

Vector Lights launches Celebrating Auckland

Marketing Campaign Industry Toolkit



OVERVIEW OF MARKETING CAMPAIGN

Background

Vector Lights is excited to launch Celebrating Auckland, a promotable attraction for Auckland, meaning you can now see a Vector Lights show every weekend.

Celebrating Auckland will kick off Friday 20 May on the Auckland Harbour Bridge (with promotional activity beginning 16 May 2022) and will be held at regular intervals, every Friday and Saturday, when there are no event lights programmed for special occasions, e.g., Auckland Anniversary, Waitangi, Diwali, Pasifika, Lantern, Anzac Day, Matariki, Elemental, Christmas, New Year's Eve etc.

Shows will run 30 minutes after sunset until midnight, every 30 minutes.

The music track accompanying the shows, has been timed to coincide with the transitions between passages and ends at exactly 10 minutes.



OVERVIEW OF MARKETING CAMPAIGN



Our Why

With the New Zealand borders re-opening and people returning to the city, the team behind Vector Lights wanted to create a must-see attraction every weekend on the iconic Tāmaki Makaurau Auckland Harbour Bridge.

The bridge will sparkle with a dazzling light show every Friday and Saturday, ensuring residents, businesses and visitors can reliably know when the lights are on and can plan, promote and visit accordingly.

The lightshows will represent Auckland's place brand themes (Region of Wairuatanga, Collective Worlds, Playground for Ideas and Urban Oasis) sharing Auckland's unique narrative with the rest of New Zealand and the world.



OVERVIEW OF MARKETING CAMPAIGN

The 'Celebrating Auckland' light shows will be representative of the [Auckland Brand themes](#):

[He whaitua whai wairuatanga | Region of wairuatanga](#) – Tāmaki Makaurau Auckland is home to a living, vibrant indigenous culture. Māori culture is alive through the language, tikanga (protocols) and values that are practised and seen in our communities. The mauri (spirit) of this city lies deep within its core.

[He tōpūtanga ao | Collective worlds](#) – With one in three residents born overseas, Auckland is both quintessentially Kiwi and surprisingly global. One city with many worlds, where we embrace diversity, and anyone can make themselves at home.

[He wāhi whakakaupapa | Playground for ideas](#) – A playground where early adopters and forward-thinkers can experiment with new businesses, met by our youthful spirit and will-do attitude. We place people, nature and quality of life before growth at any cost.

[He whakamarutanga ā-tāone | Urban oasis](#) – A restorative urban oasis where the work and life balance easily. Auckland offers the best of both worlds for our residents and visitors: the opportunities of a vibrant city, surrounded by spectacular nature.



OVERVIEW OF MARKETING CAMPAIGN

In market

- 16 May 2022

Target audience

- All Aucklanders 18+, domestic and international visitors that are looking for entertainment in the city centre
- Geographic local audiences – those that live within close drive/within walking distance to view the bridge, such as Aucklanders who live in the Waitematā and Kaipātiki Wards and Local Boards.

Channels

- Social only including Facebook link posts, Instagram story, YouTube (6” video and 15” video. Video ads are non-skippable)
- Organic social posts to feature on the Vector Lights, What’s On and Visit Auckland social accounts. An event page will be created on the What’s On Facebook page



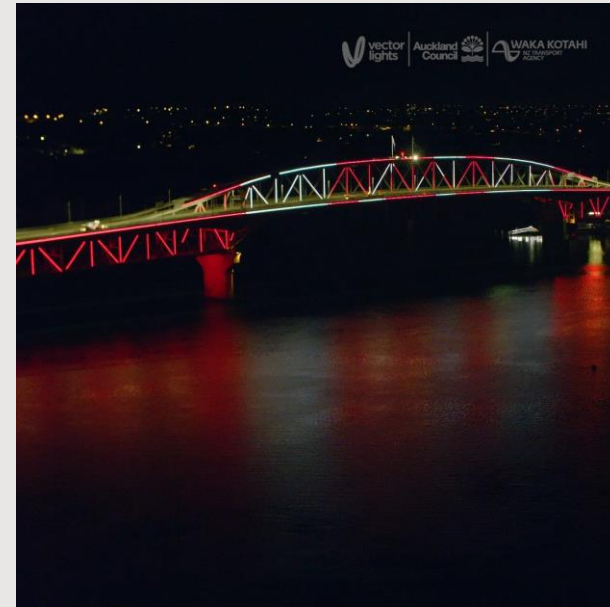
MARKETING CAMPAIGN CREATIVE

Throughout the promotional campaign, we want to create buzz in the lead up to 'opening weekend' and beyond.

[YouTube 15" Promotional Video](#)



[Facebook 15" Promotional Video](#)



HERE'S HOW YOU CAN TAKE PART

FOR COPY...

We have an engaging short and sharp format we use:

- 1) Ask Aucklanders and/or New Zealanders what they're up to for the weekend.
- 2) Share your place/experience and use engaging words like "get together" "round up the whānau" and then give a short snappy sentence about the awesome things your place/experience offers that visitors can enjoy while watching the light show.
- 3) Inform them of your geographic location so they can see how easy it is to get there.
- 4) Use our hashtag #vectorlights on your social posts



HERE'S HOW YOU CAN TAKE PART

FOR PROMOTION...

- 1) Follow the Vector Lights Instagram Page @vectorlights for regular updates and image and copy inspiration.
- 2) Vector Lights will tag and reshare content to help extend your reach and promote your events
- 3) Visit the Vector Lights microsite www.vector.co.nz/celebratingauckland dedicated to Celebrating Auckland to find event information, imagery and more
- 4) Vector Lights encourages businesses to create their own promotional tie in activity with the shows – e.g., a themed cocktail, a set menu coinciding with the show, or a competition related to the show's theme



HERE'S HOW YOU CAN TAKE PART

FOR IMAGERY...

Pick portraits that are vibrant, colourful, good quality, modern and candid. Ideally show people dining/doing an activity together. Or alternatively use beautiful landscape shots of the Vector Lights on the Auckland Harbour Bridge and its surrounds from your place/experience.

Assets including footage, stills and media creative found here: https://drive.google.com/drive/folders/1M_hzmU14sRmAF4Kmx4gizhOUUWBsc2At



Ngā mihi

For any additional questions or requirements relating to Celebrating Auckland please feel free to contact Alex Little – Partnerships Specialist, alex.little@aucklandcouncil.govt.nz

