



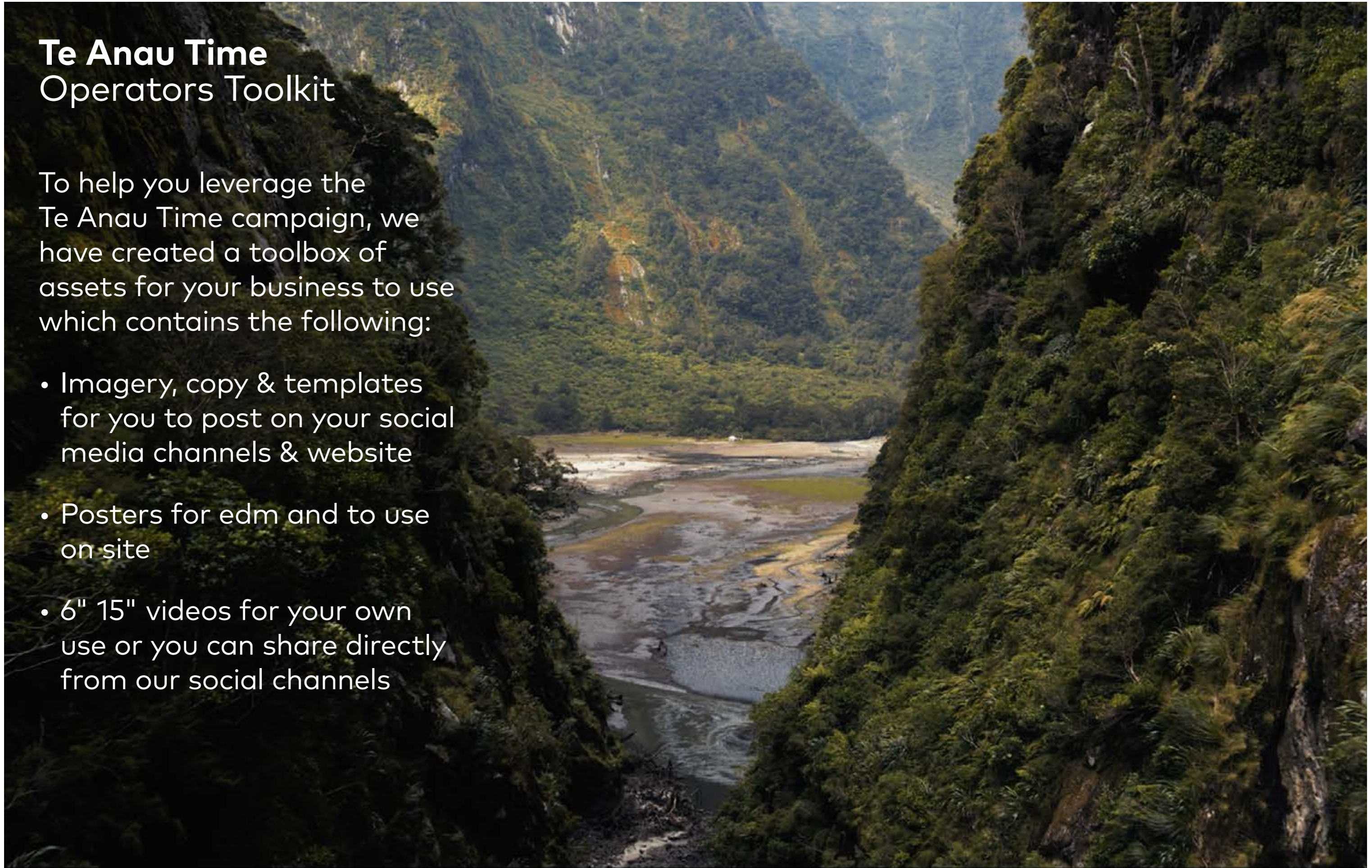
Te Anau Time Operator toolkit

FIORDLAND

Te Anau Time Operators Toolkit

To help you leverage the Te Anau Time campaign, we have created a toolbox of assets for your business to use which contains the following:

- Imagery, copy & templates for you to post on your social media channels & website
- Posters for edm and to use on site
- 6" 15" videos for your own use or you can share directly from our social channels



Te Anau Time Key Messages

To help guide you in how to talk about the campaign we have provided you with some key messaging that you can use when talking to customers or media.

1. Te Anau is launching 'Te Anau Time' as a novel way to attract visitors from around NZ to come and visit this summer and enjoy all that Te Anau has to offer.
2. There's so much to see and do in Te Anau that having the extra hour of daylight will come in handy, and...
3. Even then you'll need at least a couple of days based in Te Anau to do a portion of what is on offer
4. Te Anau and Southland is still largely undiscovered by Kiwis and there has never been a better time to visit

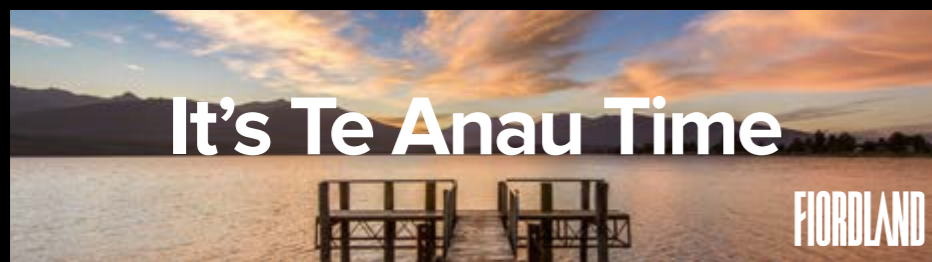


Te Anau Time Operators Toolkit

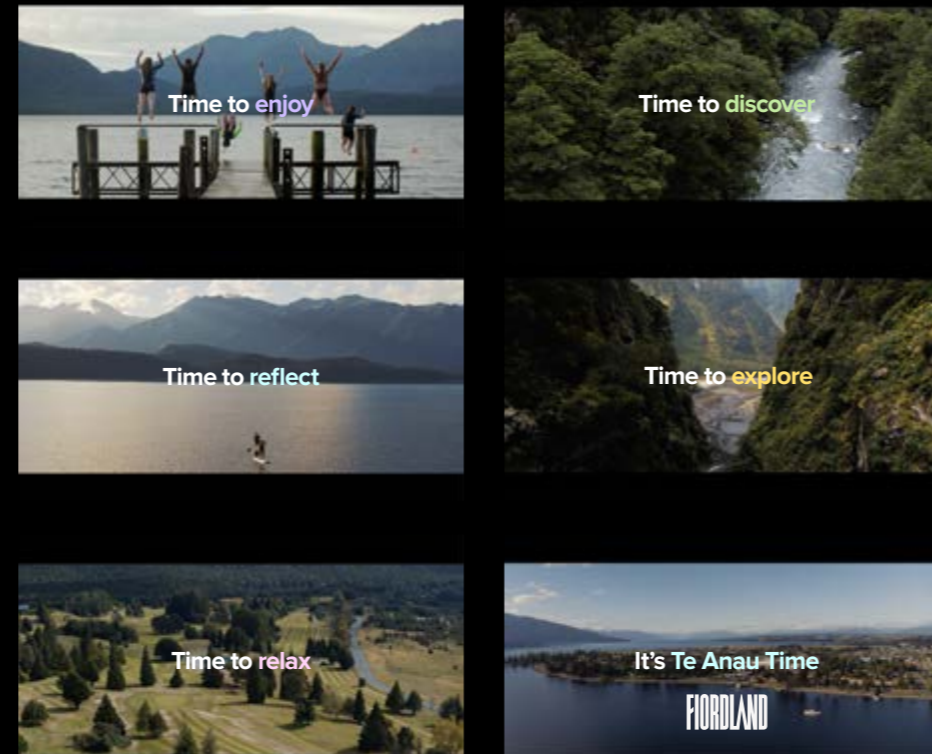
A3 poster / EDM Image (available for you to print and use)



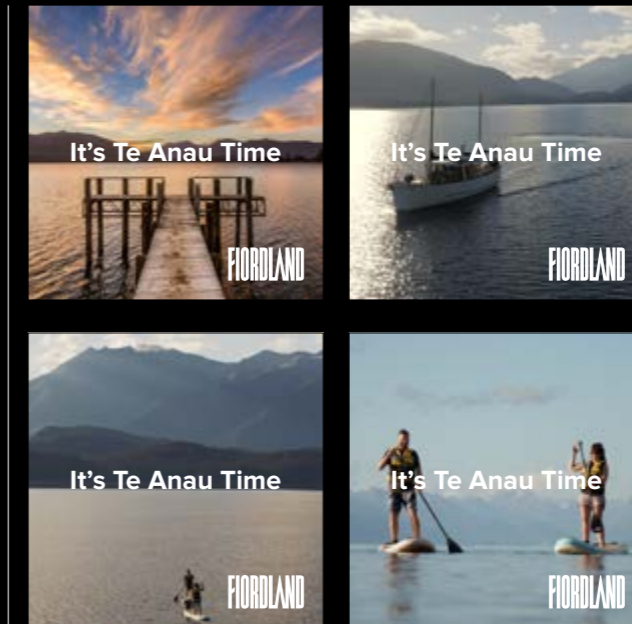
Bumper Sticker (available for you to print and use)



Video files (6sec and 15sec)



Social assets



Suggested Social copy

With more daylight than anywhere in the country, now is the best time to get on Te Anau time. More time to explore, discover and enjoy Te Anau and surrounding areas. It's about time for Te Anau Time.

Campaign Hashtags

#TeAnau #TeAnauTime #LoveFiordland

[Click here to access these files](#)

Te Anau Time Social Posts

We have developed a range of social media assets for you to use across these channels, simply select one of our existing image options or use the provided PNG's to overlay these across you own images, with the "It's Te Anau Time" always positioned in the centre and the fiordland logo in the bottom right hand corner. If you're unsure of how to do this, send your chosen image across to us and we can do it for you.

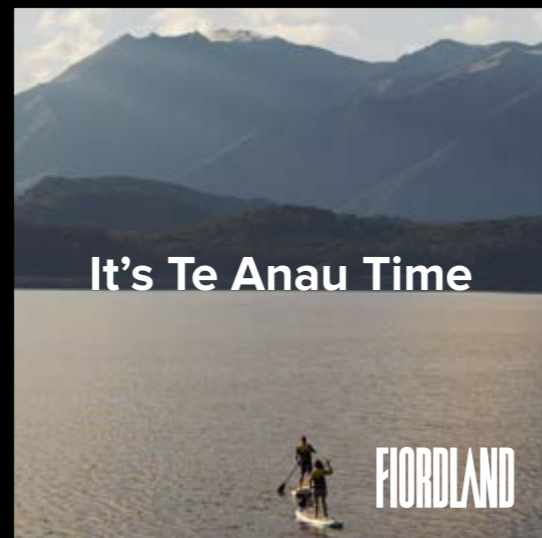
Social assets



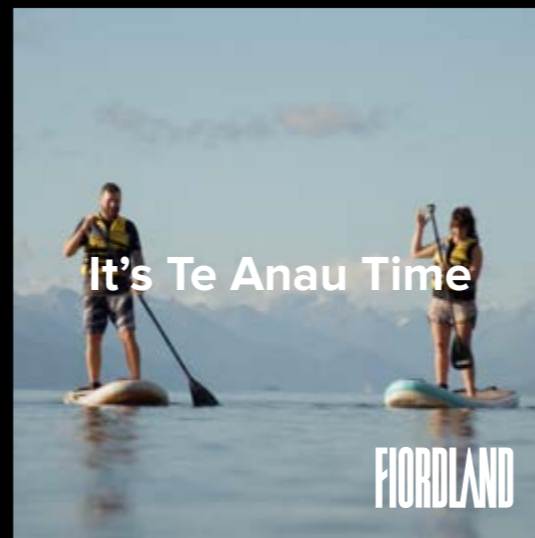
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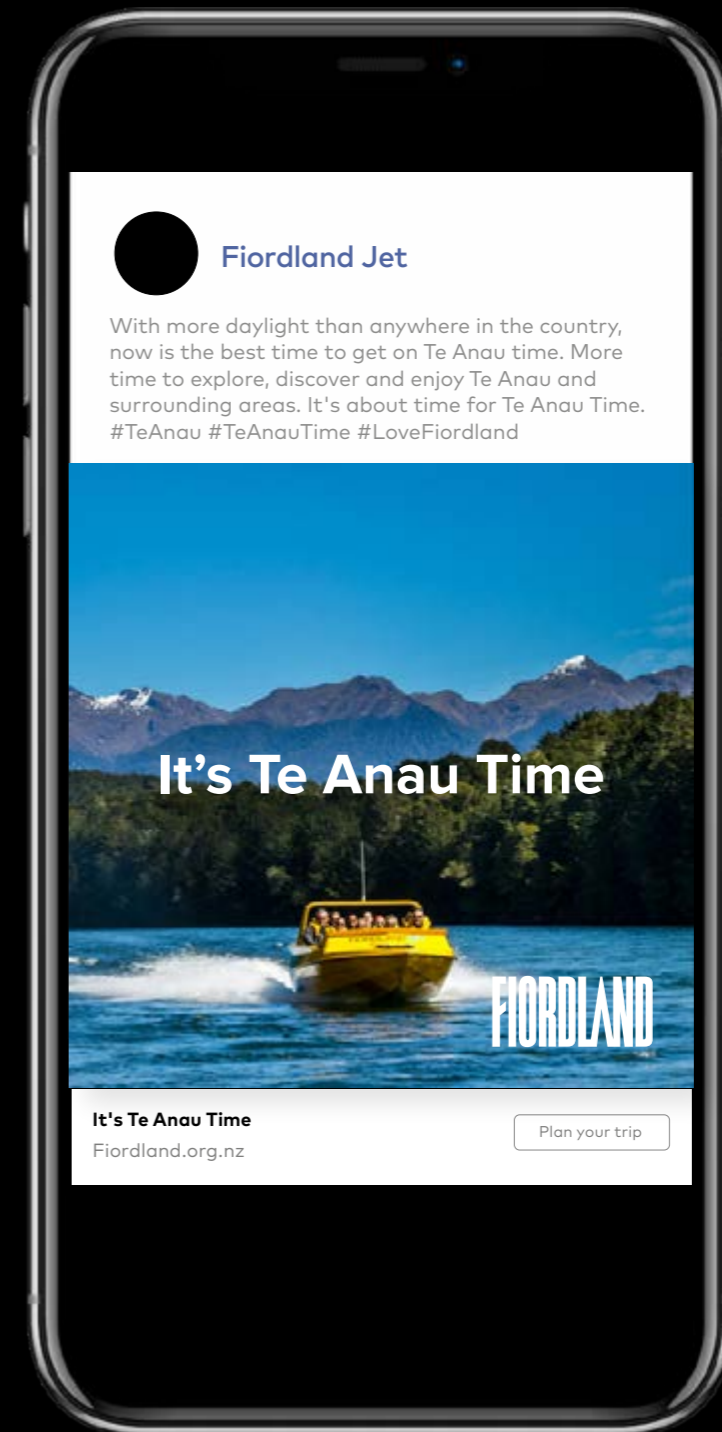


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Te Anau Time Social Post

Here is a best-practice example

1. Use copy that refers to Te Anau Time
2. Insert the correct hashtags
3. Use one of our supplied images or create your own using the .png files supplied

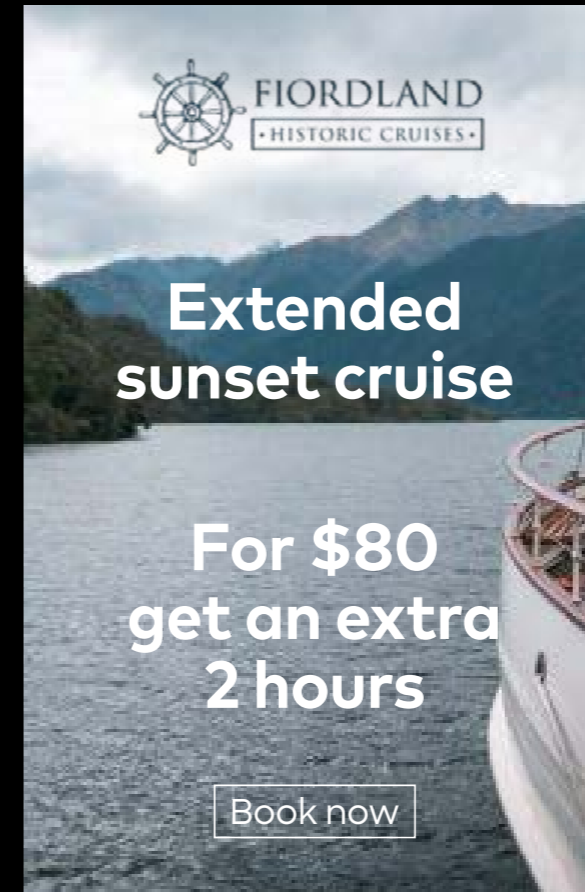


Examples only

Te Anau Time Operators Deal examples

When developing deals for your business, try to weave in the key messaging of time and explain to visitors how they can use the extra daylight to get the most out of their time in Te Anau. An example of this would be:


We are on Te Anau Time at The Ranch. This means we have longer happy hours for your enjoyment.



Te Anau Time Campaign Growth


We encourage you to share videos and stories across your media channels which link back to your business. What can you do with this extra daylight?

Try as best as possible to weave time into your stories, like in these examples here.



"We are giving all our customers a longer happy hour, so they can enjoy more Te Anau Time."

Dan, Owner & Operator,
The Ranch Bar and Grill



"We have extended our sunset cruise to make the most of Te Anau Time."

Adam, Operator,
Lake Te Anau Cruise

Te Anau Time Operator listings

With the second phase of this campaign we will be driving a lot of traffic to our website then in turn on to your operator listings

1. Check your listing is up to date, with spring/summer offers, add new images (max size 3MB)
2. Add a deal/package onto our Deals page – this is our second most popular page, we all know Kiwi's love a good bargain

If you need help with this, contact gemma@greatsouth.nz

