

# THE NEW ZEALAND STORY

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**MAKING NEW ZEALAND  
FAMOUS FOR MORE  
GOOD THINGS**



A scenic landscape in New Zealand featuring snow-capped mountains, a lake, and two people walking on a path. The mountains are reflected in the calm water of the lake. Two people are walking on a path that crosses the lake. The sky is clear and blue.


**OUR MOST  
VISIBLE STORY**

**100% PURE NEW ZEALAND**

[newzealand.com](http://newzealand.com) 



**OUR SECOND MOST  
VISIBLE STORY**

A shepherd in a grey jacket and dark pants stands in a vast green field, holding a long staff. Two black dogs are with him. In the distance, a large flock of sheep is gathered near a blue lake, with a range of brown mountains under a cloudy sky in the background.

**THE  
UNINTENDED  
CONSEQUENCE**

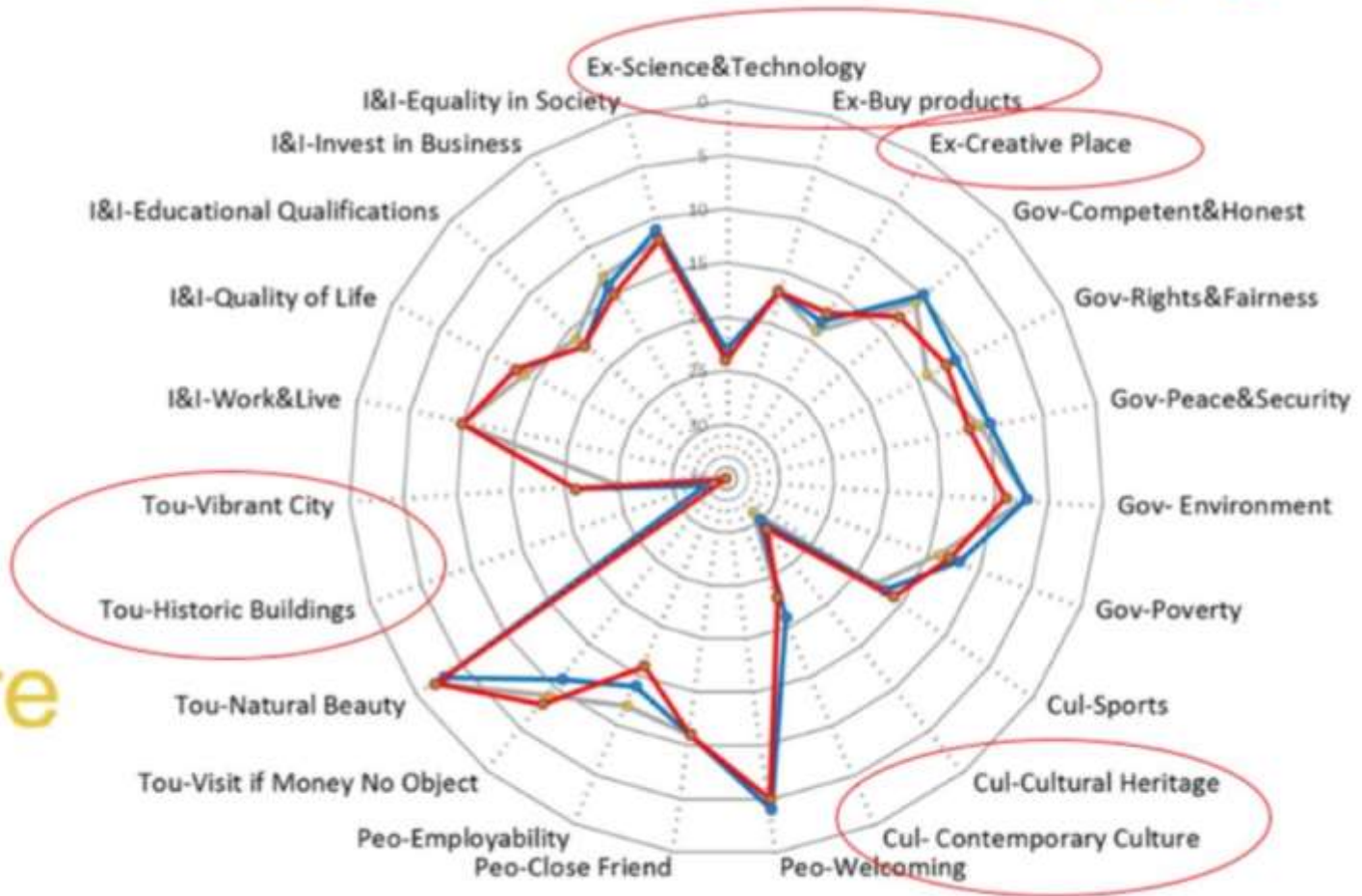
# BUT NZ HAS AN UNEVEN PROFILE

Advertising  
 Crafts  
 Fashion  
 Music  
**Agriculture**  
 Museums  
 Street  
 Automobiles  
 Food  
 Sculpture  
 Film-and-television  
 Films  
 High-technology  
 Pop  
 Sports  
 Circus  
 Modern-Design  
 Opera



GfK Roper Anholt NBI Report

2015 2016 2017





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# EXPANDING OUR STORY BEYOND THE KNOWN

## KNOWN



## LESSER KNOWN



## UNKNOWN







A nighttime photograph of the Shanghai skyline. The Oriental Pearl Tower is the central focus, illuminated with purple and white lights. To its right is the Shanghai Tower, featuring a 'NEW ZEALAND' logo. The background is filled with other brightly lit skyscrapers. In the foreground, a river reflects the city lights, with a boat and a building with a white, wing-like roof visible. A black rectangular box with white text is overlaid on the left side of the image.

# HEALTH & NUTRITION

**AUTHENTICITY**

HOLLYWOOD

NEW ZEALAND





**CELEBRATION**

**“ A progressive nation  
of creative ingenious people  
challenging the status quo  
creating solutions to problems  
whilst always caring  
for people, place and planet ”**

“When we are abroad, selling our story, our brand, our product – it is inextricably linked with our reputation at home”

**PRIME MINISTER  
ARDERN**







## COUNTRY PERCEPTION RESEARCH

Download the full reports  
[nzstory.govt.nz](https://nzstory.govt.nz)



China Country Perceptions Research Pre...



Australia Country Perceptions Research ...



Japan Country Perceptions Research Pr...





# LOG ON TO NZSTORY.GOVT.NZ TO GET FREE RESOURCES



A TOOLKIT TO MAKE IT EASY FOR GOVT. AND BUSINESS  
TO SHARE AND CREATE YOUR OWN COMPELLING STORY

MAKING NEW ZEALAND  
KNOWN FOR MORE  
GOOD THINGS

## CHINA PERCEPTION RESEARCH

China is brimming with business opportunities. But this challenging market is tough to navigate unless you understand research to see how Chinese business and consumers see New Zealand and yourself to help you get ahead.

[DOWNLOAD RESEARCH](#)



Australia Country Perceptions Research ...



## UPCOMING WORKSHOPS - KA U MAI



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Society



Sustainability  
& Environment



Culture &  
Heritage



Science &  
Technology



Creativity  
& Art



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THINGS**



**NZSTORY.GOV.T.NZ**

