

29 October 2024

Official Information Request No.8140014624  
(Please quote this in any correspondence)

Jessica Hopkins  
By email – [fyi-request-28610-a11a2f97@requests.fyi.org.nz](mailto:fyi-request-28610-a11a2f97@requests.fyi.org.nz)

Tēnā koe Jessica,

**Local Government Official Information and Meetings Act 1987 (LGOIMA)**

**Re: Your Happy Guide to Auckland Campaign**

Thank you for your request dated *1 October 2024*, for information about ‘Happy Guide to Auckland’ campaign. The specific details of your request and our response are below.

For context, we have also included additional background information.

***Can you provide a breakdown of costs and activities involved in the campaign and the total cost of the campaign.***

**Background**

With a multi-year decline in perceptions of Auckland, and sentiment down among locals and the rest of New Zealand, the ‘Happy Guide’ campaign was designed to turn sentiment towards Auckland around. Globally, city brand experts point to negative-trending sentiment leading to people spending less time and money in a place, thereby unfavourably impacting economic outcomes.

Through the eyes of a visitor from Finland, which the World Happiness Report 2024 found to be the ‘happiest’ place on the planet, the campaign highlighted those Auckland things – large and small – that can make people happy and encouraged locals and New Zealanders to spend time and money enjoying the city.

**Campaign activities**

With more than two million Kiwis across Wellington, Christchurch, Dunedin, Northland, Bay of Plenty, Waikato and Auckland exposed to the campaign, post-campaign research by TRA showed the campaign successfully lifted sentiment towards Auckland:

- 48% of those who saw the campaign felt more positive towards Auckland.
- Those who saw the campaign were more likely to agree:
  - Auckland is for people like me
  - Auckland is really on the way up

- I often hear people talking about Auckland in a positive way

Running for 12 weeks over June–August 2024 across Meta, TikTok, digital video, broadcast TV, cinema, radio partnership and outdoor media, the campaign promoted Auckland as a place to spend leisure time and money. As a result, of those who saw the campaign:

- 60% took action such as considering spending money to enjoy Auckland and/or considering a trip to Auckland
- 87% took away key messages such as ‘There is a lot to enjoy in Auckland’ and ‘Auckland is an ideal destination for a short holiday’.
- Campaign likeability and uniqueness both outperformed a benchmark group of 146 ads from established brands.

### **Investment breakdown**

Investment in the campaign totalled \$737,208.58 across media and creative:

- Media \$444,341.98 – included advertising space, plus media strategy, targeting recommendations, planning, buying and reporting for 7 markets over 12 weeks
- Creative \$292,866.60 – included delivery of 80+ creative outputs, plus creative strategy, project management, concept development, production and licensing. The creative can be leveraged again in the future to derive increased benefit from the initial investment.

This campaign was part-funded by a contribution of \$300,000 from Auckland Council’s city centre targeted rate, a special rate paid by commercial and residential property owners within the city centre to enhance the city centre. The remainder was funded from Tātaki Auckland Unlimited operating budgets.

The decision by Auckland Council to release the information contained in this response was made by **Shelley Watson, Director Marketing, Communications & Growth, Tātaki Auckland Unlimited.**

You have the right to seek an investigation and review of this response by the Ombudsman. Information about how to make a complaint is available at [www.ombudsman.parliament.nz](http://www.ombudsman.parliament.nz) or freephone 0800 802 602.

If you have any questions please contact me at [elaine.tunai-po@aucklandcouncil.govt.nz](mailto:elaine.tunai-po@aucklandcouncil.govt.nz) or contact me on 09 301 0101, quoting LGOIMA No. 8140014624.

Ngā mihi



Elaine Tunai-Po  
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