

**From:** Lauren McDonald  
**To:** ["hamish.mcneilly@stuff.co.nz"](mailto:hamish.mcneilly@stuff.co.nz)  
**Subject:** Response to Official Information request - Enterprise Dunedin new domestic tourism campaign  
**Date:** Wednesday, 1 July 2020 01:29:00 p.m.  
**Attachments:** [Combined responses\\_Redacted.pdf](#)

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Dear Hamish

In response to your official information request, received on 2 June 2020 "for all feedback received by Council/Enterprise Dunedin since launching its new domestic tourism campaign in late May."

Please find attached the collated responses received with the redactions made pursuant to:

section 7(2)(a) of the LGOIMA *protect the privacy of natural persons, including that of deceased natural persons.*

section 7 (h) of the LGOIMA *enable any local authority holding the information to carry out, without prejudice or disadvantage, commercial activities*

I trust that this responds to your information request.

Yours sincerely

[Lauren McDonald](#)

**Governance Support Officer**  
**CORPORATE SERVICES GROUP**

**P** 03 477 4000 | **DD** 03 474 3428 | **E** [lauren.mcdonald@dcc.govt.nz](mailto:lauren.mcdonald@dcc.govt.nz)

Dunedin City Council, 50 The Octagon, Dunedin

PO Box 5045, Dunedin 9054

New Zealand

[www.dunedin.govt.nz](http://www.dunedin.govt.nz)

**From:** Nigel Douglas <[Nigel.Douglas@omd.com](mailto:Nigel.Douglas@omd.com)>  
**Date:** Tuesday, 2 June 2020 at 12:03 PM  
**To:** John Christie <[John.Christie@dcc.govt.nz](mailto:John.Christie@dcc.govt.nz)>  
**Subject:** Plan D

Hi John

Nigel Douglas, CEO of NZ's largest media agency, 30 years' experience just to introduce myself.

This article compelled me to find your deets and email you.

[https://www.nzherald.co.nz/nz/news/article.cfm?c\\_id=1&objectid=12335388](https://www.nzherald.co.nz/nz/news/article.cfm?c_id=1&objectid=12335388)

This work is BRILLIANT. Do not listen to the nay sayers.

It is a fact that Dunedin would be well down the list of places we would visit. This campaign takes that problem and pivots off it in what I like to term a "Judo strategy," turning the "weakness" into a strength. It's loaded with self deprecating humour which feels very unique to the destination, a USP. Then you've highlighted more touristy "reasons why" off the proposition...

In my somewhat qualified opinion this is the best tourism campaign in market around covid to date. Well done.

I suspect the negative commentary you're getting is coming from locals. Why don't you run a survey to see what the rest of the country says? Top marks from me!

Who did the work?



Nigel Douglas  
CEO

L1, Eden 3  
Eden Business Centre  
16 Normanby Road  
Mt Eden  
Auckland, 1024

M: +64 21 511 611

 in f

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<https://karryon.com.au/destinations/new-zealand/a-pretty-good-plan-d-dunedin-brilliant-new-marketing-campaign/>

Dear Malcolm and Sanae,

I can't say I was totally engaged with the Option D marketing plan but regardless if you love it or hate it everyone in NZ now knows about it!!

The graphics look great and the exposure it has garnered in main stream media has made the spend look great value for dollar.

I look forward to seeing the next phase of the destination marketing gain the same traction and debate. 😊

Regards  
Andrew

**Subject:** RE: Slogan for the city [#B9EE1A]

Ho There,

Just to contextualise my interest.

I am a long standing Dunedin Fan.. and returned to the City after Christchurch Quakes ( having lost our home and land)...

SO Why Dunedin ?... We could have gone anywhere. We came because the City was still authentic, edgy, cool, smart, creative and surrounded by amazing nature. The architecture is still intact and the city generates a lot of independent original thinkers and doers . Dunedin a relaxed compact City that has on offer anything one needs... so protect and build on that!!! I have worked across regions and have seen regions can do and how they are individual BUT part of a whole NZ. Dunedin is somewhat undiscovered . It does not need to be so phlegmatic.

DCC must be very careful not to edge its way off the radar by enforcing silly measures and a half-hearted unmemorable slogan. If this is going ahead I GIVE UP...

Please Forward directly through to the City Marketing Manager and the Director Enterprise Dunedin, both from within the Marketing Dunedin Department, the Office of Chief Executive, and the

Thanks , Nikki Robb

**Subject:** FW: AutoResponse: ABC INQUIRY

Hi there,

We've been speaking about Dunedin's great tourism campaign "A pretty good plan D" hereon ABC Radio Central Coast NSW, and am hoping to get the Mayor on for a chat.

Here's a link to our FB story about slogans for our region.

Your campaign is working well as we're speaking about Dunedin!

[https://www.facebook.com/abccentralcoast/?eid=ARB\\_NEiyDMqwJvJqC3jaV7p7xNMNoTh4pFRo5R1BZ88-rieYGcRHiPX-ekzheofkbyFzWF0SbVKaPXj](https://www.facebook.com/abccentralcoast/?eid=ARB_NEiyDMqwJvJqC3jaV7p7xNMNoTh4pFRo5R1BZ88-rieYGcRHiPX-ekzheofkbyFzWF0SbVKaPXj)

This email has taken way too long for me to send.

The Plan D is an outstanding piece of work. Expertly planned, designed and executed.  
It is bang on brand it is exactly what we need.

We are leading the pack by a country mile with the way you have timed its delivery to NZ.

Well done to everyone involved. Very well done!

To the detractors, keyboard warriors and minority noise..... Sorry, I don't have time for your negativity and lack of provision of a solution to your problem.

Richard Roberts

CHIEF EXECUTIVE

**From:** Andrew Whiley  
**Sent:** Monday, 1 June 2020 08:02 p.m.  
**To:** Malcolm Anderson; Sanae Herd  
**Subject:** Option D

Dear Malcolm and Sanae,

I can't say I was totally engaged with the Option D marketing plan but regardless if you love it or hate it everyone in NZ now knows about it!!

The graphics look great and the exposure it has garnered in main stream media has made the spend look great value for dollar.

I look forward to seeing the next phase of the destination marketing gain the same traction and debate. 😊

Regards  
Andrew

[REDACTED]

---

**From:** Tina- Louise Jackson <tina-louise@signaturemedia.com.au>  
**Sent:** Monday, 1 June 2020 05:57 p.m.  
**To:** Sanae Herd  
**Subject:** Re: Holidays with Kids - Reach Australia's family travellers - NZ SOUTH ISLAND  
FEATURE LATE RATE OPPORTUNIT  
**Attachments:** image012.jpg; image011.jpg

Hi Sanae

Good to hear from you - its D for Dunedin isn't it 😊 I thought the campaign was beautifully and wittily structured, so glad you're toughing it out! We're certainly seeing quite a few tourism campaigns here, so a good time to be in market, and I think everyone is hoping that bubble opens up soon and wants to be ready for it.

In the options I was suggesting an either or in the one issue, so a full Dunedin feature OR inclusion in the South Island drive feature in the August issue, however we can either do:

Option One

Both features in our August issue  
- a full Dunedin feature  
- an editorial inclusion in the South Island drive feature

or Option Two

- a full Dunedin feature in our August issue  
- South Island feature in our December issue with an editorial mention for Dunedin

With Option One, you get the double whammy of showcasing Dunedin as a stand-alone destination + how it fits into a drive itinerary, whilst with Option Two you get 6 months coverage with the 2 issues, for the rate of Option One.

Let me know which you prefer and happy to get either going for you. If you'd be keen to look at Vacations & Travel for the more general traveller, we have an e-book opportunity '21 Travel Ideas for 2021' in August that might be interesting for you and would really put Dunedin on the map as we're only selling limited slots into this (rates [here](#)) - really cost effective, and happy to send you a bit more info if you're keen to explore?

[REDACTED]

Best regards.

Tina-L

Tina-Louise Jackson  
*General Manager*



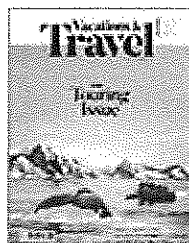
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On Mon, 1 Jun 2020 at 14:24, Sanae Herd <[Sanae.Herd@dcc.govt.nz](mailto:Sanae.Herd@dcc.govt.nz)> wrote:

Hi Tina Louise

Thanks for your email and I am thrilled you hear you got a kick out of the campaign, the locals took great offence to us being 'Plan D' and it was a tough way to end the week! I think they are coming around....

Looking at the email you sent on the 27<sup>th</sup> May are both of those features in the same magazine and this is the July/August issue? If so and we go with the first option can we then expect to also be included in the South Island Drive feature to really cement how great Dunedin is?

I am working on our Aussie strategy as I think this bubble will open up sooner rather than later, South Australia are already started their TV advertising over here!

Keen to get this confirmed with you 😊

S

Sanae Herd

Consumer and Brand Marketing Advisor

Enterprise Dunedin

Dunedin City Council

*Please note I work Monday - Thursday*

50 The Octagon, Dunedin; P O Box 5045, Moray Place, Dunedin 9058, New Zealand

Telephone: 03 471 8833 Cell 027 473 1104

Email: [sanae.herd@dcc.govt.nz](mailto:sanae.herd@dcc.govt.nz)



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**From:** Tina- Louise Jackson <[tina-louise@signaturemedia.com.au](mailto:tina-louise@signaturemedia.com.au)>  
**Sent:** Monday, 1 June 2020 3:04 p.m.  
**To:** Sanae Herd <[Sanae.Herd@dcc.govt.nz](mailto:Sanae.Herd@dcc.govt.nz)>  
**Subject:** Re: Holidays with Kids - Reach Australia's family travellers - NZ SOUTH ISLAND FEATURE LATE RATE OPPORTUNIT

Hi Sanae

Hope you're well and had a good weekend - I laughed out loud when I saw your new campaign - absolutely inspired!!

Be great to put something together for you for our late July issue of Holidays with Kids, and share all those great places to visit (and why!) with our families.

We also recently purchased Vacations & Travel, which is a title for the broader traveller (so everything from family to luxury and everywhere in between) which might be a great fit. We'll be re-launching this one in December, and again, happy to look at a content package for this one if you'd be keen to explore and bring more Australians to Dunedin, once this bubble opens?

Thanks Sanae and looking forward to hearing from you.

Best regards.

Tina-Louise

Tina-Louise Jackson  
*General Manager*

SIGNATURE MEDIA



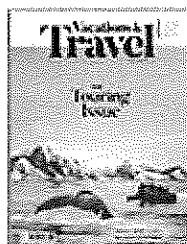
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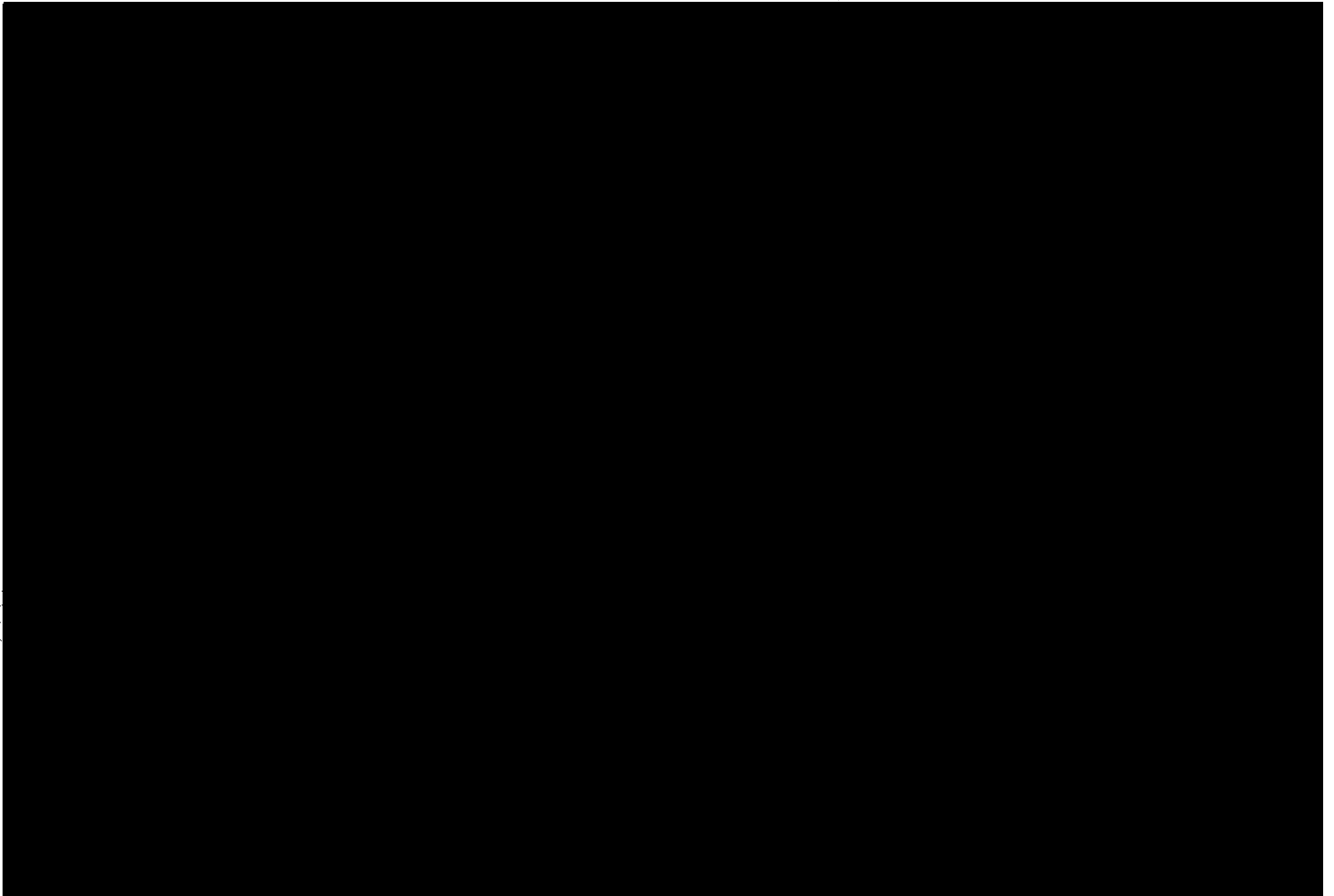
On Wed, 27 May 2020 at 11:17, Tina- Louise Jackson <[tina-louise@signaturemedia.com.au](mailto:tina-louise@signaturemedia.com.au)> wrote:

Hi Sanae

I hope you are well. Exciting to know that we'll all soon be travelling again - I know you're a little farther ahead than us - we can start to travel from June 1, and hoping that this will be the stepping stone to the opening of the Trans-Tasman bubble, which everyone is very excited about also.

Our next issue of Holidays with Kids, will be out in August, and, as you would expect, the focus will be mostly Australia and NZ focused, and we plan features on both the North and the South Island to inspire families to visit, once it is possible to do so.

We'd love to include Dunedin in this next issue, and can do this in one of two ways, at rates we have worked with in the past as follows:



Both great value options, so do let me know and I can ask Aleney to include you within this issue.

Thanks Sanae, this will be an important issue for our families after such a long down time for travelling, and I hope you'll see the benefit of showcasing Dunedin within this. Let me know if you have any questions and look forward to hearing from you.

Best regards.

**From:** Norcombe Barker <nbarker@larnachcastle.co.nz>  
**Sent:** Monday, 1 June 2020 01:17 p.m.  
**To:** Hayden Parsons; Deborah Price  
**Cc:** Sanae Herd  
**Subject:** RE: Plan D creatives

Hi Hayden

Really good to meet you the other day. What incredible images you got of the castle, they are fantastic. I really do like the one you got for the main shot, well done on that. It made the silly times you spent here all worthwhile. Thank you for the kind words as well, they are appreciated in this weird time.

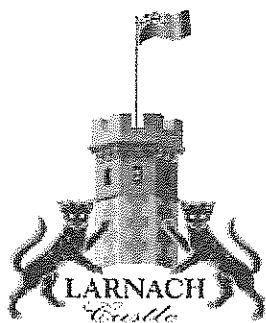
Great to hear you have a lot of other images, if you ever have to come back up, you are more than welcome. For example, the snow always has a incredible image while it lasts.

The Plan D is getting an incredible amount of coverage, I am not sure everyone understands it. But it has done an amazing job of awareness for Dunedin as a domestic tourism city, so well done to the team at ED for that, esp Sanae. She did really a great on Zoom explaining it to the others there as well.

I am showing my age a bit, but I am always blown away by what footage a drone can show around the castle, I just can get enough of that stuff!

Love your work & congrats again on doing really well in what is a quite bizarre time.

Cheers  
Norcombe



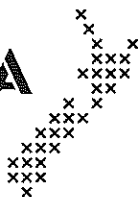
Norcombe Barker  
Director

Larnach Castle Ltd.  
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**From:** Sarah Bramhall  
**Sent:** Friday, 29 May 2020 07:24 p.m.  
**To:** Marketing Dunedin  
**Subject:** FW: Media Release: Dunedin domestic marketing campaign launched - 'A pretty good Plan D'

----- Original message -----

**From:** Dana O'Neill <Dana.O'Neill@tnz.govt.nz>  
**Date:** 29/05/20 6:17 PM (GMT+12:00)  
**To:** Sarah Bramhall <Sarah.Bramhall@dcc.govt.nz>  
**Subject:** RE: Media Release: Dunedin domestic marketing campaign launched - 'A pretty good Plan D'

I absolutely love this Sarah, what a fantastic campaign. Huge kudos to the team for what was I'm sure a lot of time and mahi.

PS I showed it to my partner whose an Egyptologist and he had a good giggle. Maybe he'll come down and check out your pyramids since he won't be getting over to Egypt anytime soon 😊

---

**From:** Sarah Bramhall <Sarah.Bramhall@dcc.govt.nz>  
**Sent:** Wednesday, 27 May 2020 4:12 pm  
**Subject:** Media Release: Dunedin domestic marketing campaign launched - 'A pretty good Plan D'

Kia ora,

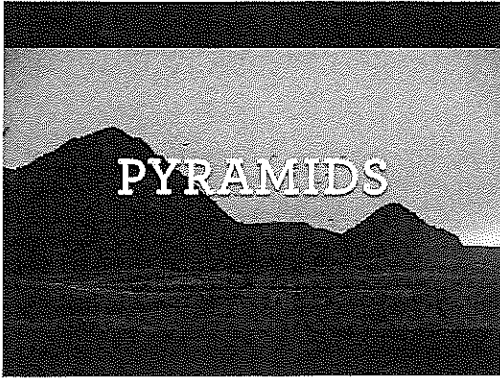
Dunedin city has launched a high impact domestic marketing campaign, which aims to attract a healthy share of the New Zealand travel market in the months ahead.

Find details in the media release, attached and below.

For further information please contact Dunedin City Council Enterprise Dunedin Director, John Christie (contact details below).

The first in a series of short campaign videos can be viewed at:

<https://youtu.be/khYJkhwu3N4>



Pyramids | Dunedin. A pretty good plan  
D. - YouTube

youtu.be

International travel is so last year...

Ngā mihi

Sarah Bramhall

PR and Promotions Advisor

Enterprise Dunedin

## **Dunedin, a pretty good Plan D**

*Dunedin launches high impact domestic marketing campaign*

**(Dunedin, 26 May 2020)** – Enterprise Dunedin, the Dunedin City Council’s destination marketing arm, has launched an intriguing, high impact new domestic marketing campaign, entitled ‘Dunedin, a pretty good Plan D’, which aims to attract a healthy share of the New Zealand travel market in the months ahead.

With the usual self-deprecating, wryly humorous branding Dunedin is renowned for, the campaign highlights the city’s many attractions in an unfolding story of references to famous international visitor hotspots, with stunning creative imagery backing up the connection.

Enterprise Dunedin Director, John Christie, says, “We are conscious that Kiwis had to cancel their international travel plans this year and many would have been heading to ‘bucket list’ locations and activities overseas. Dunedin may not have been their first choice, but it is ‘a pretty good Plan D’ and can offer alternatives comparable to those found in Europe, Asia, Australia and the US.”

The initial focus of the campaign will be on the four-five hour ‘drive market’, i.e. people in Canterbury and the southern South Island regions. It will then expand to the Wellington and Auckland ‘fly market’.

Mr Christie is confident the campaign will have impact, saying, “Prior to COVID-19 the domestic market was our largest in terms of spend, accounting for \$527M in the year to March 2020. For the many

Dunedin businesses that rely on tourism, the current economic downturn makes attracting New Zealand visitors to the city over the next six to eight months crucial to their survival.

“We hope the beautiful visuals and surprising comparisons of this campaign, will help to change Kiwis existing perceptions of Dunedin and entice them to come and explore the special places that are so abundant here. Our compact city has so many destinations that overseas visitors rave about; ‘Dunedin, a pretty good Plan D’ will turn the spotlight on them for the domestic market to see,” Mr Christie concludes.

Another key part of the campaign targets Dunedinites themselves. To ensure locals are also encouraged to patronise nearby attractions, a new Explore Dunedin programme has been launched on the My Little Local app, featuring special offers and promotional deals.

This multi-layered campaign kicked off with the first in series of videos showcasing well-known Dunedin landmarks. It reveals the beauty and ancient story of the Pyramids at Okia Reserve on Otago Peninsula.

ENDS

For more information please contact:

John Christie

Director Enterprise Dunedin

Dunedin City Council

Telephone: 03 471 8836 Cell 027 4915 916

Email: [john.christie@dcc.govt.nz](mailto:john.christie@dcc.govt.nz)

Sarah Bramhall

PR and Promotions Advisor

Enterprise Dunedin

50 The Octagon, Dunedin; P O Box 5045, Dunedin 9054, New Zealand

Mobile: 022 187 2535 Phone: 03 471 8832 ext: 3032

[www.DunedinNZ.com](http://www.DunedinNZ.com)



**From:** Dana O'Neill <Dana.O'Neill@tnz.govt.nz>  
**Sent:** Friday, 29 May 2020 06:18 p.m.  
**To:** Sarah Bramhall  
**Subject:** RE: Media Release: Dunedin domestic marketing campaign launched - 'A pretty good Plan D'

I absolutely love this Sarah, what a fantastic campaign. Huge kudos to the team for what was I'm sure a lot of time and mahi.

PS I showed it to my partner whose an Egyptologist and he had a good giggle. Maybe he'll come down and check out your pyramids since he won't be getting over to Egypt anytime soon 😊

---

**From:** Sarah Bramhall <Sarah.Bramhall@dcc.govt.nz>  
**Sent:** Wednesday, 27 May 2020 4:12 pm  
**Subject:** Media Release: Dunedin domestic marketing campaign launched - 'A pretty good Plan D'

Kia ora,

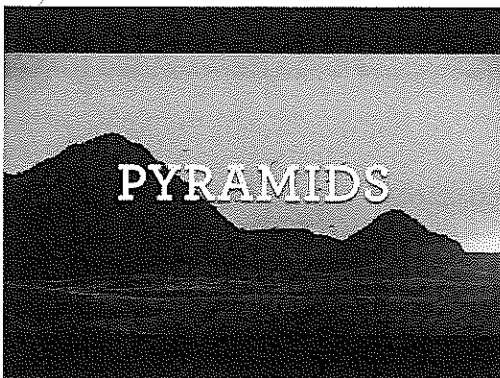
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<https://youtu.be/khYJkhwu3N4>



Pyramids | Dunedin. A pretty good plan D. - YouTube

youtu.be

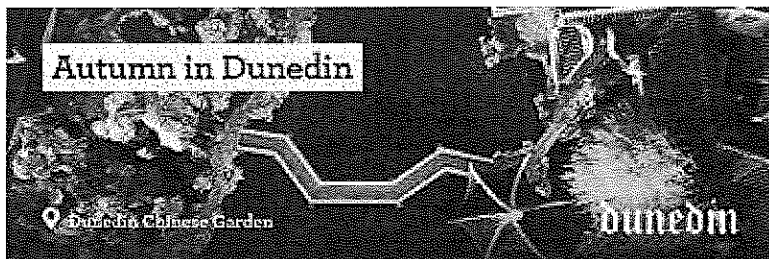
International travel is so last year...

**From:** John Christie  
**Sent:** Friday, 29 May 2020 01:02 p.m.  
**To:** Steve Walker; Kathryn Ward  
**Subject:** Re: Plan D

Thanks – enjoy a break.

John Christie  
**DIRECTOR**  
**ENTERPRISE DUNEDIN**

P 03 477 4000 | DD 03 471 8836 | M 027 491 5916 | E [john.christie@dcc.govt.nz](mailto:john.christie@dcc.govt.nz)  
Dunedin City Council, 50 The Octagon, Dunedin  
PO Box 5045, Dunedin 9054  
New Zealand  
[www.dunedin.govt.nz](http://www.dunedin.govt.nz)



---

**From:** Steve Walker <[Steve.Walker@dcc.govt.nz](mailto:Steve.Walker@dcc.govt.nz)>  
**Date:** Friday, 29 May 2020 at 12:48 PM  
**To:** Kathryn Ward <[Kathryn.Ward@dcc.govt.nz](mailto:Kathryn.Ward@dcc.govt.nz)>, John Christie <[John.Christie@dcc.govt.nz](mailto:John.Christie@dcc.govt.nz)>  
**Subject:** RE: Plan D

Thanks for that 'two cents' worth!

Have a great weekend guys..

Sent from my Samsung Galaxy smartphone.

----- Original message -----

**From:** Kathryn Ward <[Kathryn.Ward@dcc.govt.nz](mailto:Kathryn.Ward@dcc.govt.nz)>  
**Date:** 29/05/20 12:03 pm (GMT+12:00)  
**To:** Steve Walker <[Steve.Walker@dcc.govt.nz](mailto:Steve.Walker@dcc.govt.nz)>, John Christie <[John.Christie@dcc.govt.nz](mailto:John.Christie@dcc.govt.nz)>  
**Subject:** RE: Plan D

Hi Councillor Walker and John

For my 10c worth (is that the phrase?), I think the campaign is excellent and the images particularly strike a cord with my network to the beauty and offer Dunedin has.

Unfortunately, another example of the loudest voice perhaps not being representative of what the data will show and reflecting the views of the silent majority.

Best wishes  
Kathryn

---

**From:** Steve Walker <Steve.Walker@dcc.govt.nz>  
**Sent:** Friday, 29 May 2020 11:27 a.m.  
**To:** John Christie <John.Christie@dcc.govt.nz>; Kathryn Ward <Kathryn.Ward@dcc.govt.nz>  
**Subject:** Plan D

Hey John


Love the campaign and certainly the boldness of it, even if it has hit the nerve of some unthinking and insecure Dunedintes. The copy writers are actually my good friends (as is Luke) and this is pretty tame for them!

Nothing better in my mind than national coverage over multiple media channels, proving the old adage that there is no such thing as bad publicity.

Rest assured this Cr has your back and I've included Kathryn in this as she knows a thing or two about fending off non-progressive attitudes in this wonderful city of ours!

Cheers

Sent from my Samsung Galaxy smartphone.

  
**From:** Alison Mason <alison.mason@codc.govt.nz>  
**Sent:** Friday, 29 May 2020 12:28 p.m.  
**To:** Sarah Bramhall  
**Subject:** Luv it

**Follow Up Flag:** FollowUp  
**Flag Status:** Flagged

Hey lovely lady

Just a really quick note to say – luv the Plan D concept and visuals – very clever and am sure it will inspire visitors :)

Hope you are doing well – seems a bit frantic around here – but then when isn't it...

We are still working from home – no word on return to office, but then what's wrong with wearing your slippers all day especially now it seems winter has arrived – perfect inversion layer day here today – grey and COLD!!

Catch up soon (hopefully)

Ali

[REDACTED]

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**From:** Sarah Bramhall  
**Sent:** Friday, 29 May 2020 12:22 p.m.  
**To:** Hemma Vara; John Christie  
**Cc:** Hayden Parsons  
**Subject:** RE: Media Release: Dunedin domestic marketing campaign launched - 'A pretty good Plan D'

Hi Hemma

The video link is: <https://protect-au.mimecast.com/s/VPFPC71ZlkiAOAZRfBi8l6?domain=youtu.be>

SB

----- Original message -----

**From:** Hemma Vara <hemma.vara@icg.co.nz>  
**Date:** 28/05/20 6:47 PM (GMT+12:00)  
**To:** Sarah Bramhall <Sarah.Bramhall@dcc.govt.nz>, John Christie <John.Christie@dcc.govt.nz>  
**Subject:** FW: Media Release: Dunedin domestic marketing campaign launched - 'A pretty good Plan D'

Hi Sarah and John,

Thanks for your media release, we love the video.

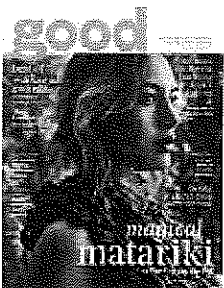
Is it possible for you to share the video file with us so we can promote it on our social media channels linking to an article we wrote about the Dunedin Pyramids? <https://good.net.nz/discover-dunedins-pyramids/>

Best,  
Hemma


--

**Hemma Vara**

Digital Producer / ICG Media  
[good.net.nz](https://good.net.nz)



**ICGMedia**

19 Lyon Ave, Mt Albert, Auckland, 1025 /   
T. +64 9360 5700 / [icgmedia.co.nz](https://icgmedia.co.nz)

[REDACTED]

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**From:** Warren Hurley <warren.hurley@orcon.net.nz>  
**Sent:** Friday, 29 May 2020 11:02 a.m.  
**To:** Sarah Bramhall  
**Subject:** Promotion & pivot

**Follow Up Flag:** FollowUp  
**Flag Status:** Flagged

Hi Sarah,

First, I can report that the Nth 15 friends that I forwarded the 'Plan D' Facebook post to, thought that it was great! One will even be here in a couple of weeks for a visit. So, 'Well done, team.'

[REDACTED]

Cheers  
Warren



[REDACTED]

---

**From:** Tony Allison <tony@visionalli.com>  
**Sent:** Thursday, 28 May 2020 11:33 p.m.  
**To:** Malcolm Anderson; Megan Crawford; Sanae Herd  
**Cc:** Richard Roberts; John Christie  
**Subject:** RE: Fab

Hi Malcolm, Sanae and John,

I would like to echo Megan's comments – well done, great work! I have just seen the Stuff article and hope to see many travellers visiting our amazing, quirky, interesting and vibrant City soon.

Top effort.

Regards  
Tony

---

**From:** Malcolm Anderson <Malcolm.Anderson@dcc.govt.nz>  
**Sent:** Thursday, 28 May 2020 2:21 PM  
**To:** Megan Crawford <mcrawford@dnairport.co.nz>; Sanae Herd <Sanae.Herd@dcc.govt.nz>  
**Cc:** Richard Roberts <rroberts@dnairport.co.nz>; Tony Allison <tony@visionalli.com>; John Christie <John.Christie@dcc.govt.nz>  
**Subject:** RE: Fab

Thanks for your support Megan, we look forward to working with you!



---

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**From:** Megan Crawford <mcrawford@dnairport.co.nz>  
**Sent:** Thursday, 28 May 2020 1:23 p.m.  
**To:** Malcolm Anderson <Malcolm.Anderson@dcc.govt.nz>; Sanae Herd <Sanae.Herd@dcc.govt.nz>  
**Cc:** Richard Roberts <rroberts@dnairport.co.nz>; John Christie <John.Christie@dcc.govt.nz>; Tony Allison <tony@visionalli.com>  
**Subject:** Fab

Brilliant work – thank you for bringing us Plan D!  
We are extremely proud to be supporting this unique and truly Dunedin campaign.

Thank you for your hard work and creativity . We look forward to working with you to promote our #dunnerstunner

Meg

**From:** Sarah Bramhall  
**Sent:** Thursday, 28 May 2020 10:16 a.m.  
**To:** Malcolm Anderson; Sanae Herd  
**Cc:** John Christie  
**Subject:** Stuff interview - plan D

**Importance:** High

Hi all,

Malcolm as mentioned this morning, Hamish McNeilly from Stuff wants to do a piece on the campaign and chat to John sometime today, ideally before midday-ish.

He is after the cost, and thought, behind it.

Below are the messages Sanae prepared for the release, so if there is anything else to add – cost etc, can you please pop these in below:

Key messages and talking points for Dunedin domestic marketing campaign

- The campaign talks to those New Zealanders who are disappointed with having to cancel their overseas holidays.
- Compares popular overseas destination with Dunedin ie Bali comparison with the numerous Dunedin surf breaks, the heritage and architecture of Edinburgh etc
- Campaign will be rolled out over the coming months with short videos and creatives introducing new comparative destinations
- Sits under the TNZ campaign to stimulate domestic travel
- The campaign will initially target the 'drive' market (residents in a 4.5 hour drive distance from Dunedin and including Christchurch) then under COVID Level 1 will be in the Wellington and Auckland markets. It will also be in the Australia market when appropriate
- We know that Dunedin scores highly with visitors across a wide range of different attractions. From wildlife, beaches, and nature, to arts, culture, architecture, food and drink.
- Wherever people were going to go, and whatever they were hoping to do, Dunedin can offer a viable alternative.
- The aim is to keep the interest in Dunedin during this campaign so the comparative destinations will be introduced incrementally which is also useful as no one can predict how long our borders will be closed.

Best,

Sarah Bramhall  
PR and Promotions Advisor  
Enterprise Dunedin  
50 The Octagon, Dunedin; P O Box 5045, Dunedin 9054, New Zealand  
Mobile: 022 187 2535 Phone: 03 471 8832 ext: 3032

[www.DunedinNZ.com](http://www.DunedinNZ.com)

[REDACTED]

---

**From:** Rachel Elder  
**Sent:** Wednesday, 27 May 2020 05:48 p.m.  
**To:** Sarah Bramhall; John Christie; Malcolm Anderson  
**Cc:** Chris Staynes; Andrew Whiley  
**Subject:** Re: Media Release: Dunedin domestic marketing campaign launched - 'A pretty good Plan D'

Hi Sarah,

Love that we allude to many iconic spots around the world - I have thought of this idea myself in the past as Dunedin is so great!!!

St Clair surfing - Bali with a wetsuit on!!!

Great thinking team!!!

Cheers

Rachel Elder

Sent from my iPad

On 27/05/2020, at 4:04 PM, Sarah Bramhall <Sarah.Bramhall@dcc.govt.nz> wrote:

Kia ora,

Just to let you know that the following message and media released (also attached) will be going out shortly.

Dunedin city has launched a high impact domestic marketing campaign, which aims to attract a healthy share of the New Zealand travel market in the months ahead.

For further information please contact Dunedin City Council Enterprise Dunedin Director, John Christie (contact details below).

Two short campaign videos can be viewed at:

<https://youtu.be/khYJkhwu3N4>

<https://youtu.be/h6djRNhY6oE>

Ngā mihi

Sarah Bramhall

**From:** Louisa Turner <office@tourismexportcouncil.org.nz>  
**Sent:** Wednesday, 27 May 2020 05:06 p.m.  
**To:** Sarah Bramhall  
**Subject:** RE: Media Release: Dunedin domestic marketing campaign launched - 'A pretty good Plan D'

Hi Sarah ,

Love the title! Hope your week is going well.

I have added your release to our [TECNZ website](#).

Bring on the visitors this long weekend!

Ngā mihi

Louisa



**Louisa Turner** Communications & Operations  
Tourism Export Council of New Zealand  
Level 4, 326 Lambton Quay, Wellington 6011  
PO Box 25151, Wellington 6140, New Zealand  
**M:** +64 27 480 7252  
**E:** [office@tourismexportcouncil.org.nz](mailto:office@tourismexportcouncil.org.nz) **W:** [www.tourismexportcouncil.org.nz](http://www.tourismexportcouncil.org.nz)

Check out video to learn about what Inbound Tour Operators do:  
<https://www.youtube.com/watch?v=tiS6fKdgPpc&feature=youtu.be>

---

**From:** Sarah Bramhall <Sarah.Bramhall@dcc.govt.nz>  
**Sent:** Wednesday, 27 May 2020 4:12 PM  
**Subject:** Media Release: Dunedin domestic marketing campaign launched - 'A pretty good Plan D'

Kia ora,

Dunedin city has launched a high impact domestic marketing campaign, which aims to attract a healthy share of the New Zealand travel market in the months ahead.

Find details in the media release, attached and below.

For further information please contact Dunedin City Council Enterprise Dunedin Director, John Christie (contact details below).

The first in a series of short campaign videos can be viewed at:

<https://youtu.be/khYJkhwu3N4>

**From:** Lauren Vosper <Lauren.Vosper@tnz.govt.nz>  
**Sent:** Wednesday, 27 May 2020 05:45 p.m.  
**To:** Sarah Bramhall  
**Subject:** RE: Media Release: Dunedin domestic marketing campaign launched - 'A pretty good Plan D'

Love it!!! Congrats team. Made me smile 😊

---

**From:** Sarah Bramhall <Sarah.Bramhall@dcc.govt.nz>  
**Sent:** Wednesday, 27 May 2020 4:12 PM  
**Subject:** Media Release: Dunedin domestic marketing campaign launched - 'A pretty good Plan D'

Kia ora,

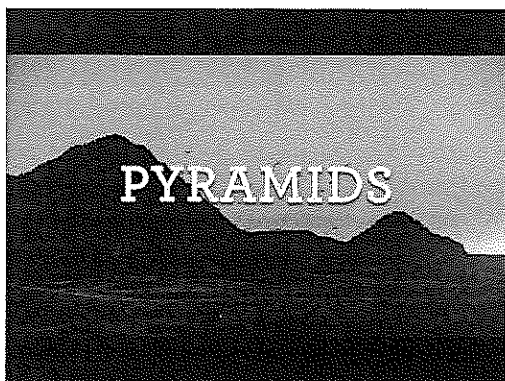
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The first in a series of short campaign videos can be viewed at:

<https://youtu.be/khYJkhwu3N4>



Pyramids | Dunedin. A pretty good plan D. - YouTube

youtu.be

International travel is so last year...

Ngā mihi

Sarah Bramhall

**From:** Brenda Ward <brenda@junoinvesting.co.nz>  
**Sent:** Wednesday, 27 May 2020 04:22 p.m.  
**To:** Sarah Bramhall  
**Subject:** RE: Media Release: Dunedin domestic marketing campaign launched - 'A pretty good Plan D'

Hi Sarah

Love it.

Yes, it's a pretty good plan A, actually!

Is it a good time to talk again about doing a Dunedin feature as part of JUNO?

Cheers  
Brenda



**Brenda Ward**

Editor

m. +64 27 2877 313

e. [brenda@junoinvesting.co.nz](mailto:brenda@junoinvesting.co.nz)

w. [junoinvesting.co.nz](http://junoinvesting.co.nz)

s. Level One, 1 Byron Ave, Takapuna, Auckland 0622



---

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## Plan D feedback on Twitter

Notifications

All Mentions

butthewayseelt @slobberchop · Jun 2  
marketing gold... with a gothic black tinge!  
great job @Lovedunedin

Dunedin NZ @Lovedunedin · Jun 2  
International travel is so last year.  
You might not be going where you hoped, but the good news is, you get to come to Dunedin NZ.  
#dinnerstunner #dunedinnz

Google Cloud ANZ @GoogleCloud\_ANZ  
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Kane Fleury @KaneFleury  
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RoMqnS @RoMqnS  
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New Zealand ends coronavirus-free streak after two women test positive

Trending in New Zealand  
Mike Hosking

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RoMqnS @RoMqnS  
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Dunedin NZ @Lovedunedin  
https://twitter.com/Lovedunedin/status/12074924828249058/picots/1

BUSINESS\_Challen...jpg meeting-90660248...ics

Notifications

All Mentions

Truly impressive photos, Paul. Doesn't get much better than this... feel like I'm sitting there staring at all this beauty! Well done!!

Hayden Raw @haydenraw · May 29  
This is brilliant. Genuinely makes me feel homesick. What a cracker.  
@Lovedunedin

Dunedin A Pretty Good Plan D: DCC spends \$145,000 on new campaign  
A new \$145,000 slogan, aimed at entlring New Zealanders to visit Dunedin, is getting a D-grade from many online.  
nz.co.nz

Cerberus @Cerberus21014829 · May 29  
Replying to @five15design and @Lovedunedin

Google Cloud ANZ @GoogleCloud\_ANZ  
Promoted

Kane Fleury @KaneFleury  
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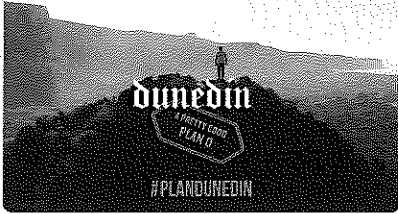
AllMentions

Show this thread

Azahir Rahim · Be Kind, Stay safe! @azahir · May 29

Replying to @radionz

I suggest that @CityCouncil or @Lovedunedin add a hashtag, so that people get Plan "D" is for Plan Dunedin.



1

Pat Plicher · @lminwellington · May 29

Replying to @five15design and @Lovedunedin

Paul, your shooting game is on fire at the moment!!!! Love these!!!

1

Eleanor Goldsmith · @zaichishka · May 29

COVID-19 · LIVE

COVID-19: How to protect yourself

Trending in New Zealand

Jacinda

4,422 Tweets

Trending in New Zealand

Dr Bloomfield

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@KaneFleury

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## Plan D feedback on Twitter

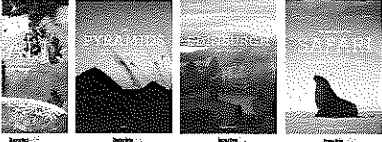
twitter.com/notifications/mentions

Notifications

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Dunedin NZ @Lovedunedin

https://twitter.com/Lovedunedin/status/1207645260268249089/photo/1

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twitter.com/notifications/mentions

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mz.co.nz

Cerberus @Cerberus21014829 · May 29  
Replying to @dive15design and @Lovedunedin  
This is a really good idea. It's a great idea to have a slogan that is a bit of a joke. It's a great idea to have a slogan that is a bit of a joke.

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https://t.co/sM4b9WZtcamps1

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Address bar: twitter.com/notifications/mentions

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**Kane Fleury** @KaneFleury Follow

**Dunedin NZ** @Lovedunedin

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LinkedIn feed post titled "Dunedin wants domestic travellers to consider 'Plan D' after lockdown". The post includes reactions and comments from Sarah Ramsey, Peter McIntyre, and Andy Waimarama. The right sidebar shows similar pages like Dunedin City Council, Startup Dunedin, and Otago Chamber of Commerce.

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LinkedIn feed post by Mark Quayle (2nd) titled "Great campaign." with 3 likes. The post content is partially obscured. Below it, Steve Whitty (2nd) comments "A great place!". Further down, Rohina B. (2nd) comments "Gotta love the D". Adam (Arana) Taylor-Fruera (2nd) comments "I love this campaign!!!!". Kate O'Connell (2nd) comments "Such a cool campaign." and "Add a reply...". The right sidebar shows "Similar pages" including Dunedin City Council, Startup Dunedin, and Otago Chamber of Commerce. The bottom status bar shows "meeting-80680248...".

Continuation of the LinkedIn feed. Kate O'Connell (2nd) continues her comment "Such a cool campaign." and "Add a reply...". Robin Gould (2nd) comments "Yes this is a great campaign. Those who don't get it, with a capital D, have a deficit perspective. Instead they should be thinking differently. Capital D". Andy Wolmarans (2nd) comments "The D could be an A depending on how you cut the stats." and "Add a reply...". Another Andy Wolmarans (2nd) comment follows: "The third time round, it made me laugh, but maybe only because its so bad. The uni town gets a D...". The right sidebar remains the same. The bottom status bar shows "meeting-02680248...".

LinkedIn feed post for Dunedin. The post features four images of people and a video player. The text of the post is: "Dunedin - a pretty good plan D" made me laugh! Funny campaign. Did you see a jump in numbers in general when NZ entered level 2?". The post has 125 likes and 12 comments. The comments section shows three comments: "Awesome work guys!", "That's pretty clever. Well done Dunedin!", and "It was a fantastic campaign and I've been following with interest the". The right sidebar shows similar pages: Dunedin City Council, Startup Dunedin, and Otago Chamber of Commerce.

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