

Making Midtown the talk of the town

MESSAGING AND MEDIA FRAMEWORK

8 July 2022





Recapping the brief

OBJECTIVE	Continue to deliver to the City Centre Masterplan to develop a world class city centre that meets modern expectations around environmental, cultural, social, economic and transport needs and goals.
SOLUTION	Extend the regeneration work largely completed in downtown towards the midtown area. \$133m invested into midtown projects as part of the overall CCMP to make it a more vibrant, safe and welcoming area.
ROLE OF COMMS	Provide a joined-up story explaining (and selling the dream) how all the pieces of the midtown project come together to offset growing fatigue and negativity.
TIMINGS	3-year plan taking us from now through to 2025
BUDGET	Recommendations to be based on three budget levels



Planning considerations



CONS DROWNING OUT THE PROS

Risk that negative coverage will overshadow the regeneration story. Aucklanders can't separate discontent around continued construction and COVID related impacts and see it as one big problem.



DECLINING SUPPORT

We have seen a decline in support for individual projects over the past 12-18 months. Not helped by limited investment in the AFIP brand, so not widely recognised and understood.



UNDERSTANDING GATEWAY TO SUPPORT

Those who are aware & understand the benefits these projects bring are more tolerant, supportive and likely to feel positive towards Council. We need to show there are actions being made to improve the midtown area to offset growing negative coverage.



LIMITED MEANS TO SELL THE DREAM

Limited news value in the short term with no major milestones and no available renders that portray the future state of the area. Added to this, need to consider how smaller tactical activity fits into this wider approach (Wai Horotiu, Proof of delivery, Queen St construction).



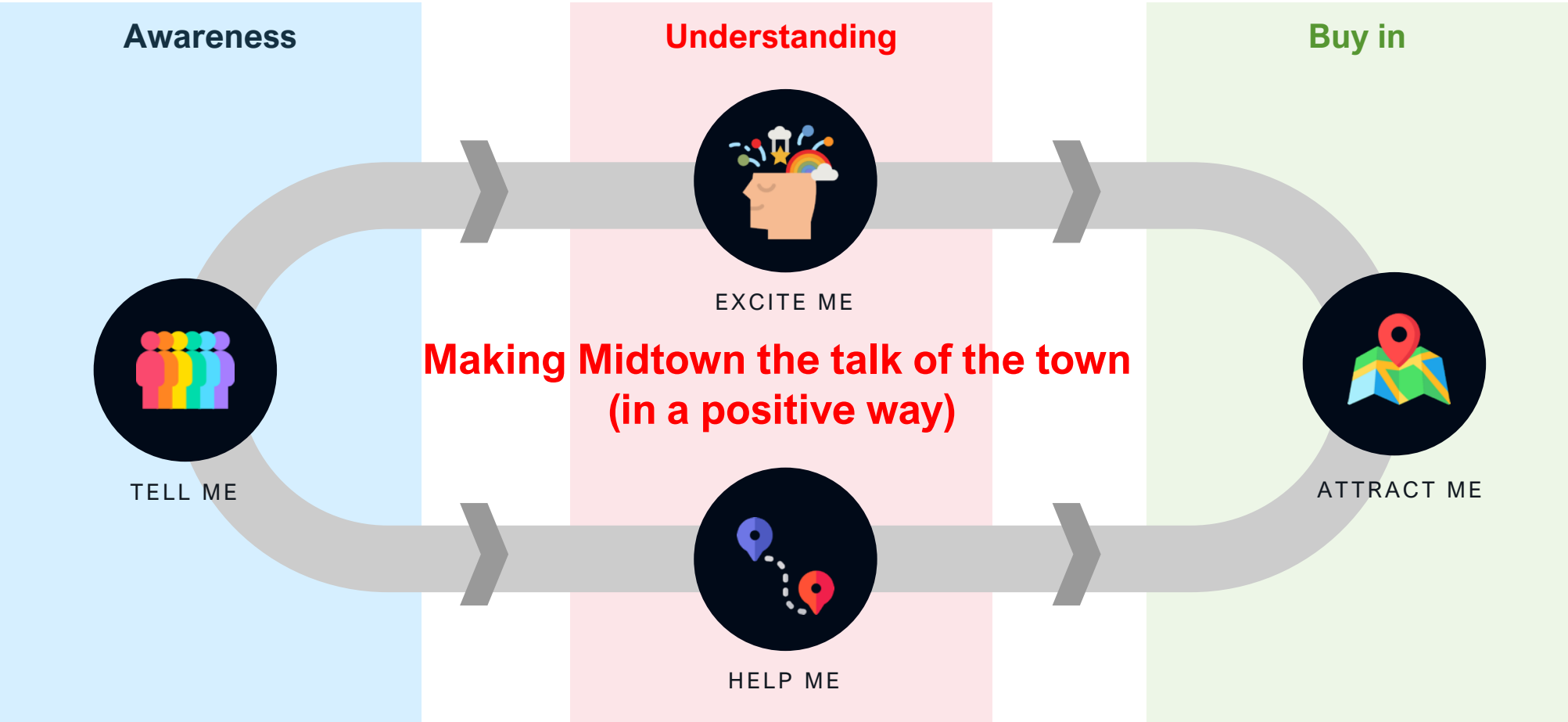
TAILORED BENEFITS

No one size fits all when it comes to communicating benefits; what may be appealing to one may not be appealing to another. Look to communicate benefits across range of focus areas, e.g., environmental, social, economic and transport.



Bucketing the plan into three main outcomes

Ladder the individual campaign tasks into three main outcomes.
Each of these to have unique goals, timings and success measures.
Tailor our messaging to each of these outcomes and match these to relevant audiences and moments to be as single minded as possible.



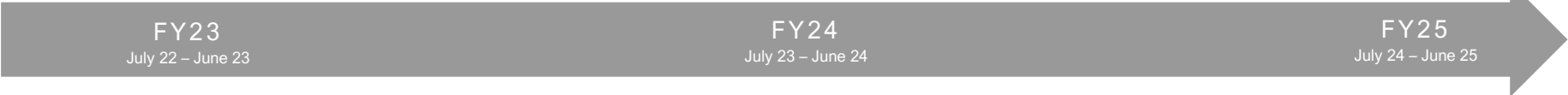
Understanding what success looks like

Apply individual questions/measures against the three outcomes.

Can then look to set targets across each year to understand if campaign activity is working.

Requires greater understanding of how these questions are measured and cadence around research dips across the 3 years.

Awareness	Understanding	Buy in
of what Auckland Council is doing and planned projects / outcomes	of why Auckland Council is doing this and the future benefits to us all	Support of the programme and trust in Council and the over arching plan
Baseline	Baseline	Baseline
Project Awareness 34%	The city centre will be improved because of the programme 54%	Project support 50%
Confidence in staying informed about the programme 25%	Programme seems well planned 31%	Excitement towards vision for the future because of this project 48%
		Programme perceived as a good use of public money 45%
Maximise awareness of midtown projects and highlight the plan to regenerate and improve the area to shift conversations from concerns surrounding the CBD towards excitement around what's to come.	Less requirement around announcing the midtown programme as work already established in year 1. Focus can shift from making people aware towards making people understand whats being done and why. Messaging and media channels to reflect change in comms focus.	Use completions as examples of progress through ATL media and in-situ location activations; create buy in based on experience as opposed to having to imagine it. Onus on the benefits rather than the project itself.



How our objectives change over the years

Set targets by year to align with communications focus (below represent examples to demonstrate approach).

	FY23 July 22 – June 23	FY24 July 23 – June 24	FY25 July 24 – June 25
Project Awareness	Target 40-50%	50-55%	Maintain at 55%
Confidence in staying informed about the programme	25-30%	Maintain	Maintain
The city centre will be improved because of the programme	56%	55-65%	Maintain at 65%
Programme seems well planned	30-35%	35-45%	Maintain
Project support	Maintain at 50%	50-55%	55-65%
Excitement towards vision for the future because of this project	45-50%	50-55%	55-65%
Programme perceived as a good use of public money	46%	45-50%	50-55%





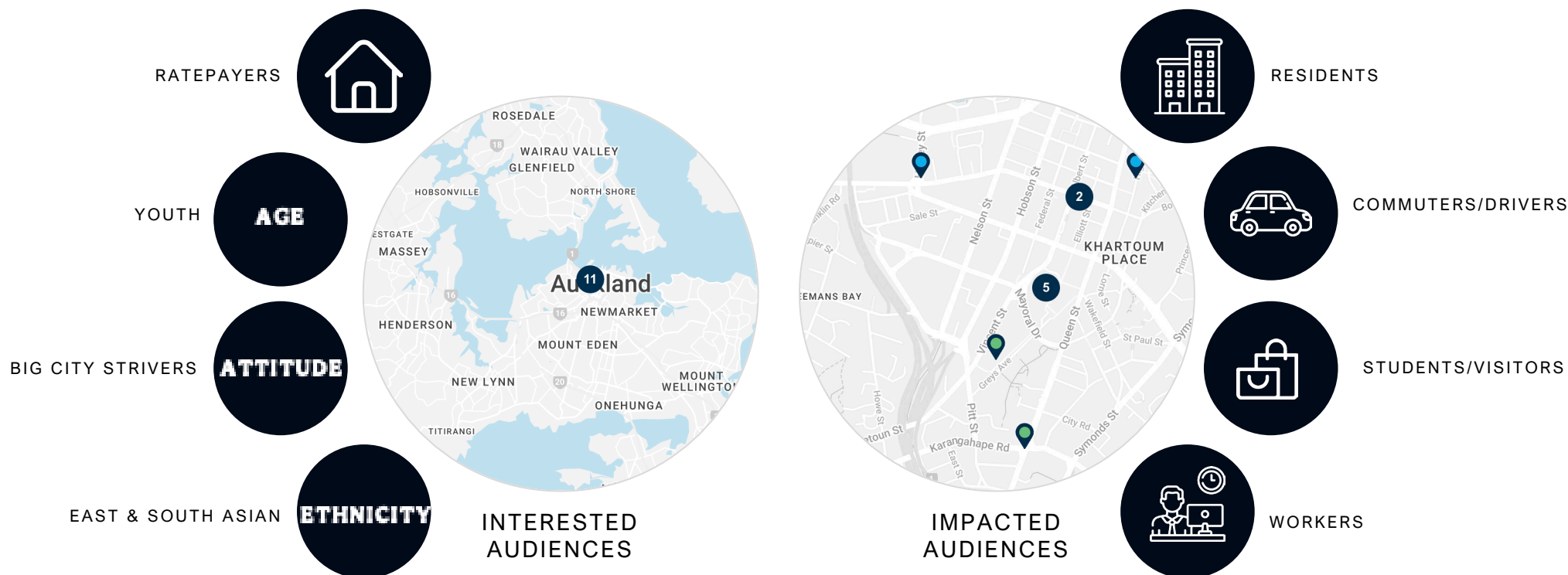
Who are we talking to?



Essentially two key groups

Recommend breaking our audiences into two key groups based on geography. The first being a broad AKL "interested audience" and the second a more focused "impacted audience" made up of those that live, work, visit and travel within the specific midtown area.

Our messaging and media touchpoints should then be tailored to maximise reach and relevance amongst each group.



We know infrastructure development is a key proof point in driving pride in Auckland and trust in Council. In a time of declining visitation to the central city we need to maximise reach and tell more people about what is happening, the benefits and outcomes, and Council's role in delivering those outcomes

Critical that we ensure impacted audiences are made to feel involved with the entire process to minimise frustration caused by ongoing disruptions.

Note, we haven't included businesses within this as assuming there will be direct comms to this group rather than relying on ATL media.



Briefs on the table

	1. Midtown Programme	2. Proof of Delivery	3. Disruption	4. Multipaths
Task	Multi-year marketing & media strategy	Marketing & media strategy + creative	Marketing & media strategy + creative for all areas starting with Midtown	Marketing & media strategy + creative for two phases
Objectives	Excite people Tell them why Help them	Drive awareness of the success of completed projects to build support for in progress mid-town projects	Excite people Tell them why Help people move to in and through mid-town	1. Advise & Inform 2. Invite & Celebrate
Audience	Regional / Onsite - Big City Strivers - Youth - Asian	Regional / Onsite - Big City Strivers - Youth - Asian	Regional / Onsite - Big City Strivers - Youth - Asian	Regional; Big City Strivers, Youth, Asian Onsite; Regular Queen St visitors
Insight	Frustrated by disruptions	Can't look beyond the disruptions to see the see the long term benefit	Frustrated by disruptions Or avoiding city because of them	Multi-use paths are a new concept that need "selling in"
Main message + Support	This benefits you A vibrant, welcoming, attractive midtown	Check out these great spaces Downtown, Wynyard, KRoad, there's more to come	City is still open despite disruptions Here's how to get around	A Queen St for everyone 1. Different modes using path 2. Queen St transformed
Geo Scope	Midtown	All areas	Midtown (Queen St) + others	Queen Street



AFIP breadth of messages

Ideal Customer Journey by Programme





How does this all come together?



Messaging by audience – Tell Me / Excite Me

JOURNEY POINT	AUDIENCE / MESSAGING / CHANNEL	
<p>Tell me / Excite Me</p> <p>Drive awareness and emotional connection by exciting people with the possibilities</p>	<p>Midtown Programme</p> <div> <p><i>Audience:</i> Interested</p> <p><i>Proposition:</i> Building a better Auckland with a mid town you can be proud of</p> <p><i>Supports:</i></p> <ul style="list-style-type: none"> • Creating a vibrant, welcoming, attractive midtown • These are our plans • These are the parties involved </div> <div> <p><i>Audience:</i> Impacted</p> <p><i>Proposition:</i> Building a better Auckland with a mid town you'll want to spend time in</p> <p><i>Supports:</i></p> <ul style="list-style-type: none"> • Creating a vibrant, welcoming, attractive midtown • These are our plans • These are the parties involved </div>	



Messaging by audience – Excite Me

JOURNEY POINT	AUDIENCE / MESSAGING / CHANNEL	
<p>Excite Me</p> <p>Demonstrate the successes to mitigate the current disruptions</p>	<p>Midtown Proof of Delivery</p> <div> <p><i>Audience:</i> Interested</p> <p><i>Proposition:</i> Building a better Auckland with a mid-town you can be proud of</p> <p><i>Supports:</i></p> <ul style="list-style-type: none"> • Success stories that have transformed their corners of the city into world class, vibrant spaces • Downtown, K Road and Wynyard Quarter + Queen St Valley </div> <div> <p><i>Audience:</i> Impacted</p> <p><i>Proposition:</i> Building a better Auckland with a mid-town you'll want to spend time in</p> <p><i>Supports:</i></p> <ul style="list-style-type: none"> • Success stories that have transformed their corners of the city for everyone to use and enjoy • Downtown, K Road and Wynyard Quarter + Queen St Valley </div>	



Messaging by audience – Help Me

JOURNEY POINT	AUDIENCE / MESSAGING / CHANNEL	
<p>Help Me</p> <p>Give people the information they need to navigate the city as easily as possible</p>	<p>Midtown Disruption Queen St, Lower Albert St, CRL, Wellesley St</p> <p><i>Audience:</i> Interested</p> <p><i>Proposition:</i> Building a better Auckland with a city centre you can continue to visit as we rebuild</p> <p><i>Supports:</i></p> <ul style="list-style-type: none"> • The central city is still open for you to enjoy • Here are better ways to visit the central city • It'll be worth it 	<p><i>Audience:</i> Impacted</p> <p><i>Proposition:</i> Building a better Auckland with a city centre you can still get around as we rebuild</p> <p><i>Supports:</i></p> <p>[Site and time based messaging]</p> <ul style="list-style-type: none"> • You can't go this way but you can; <ul style="list-style-type: none"> - walk this way - catch the bus from here - check out this on the way • It'll be worth it



Messaging by audience – Help Me

JOURNEY POINT	AUDIENCE / MESSAGING / CHANNEL
<p>Help Me</p> <p>Give people the information they need to navigate the city as easily as possible</p>	<p>Multi-paths Queen St Valley</p> <p><i>Audience:</i> Impacted</p> <p><i>Proposition:</i> Building a better Auckland with a city that is more people (less traffic) focused</p> <p><i>Supports:</i></p> <ul style="list-style-type: none"> • We are introducing multi-use paths on Queen St, a first for New Zealand, already proven in other cities like Paris • They will be wider and safer with space for walkers, scooters etc (not cyclists) • Here's how to use them



Messaging by audience – Attract Me

JOURNEY POINT	AUDIENCE / MESSAGING / CHANNEL
<p>Attract Me</p> <p>Showcase and celebrate the finished project to attract people back</p>	<p>Multi-paths Queen St Valley</p> <p><i>Audience:</i> Impacted & Interested</p> <p><i>Proposition:</i> Building a better Auckland with a city that is more people (less traffic) focused</p> <p><i>Supports:</i></p> <ul style="list-style-type: none"> • We introduced multi-use paths, a first for New Zealand, already proven in other cities like Paris • Facts/stories that support success • It was worth it

