

# Shaping our narrative

## The message house

August 2022

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## Why the message house

A simple framework that helps organisations to develop persuasive messaging that works across an organisation or team



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## A foundation for communications

Helps you to talk about your work in a way that is proactive, connected and consistent – impact

Sets a consistent foundation for all communication activity:

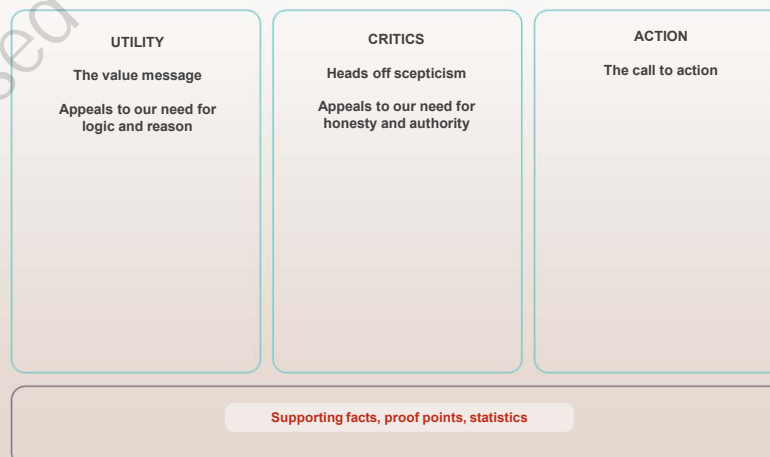
- Your elevator pitch
- Your stakeholder plan and activities
- Media talking points and engagement
- Public awareness initiatives and education resources



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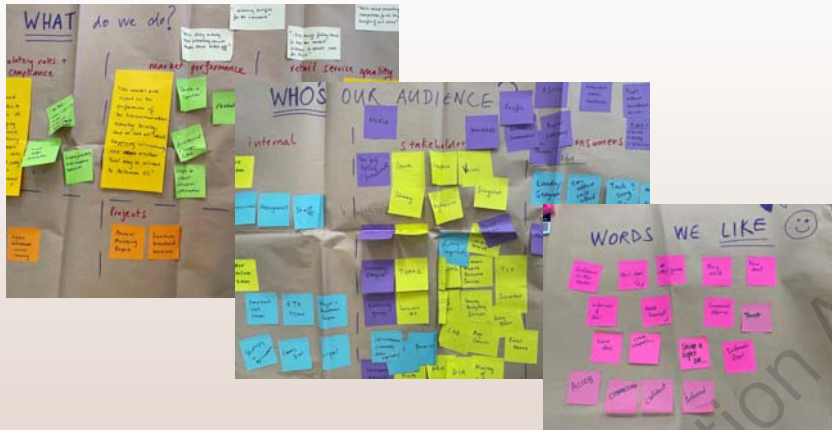
### THE BIG PICTURE WHY YOUR PROJECT MATTERS APPEALS TO OUR EMOTIONS



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# Workshop



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**COMMERCE  
COMMISSION  
NEW ZEALAND**  
Te Komihana Tauhokohoko

**ALL NEW ZEALANDERS  
CAN MAKE CONFIDENT CHOICES  
TO STAY CONNECTED IN WAYS THAT FIT THEIR  
SITUATION, LIFESTYLE, AND BUSINESS**

We drive the sector to be competitive and customer focused for the benefit of all New Zealanders and the economic wellbeing of our country.

We are an independent Crown entity, responsible for monitoring and regulating the telecommunications industry.

We draw on significant pools of data and information from multiple sources, including complaints from the public, to inform our work.

We draw on experiences, local and global, to help shape the future of telecommunications in Aotearoa New Zealand.

We produce and promote information and resources that help New Zealanders to make the right choices for their situation.

Talk to your provider to check you're on the right plan for your situation

Visit [comcom.govt.nz](http://comcom.govt.nz) for independent information to help you to compare what's on offer.

If there's another plan or service that's better for your situation, switch plans or providers today.

Customer service dashboard    Quarterly broadband measure    Retail services quality monitor

Annual telecommunications monitoring report

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## The big picture

All New Zealanders can make confident choices to stay connected in ways that fit their situation, lifestyle, and business.



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## The utility message

We drive the sector to be competitive and customer focused for the benefit of all New Zealanders and the economic wellbeing of our country.



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## Our authority

- We are an independent Crown entity, responsible for monitoring and regulating the telecommunications industry
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- We draw on experiences, local and global, to help shape the future of telecommunications in Aotearoa New Zealand
- We produce and promote information and resources that help New Zealanders to make the right choices for their situation



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## The call to action for New Zealanders

- Talk to your provider to check you're on the right plan for your situation.
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## Supporting facts

- Customer service dashboard
- Retail services quality monitor
- Quarterly broadband measurement
- Annual telecommunications monitoring report

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