Ngā Hui a te Poari Kaitohutohu mō te Pokapū o Te Tāone Nui o Tāmaki Makaurau / Auckland City Centre Advisory Board

OPEN MINUTE ITEM ATTACHMENTS

<table>
<thead>
<tr>
<th>ITEM</th>
<th>TABLE OF CONTENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Destination Marketing Report from Heart of the City 2018/2019</td>
</tr>
<tr>
<td></td>
<td>26 June 2019, Auckland City Centre Advisory Board: Item 7 - Destination Marketing Report from Heart of the City 2018/2019, Presentation</td>
</tr>
</tbody>
</table>

Note: The attachments contained within this document are for consideration and should not be construed as Council policy unless and until adopted. Should Councillors require further information relating to any reports, please contact the relevant manager, Chairperson or Deputy Chairperson.
HEART OF THE CITY 2019/20

Strategy:
Heart of the City is in year two of a three year strategic plan, which has been built around four strategic priorities for a successful city centre economy:
- A unique 24/7 experience
- A physically distinct city centre and waterfront
- Easy and affordable get in, out and around
- A strong community that is welcoming, safe and clean.

Destination Marketing and Events programme delivers primarily on a unique 24/7 experience, but also supports - physically distinct (esp. heritage and waterfront), easy and affordable to access and strong, welcoming community.
BUILDING ON WINTER 2018

In 2018 we delivered the first year of a new creative strategy, which was driven by insight that Aucklanders view the city centre as a great place to come for events, dining and nightlife – but feel it is disparate and too spread out – they didn’t really know what the different areas had to offer.

The 2018 campaign set out to profile the different neighbourhoods and precincts of the city centre.
POSITIONING THE CITY CENTRE
- WINTER 2019
THE RATIONALE FOR WINTER

- Winter investment mitigates the seasonal trough period
- 2018 performance for HoTC +2.5% in the context of a competitor set collectively -3.5%
- Growth on growth each year, and during significant city centre transformation
2019 GOALS & MEASURES

**Spending:**
- Increase spending for total Heart of the City businesses by c.+4% over winter (vs. +2.5% in 2018)

**Awareness & Recall – Aucklanders:**
- Increase campaign recall, to c.70% (vs. 65% in 2018)

**Perceptions – Aucklanders:**
- Helps me to know the different areas and neighbourhoods of the city centre, to c. 65% (vs 62% in 2018)
- Offers something unique or different, to c. 48% (from 43% Oct 2018)

**Motivations to visit - Aucklanders:**
- Improve motivations to visit to c. 90% (from 87% in 2018)

**Increase visitation - Aucklanders:**
- Increase visitation of either 2-3, or 4+ visits in the last month to c. 55% (from 51% in 2018)
2019 WINTER CAMPAIGN

OUR TASK:
Launch a compelling campaign for Winter 2019, that delivers on two primary objectives:

• Build on the success of the neighbourhood and precinct approach of 2018 - continue to build understanding and preference

• Increase focus on the unique experiences of the city centre

![Campaign Images]
2019 CREATIVE APPROACH – Film Edits

14 Precinct or Neighbourhood film edits

10 Experience edits

Film edits created for:
- Digital Media
- Link Bus Network (of 45 buses)
- Cinema
- Web/Social channels

Supported by 8 print assets for out of home media and press, as well as editorial content for social and digital channels.
2019 CREATIVE APPROACH - Adshels
2019 CREATIVE APPROACH - Adshels
Item 7

2019 CREATIV APPROACH - Adshells
2019 CREATIVE APPROACH - Street Posters
Attachment A

2019 CREATIVE APPROACH – Press (1 of 3)
Item 7

RESTAURANT MONTH 2019
Campaign 1 Jul – 31 Aug | Event 1 – 31 Aug
2019 RESTAURANT MONTH

- 2019 will be the 9th Year of Restaurant Month
- Event runs 1 – 31 August, with the campaign launching early July
- Over 100 city centre restaurants, putting up special menus and offers
- Over 25 dining events.
- The campaign will drive awareness and conversion to book during July & August:
  - Viva & Canvas, with editorial support in Viva
  - 100k x A5 Guides
  - Out of Home (Adshel, and Street Posters)
  - Digital Media
THANK YOU

ANY QUESTIONS?

HEART OF THE CITY™
AUCKLAND