

Newspapers Key to petition government

How 'Stop the Chop' used Press to plant awareness

BRAND: Stop the Chop
CATEGORY: Charity
AGENCY: G2
MEDIA: Newspaper
TARGET AUDIENCE: Auckland residents
CAMPAIGN DATES: September
MARKETING OBJECTIVE: To raise awareness about a pending law change



ROLE OF NEWSPAPERS

On Monday 7th September, 'Stop The Chop' ran a full page, full colour ad in Section A of The New Zealand Herald. The reason was to drive readers to the 'Stop The Chop' website where they could petition MPs to prevent a new law being passed.

The Government was trying to create a new law that will allow anyone to cut down large numbers of previously protected trees without permission. The law would also restrict the ability of councils to implement tree protection rules where there are currently none. If the new law went ahead, property developers would be able to cut down any tree on their land unless it's listed in their council's district plan. Native trees and large areas of bush could disappear overnight. The impact of this 'change for cost saving' would be felt for years to come.

Newspapers were the perfect vehicle to get this message to market quickly to reach a large community of people and motivate them into action. On an average Monday, 399,000 or 39% of people in Auckland and 562,000 people nationally aged 15+ read The New Zealand Herald. High readership combined with the high engagement people have with their local paper, drove thousands of readers into action to 'Stop the Chop'.

RESULTS

The ad had so much impact, that publicity received by Stop the Chop was far beyond what the client ever imagined.

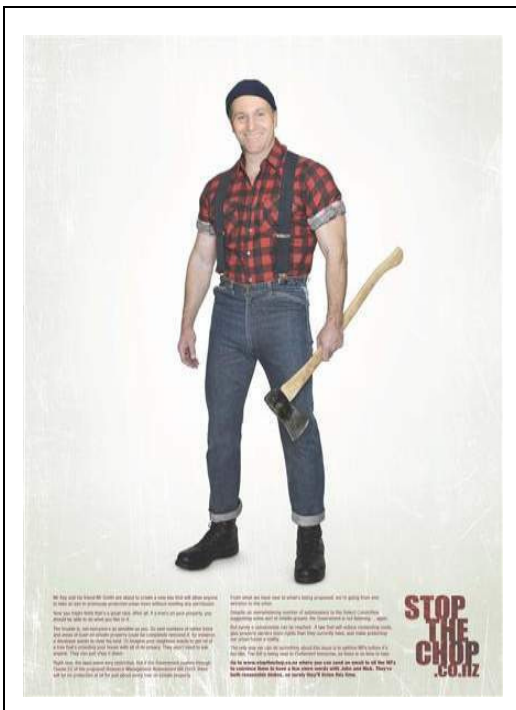
John Key was interviewed numerous times on prime time TV (which he handled with good humour). 'Stop the Chop' was invited to talk on talkback radio, and appeared on 'Sunrise' and 'Breakfast'. Essentially the newspaper ad was the springboard for this huge amount of free publicity.

Interestingly, another full-page ad appeared a week earlier. However, although it covered the same issues, it was a 'safe ad' that the client chose to run instead of the more risky John Key ad. The difference between the two ads was huge, and a big lesson that if you can convince a client to have some courage, the results can be extremely worthwhile.

WHAT THE CLIENT SAID

"I wanted a provocative piece of marketing that would cut through. G2's John Key ad certainly did that. I was overwhelmed by the response and my objective of alerting Aucklanders to the issue was most certainly achieved. I was delighted."

Stacey Collier,
Managing Director, Greenscene



HOW CAN YOU FIND OUT MORE?

Contact your NAB Account Manager or download related reports at www.nabs.co.nz

Source: Nielsen Media Research "National Readership Survey" Q3 '08 – Q2 '09.