A director of Access Marketing and an executive of a public relations consultant, advertising agency, or a full time PRO employed by the Commission.

This Steering Committee would be responsible to the Public Participation Committee for the implementation of the programme and control of budgets.
5. The appointment of members of the Future Funding Committee and the raising of funds for the first two years activity.
6. The organisation of regular Seminars to brief all concerned on progress and to provide cross fertilisation of ideas and progress reports on activity.

12. SUMMARY

Public participation is an absolute necessity to the success of the Commission's activities. Public participation implies two-way communication - an educative function, plus a feedback/analysis function.

The programme as submitted is totally goal-oriented; working from your objectives, we have provided a marketing framework within which your objectives can be met. The programme strategy is not difficult, provided sufficient involvement, cooperation and funding is forthcoming from all concerned.

The Commission's objectives in presenting alternatives for the Future and assessing New Zealanders' responses to those alternatives are inherent factors in repositioning and reinforcing our country's "nation building" ideals. Life today in New Zealand appears to be more concentrated around the short term, i.e. tomorrow, and in the process, the day after is being forgotten. The actions of tomorrow could mean there may be no day after. The mere existence of the Commission confirms the belief that planning for the longer term is as important as planning for today and tomorrow.

We recommend adoption of a unifying promotional concept - NEW ZEALAND'S FUTURE BEGINS TODAY. A basic component of any long term marketing programme is to tie every piece of promotional activity back to a common concept. Without this, misunderstandings occur, confusion arises and communication is impaired. Running parallel with the unifying concept is the need to integrate all activities which are presented before the public. The basic concept must tie all activities together, to allow for correct assimilation of the messages by the public.

The programme may appear expensive; however, it must be realised that to attain your objectives, as wide as they are, adequate funds must be allocated for the programme to attain those objectives.

In attempting to submit a budget for such an exercise as this, we have attempted to work on the basis of the task at hand - how best can your objectives be met, knowing the available media and other resources available. We have provided a brief outline of how funds can be obtained. Further discussion of this is necessary prior to implementation.

We have welcomed this opportunity in submitting a marketing framework for presenting the Future to New Zealanders; we are confident that working from the basis established, the programme as submitted shall achieve the objectives as sought.

access marketing limited

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"... to develop ideas
for implementation
into actionable
sales-generating
programmes."

COMPANY HISTORY

Access Marketing Limited was formed in 1976 to provide a specialist advertising and marketing service to selected clients. The company brought together the skills of a talented copywriter and advertising producer with those of a trained and professional marketer. Together they provide the successful blend of analytical marketing and creative genius - aimed at creating advertising and marketing ideas for implementation into actionable sales-generating programmes, and all at good value for money.

THE PRINCIPALS

David O. Thomas, Managing Director

David is a graduate of the University of Canterbury, B.Sc., and Diploma in Business Administration, and a graduate from the Wellington Polytechnic in Public Relations.

He has a wide experience in all spheres of marketing:-

- in sales: life insurance with the AMP Society;
- in administration: as Executive Officer to the National Youth Council of NZ;
- in marketing: with Unilever NZ Limited (consumer products)
- in sales management: with Hewlett-Packard NZ Limited (specialist calculators)
- in advertising: with J. Inglis Wright Limited (Banking, finance, corporate and technical accounts).

He brings to Access Marketing a wide variety of professional skills particularly in analysing complex marketing problems and providing practicable marketing solutions.

Paul E. Dixon, Creative Director

Paul has received wide creative and copywriting experience with many of the country's larger advertising agencies. He has travelled extensively overseas, accumulating a wide knowledge of the communications industry.

He has worked on some of New Zealand's major advertising accounts: General Motors, NZ Railways, Coco-cola, ANZ Bank, General Foods, Levers and many others. He was at one time Chief Copywriter for the Evening Post in Wellington, creating and writing retail advertising.

Paul has worked on many varied advertising accounts: retail, national, technical and specialist. He brings to Access Marketing an advanced ability to solve difficult advertising problems, develop sound creative ideas and translate these into well-executed, sales-orientated advertising programmes.

OUR SERVICES

Access Marketing is a marketing and advertising consultancy, providing the following services:-

MARKETING

Market investigations and reports;
Market research and analysis;
Marketing planning for existing and new products or brands;
Market testing: consumer, industrial, export, etc.
Product development, design and market launch;
Internal market consultancy: price/profit policies, distribution, selling, investment analysis;
Analysis of statistical data: trends, forecasts, estimates;
Retail marketing: point-of-sale material, sales training, incentive schemes, production of retail advertising, merchandising material;
Analysis and market definition studies for new services and products for the local and Export market.

ADVERTISING

Creative concepts for company logos, letterheads, business cards, etc.
Creative concepts and designs for packaging, point-of-sale material, etc.
Creative concepts for use in all media: television, newspapers, magazines, radio, direct mail;
Creative material for sales use: product brochures, signs, give-aways, window decals, etc.
Production of all advertising material: television and radio commercials, newspaper and magazine advertisements, all printing material;
Creative concepts and production of audio-visuals;
Recruitment advertising and staff selection;
Media placements for all New Zealand and overseas media;
Production of advertising and sales promotional material for use overseas including translated material.

PUBLIC RELATIONS

Public relations writing and production;
Co-ordination of publicity material for press representatives;
Organisation of press functions;
Consultant services in publishing and subscription management.

OTHER

Planning and production of material for sales conventions, displays and exhibitions, etc.
Direct mail advertising;
Compilation and analysis of competitive marketing and advertising activities.

SERVICING YOUR REQUIREMENTS

- 1 Our primary objective is to provide service of a professional standard, on time, and at reasonable cost.
- 2 There are no costs involved in the initial two-way discussion of your requirements and objectives. These represent a fundamental stage in developing mutual understanding and a definition in specific terms of your objectives and strategy.
- 3 The next phase we recommend is the development of a programme or project to allow reasonable assessment of each by both parties. Prior to the project proceeding, a detailed estimate will be supplied, inclusive of all third party or suppliers' costs.
- 4 At the completion of the project and analysis of its effect, confirmation will be sought for a longer term engagement as your advertising agency.
- 5 Strict budgetary controls are applied at all times to ensure that your total costs are held within agreed limits and service standards are maximised.
- 6 We are willing to negotiate in all areas of remuneration with the exception of media income (due to regulations of Media Accreditation).
- 7 As a client of Access Marketing, you will be forwarded a monthly statement detailing the current month's media and production invoices; the statement becomes due for payment on or before the 20th of the month following the statement. To assist in control of your advertising budget, a full monthly analysis of expenditure itemised into media, printing and production will also be provided.