



NEW ZEALAND
NZSTORY.GOV.T.NZ

DOING BUSINESS IN THE UNITED STATES

FEBRUARY 2016 VERSION 1.1

WELCOME TO THE UNITED STATES

IT'S BIG, BOLD AND BURSTING WITH OPPORTUNITY. BUT BEFORE YOU TAKE YOUR BUSINESS TO THE UNITED STATES, YOU NEED TO KNOW WHO YOU'RE TALKING TO, FIND OUT WHAT THEY KNOW ABOUT YOU, AND MOST IMPORTANTLY, YOU NEED TO TELL A STORY THEY WANT TO HEAR.

That's why New Zealand Story, a government initiative that supports offshore sales, has researched consumers in the U.S. to find out what they think of New Zealand. So have a read, have a think, then get out there and start telling your own New Zealand Story.

GET AHEAD WHAT WE DID

Succeeding in the United States starts with really understanding the people – who they are, what they want and how they see you. New Zealand Story researched consumers to bring you those insights and more. Here's how we did it.

PROCESS

Research took three core approaches: six in-depth interviews and three focus groups for consumers, as well as five B2B interviews with buyers and onsellors from key industries, particularly food and beverage.

REGIONS

We researched consumers in Los Angeles, Houston and New York City. And while research focuses on cities, it also gives you a deeper understanding of the industries, markets and people within each region.

AUDIENCE

We focused on two demographics: younger consumers aged 18-30, and older consumers aged 40-65 with an income of \$100K+. Within both groups, there was a quota of consumers either interested in traveling to New Zealand or conscious purchasers of our goods.

GET STARTED WHAT'S IN IT FOR YOU?

INTRODUCING THE UNITED STATES

This is an introduction to the American people and the unique business environment in the U.S. with insights and information that will help you understand how they think, what makes them tick and what you need to do to ensure your business success.

THREE KEY MARKETS

We have developed three summaries for key export markets; Los Angeles – California, Houston – Texas, and New York City – New York. By providing an overview of what each market values and how they perceive NZ, you can develop strategies and content that will allow you to tell your NZ story in the most effective way.

INDUSTRY INSIGHTS

There are endless opportunities in U.S. but there's also plenty of competition. Our targeted industry insights explore a range of industries to get you started on how to grow your business in a highly competitive market.

THIS DOCUMENT IS A GREAT STARTING POINT IF YOU'RE
LOOKING AT TAKING YOUR BUSINESS TO THE U.S.
FOR MORE TOOLS AND RESOURCES VISIT [NZSTORY.GOV.T.NZ](https://nzstory.govt.nz)

HOW THEY SEE NEW ZEALAND



PEOPLE RESOURCEFUL. FRIENDLY AND RELAXED.

The U.S. sees New Zealanders as friendly and relaxed, with a positive attitude towards work and life. And while they think of us as a small nation, that means they also assume we are a resourceful bunch of people, capable of thinking outside the box and exploring new possibilities.



BUSINESS PROGRESSIVE. SUSTAINABLE.

The U.S. knows about our strengths in dairy, farming and tourism – which means they see us as sustainable, with a progressive approach to business. That appeals to Americans, who care more and more about sustainability, but we need to supplement that with world-class expertise and innovation.



ENVIRONMENT REMOTE AND PICTURESQUE. CLEAN AND PURE.

Our distance from the U.S, as well as our emphasis on a clean and pure image, means that they see us as remote and picturesque – perfect for a scenic holiday, but not for a business partnership. They see our natural environment as defining who we are, rather than enhancing it.

“IT’S A BEAUTIFUL COUNTRY. IT’S UNDERAPPRECIATED AS FAR AS TOURISM GOES, HAS GREAT WINE BUT MANUFACTURING IS PROBABLY NOT A BIG THING DOWN THERE.”

– U.S. Research Participant

INTRODUCING THE UNITED STATES



NEW ZEALAND
NZSTORY.GOV.T.NZ

WHAT YOU NEED TO KNOW ABOUT THE UNITED STATES AND IT'S PEOPLE

WHEN YOU'RE DOING BUSINESS IN A NEW MARKET, UNDERSTANDING THE PEOPLE AND THE CULTURE GIVES YOU AN ALL - IMPORTANT HEADSTART. SO HERE ARE A FEW KEY THINGS YOU'LL NEED TO KNOW ABOUT THE UNITED STATES AND IT'S PEOPLE.



AMERICA VS. NON-AMERICA

Americans measure other countries against their own. But being compared to a big, wealthy and diverse country means it can be difficult to stand out. So it's best to touch on what we have in common, and focus on our points of difference.



GOOD LUCK VS. HARD WORK

Americans are proud of their freedom and believe that with the right attitude and a lot of hard work, anything is possible. They relate to confidence, optimism and determination - which leaves no room for Tall Poppy Syndrome.



INDIVIDUAL VS. COLLECTIVE

The pursuit of individual success is endless, which can mean putting their needs ahead of others. But in a world that's more connected than ever, they escape self-interest by buying sustainable goods that make them feel good as Americans. Our strengths in those areas are a great point to leverage.



ONE STORY VS. MANY STORIES.

Business and brand in the U.S. isn't 'one size fits all'. Each area has its own unique identity, with different strengths, values, attributes and culture. So it's a good idea to cut the generalisations and build your story around the specific people you're talking to.

WHAT YOU NEED TO KNOW ABOUT DOING BUSINESS IN THE UNITED STATES

THE U.S. IS ONE OF THE WORLD'S MOST COMPETITIVE MARKETPLACES, AND OPENING THE RIGHT DOORS CAN SEEM DAUNTING. THAT'S WHY WE'VE PUT TOGETHER A FEW OF THE BASICS YOU'LL NEED TO GET STARTED.



ONE BE PREPARED

Americans care about good first impressions. So whether you're going to a meeting, making a phone call or pitching your business, be there on time and ready to impress them with your research, appearance and attitude.



TWO TALK THE TALK

When it comes to business, Americans are rarely modest. Having 100% confidence in your pitch is really important – so do your homework, know your story, and be prepared to defend your brand against competition.



THREE SHOW COMMITMENT

In a competitive market like the U.S., taking calls or answering questions in real-time is a big advantage. Don't jump on a plane right away, but do start thinking about a local office or CEO/partner and weigh up a full shift in-market.



FOUR BRAND COMES FIRST

The U.S. market is saturated, so you'll have to back up your product's premium and work hard to stand out. Take the time to really think about your full brand experience – it really will make all the difference.



FIVE NAME IS EVERYTHING

The rise of social media is a huge opportunity. But it also means that one wrong move can be deadly. And the reaction is instant. So you'll need to know exactly what you stand for, and be prepared to be transparent.



SIX WHAT'S YOUR STORY?

Americans are happy to pay a premium, but they want to know exactly what they're buying and where it's come from. So you'll need to build your country of origin into your story, then share that with your end consumers.

THREE KEY MARKETS

LOS ANGELES, CALIFORNIA

HOUSTON, TEXAS

NEW YORK, NEW YORK



NEW ZEALAND
NZSTORY.GOV.T.NZ

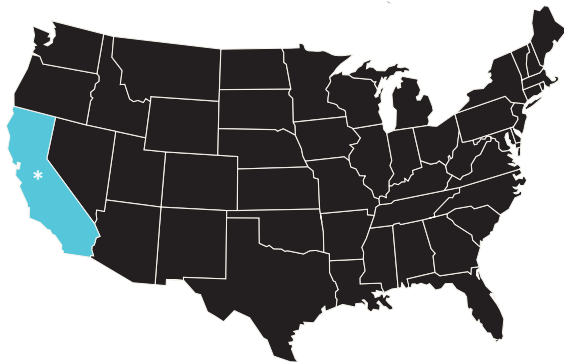
DOING BUSINESS IN LOS ANGELES, CALIFORNIA



WHAT'S CALIFORNIA ALL ABOUT?

People in California enjoy a relaxed and outdoors lifestyle that they think the rest of the United States is missing out on. Summers are long and hot, with beautiful landscapes, popular beaches and lots of open space.

But it's not all relaxation. Like the rest of the U.S., California is driven by opportunity. With a network of major transport hubs, there's a constant and diverse flow of people into the area. And as the home of both Hollywood and Silicon Valley – California is highly successful in technology, fashion and film.



**Research undertaken in Los Angeles, California, but insights can be considered for the West Coast (Oregon, Washington).*

HOW DO THEY SEE THEMSELVES?



LAIDBACK

The lifestyle in California is relaxed and comfortable, which can sometimes be misinterpreted as laziness.



SPACIOUS

Long, open highways and plenty of space means their sense of freedom is really important.



CONSCIOUS

They care about what they're buying and where it comes from, with a big focus on local and sustainable products.



OUTDOORSY

Californians love being outside, exploring nature and pursuing an endless summer.



LIBERAL

Having once been the gateway to the U.S., California is very accepting of different people and cultures.

AT A GLANCE



LARGEST CITY
LOS ANGELES

CAPITAL
SACRAMENTO

CALIFORNIA STATE POPULATION
39,144,818

BENEFIT/CHALLENGES
PROXIMITY/SIMILARITY

TOP FIVE IMPORTS

- 1. MEAT**
- 2. IRON & STEEL**
- 3. DAIRY PRODUCTS**
- 4. OPTIC/SURGICAL EQUIPMENT**
- 5. FISH/SEAFOOD**

NEED MORE? VISIT [NZSTORY.GOV.T.NZ](https://nzstory.govt.nz) FOR OUR FULL U.S. INSIGHTS.

HOW DO THEY SEE NEW ZEALAND?

California is a natural business opportunity, as we have more in common with them than the rest of the United States when it comes to values and lifestyle. But it's not all good news. Like the rest of the U.S., they see New Zealand as small and remote, so you'll need to highlight strengths and innovations across both our established and growing industries.

Based on their knowledge of New Zealand as a small island nation in the Pacific, this is how they perceive us:



PEOPLE
RESOURCEFUL
FRIENDLY AND RELAXED



BUSINESS
PROGRESSIVE
SUSTAINABLE



ENVIRONMENT
REMOTE AND PICTURESQUE
CLEAN AND PURE

TELL YOUR STORY IN IMAGES

Choosing the right images for your business, and for the New Zealand brand, can make a big difference to the way your audience sees you.

OPEN SPACES

Show specific examples of how we act in unison with the natural resources of NZ and the world and how nature shapes and inspires what we do.



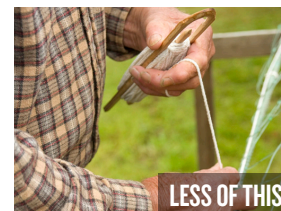
OPEN HEARTS

The U.S. is highly competitive so we need to emphasise the key attributes of NZ industry that yield success; creativity, collaboration, dedication and energy.



OPEN MINDS

Our reputation for resourcefulness and ingenuity should be supported by demonstrating world-class expertise and innovations developed and incubated in NZ.



FOUR STEPS TO SUCCESS

ONE START WITH WHAT WE SHARE

For California, that's definitely lifestyle – with similar work-life goals, a shared love of the outdoors and a diverse culture.

TWO THEN EXPLORE THEIR STRENGTHS

California is driven by fashion, entertainment and technology, so you'll need a strong point of difference to break into and succeed in those markets.

THREE PLAY TO YOUR OWN STRENGTHS

Tourism and food are a big opportunity for us, since Los Angeles is closer than other parts of the U.S. That means we can easily share our success stories and highlight our ability to provide fresh goods when they want them.

FOUR FOLLOW UP WITH EXAMPLES

In industries where we want to stand out, we need to prove ourselves with examples – so use success stories that demonstrate world-class expertise.

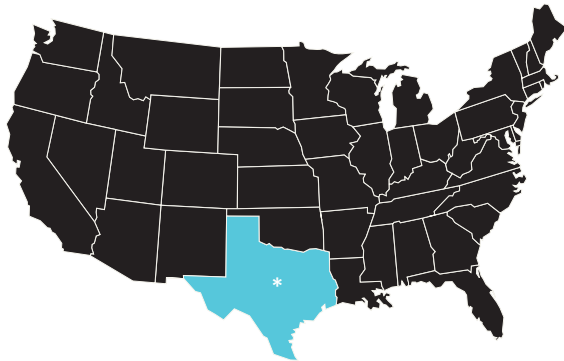
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DOING BUSINESS IN HOUSTON, TEXAS

WHAT'S TEXAS ALL ABOUT?

People from Texas are fiercely proud of their state and hard-earned independence. From ranching beginnings, they have developed a diverse culture with wealth in both property and cash.

And with a stockpile of oil and gas, top high-tech industries, plus innovative research in science and health, there are plenty of job opportunities and success stories.



**Research undertaken in Houston, Texas but insights can be considered for similar land-locked states that aren't natural ports into the U.S.*

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HOW DO THEY SEE THEMSELVES?



STABLE

With strength in oil and technology, they're more stable than the rest of the United States.



HARDWORKING

Texans value determination and hard work, attributes that have made them the backbone of the U.S. economy.



PROUD

After a long journey to independence, they think of themselves as Texans first and Americans second.



SPACIOUS

Everything is big in Texas, which adds to their strong sense of freedom, and also means there is more than enough space for everyone to live, work and play.



HOT

The hot and arid environment defines them. It shapes how they live their lives and how they interact with the world around them.

AT A GLANCE [TEXAS.GOV](https://texas.gov)

LARGEST CITY
HOUSTON

CAPITAL
AUSTIN

TEXAS STATE POPULATION
27,469,114

BENEFIT/CHALLENGES
**SHARED FARMING ETHOS/OUR
RELATIVE SIZE**

TOP FIVE IMPORTS

- 1. MEAT**
- 2. BEVERAGES/WINE**
- 3. ELECTRIC MACHINERY**
- 4. INDUSTRIAL MACHINERY**
- 5. WOOD**

HOW DO THEY SEE NEW ZEALAND?

Given the distance and our size, they may not know much about us. That comes with both advantages and disadvantages. While we have to work harder to sell our image and products, it also gives us a blank page that we can use to share our strengths in business, innovation, technology and other industries.

Based on their knowledge of New Zealand as a small island nation in the Pacific, this is how they perceive us:



PEOPLE
RESOURCEFUL
FRIENDLY AND RELAXED



BUSINESS
PROGRESSIVE
SUSTAINABLE



ENVIRONMENT
REMOTE AND PICTURESQUE
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TELL YOUR STORY IN IMAGES

Choosing the right images for your business, and for the New Zealand brand, can make a big difference to the way your audience sees you.

OPEN SPACES

Show specific examples of how we act in unison with the natural resources of NZ and the world and how nature shapes and inspires what we do.



OPEN HEARTS

The U.S. is highly competitive so we need to emphasise the key attributes of NZ industry that yield success; creativity, collaboration, dedication and energy.



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Our reputation for resourcefulness and ingenuity should be supported by demonstrating world-class expertise and innovations developed and incubated in NZ.



FOUR STEPS TO SUCCESS

ONE START WITH WHAT WE SHARE

We both have a long history of farming, which means we understand the challenges and what it's like to work with the 'uncontrollable'. That common ground also plays to our ability to 'partner' with them.

TWO THEN EXPLORE THEIR STRENGTHS

Oil, gas and technology are the backbone of the Texan economy. Breaking into those industries is a tough ask, so you'll really need to focus on your point of difference and demonstrate a unique offering.

THREE PLAY TO YOUR OWN STRENGTHS

We're a long way away, so we're seen as clean and sustainable. Maximise that image, as well as highlighting how our 'smarts' can deliver them the competitive edge.

FOUR FOLLOW UP WITH EXAMPLES

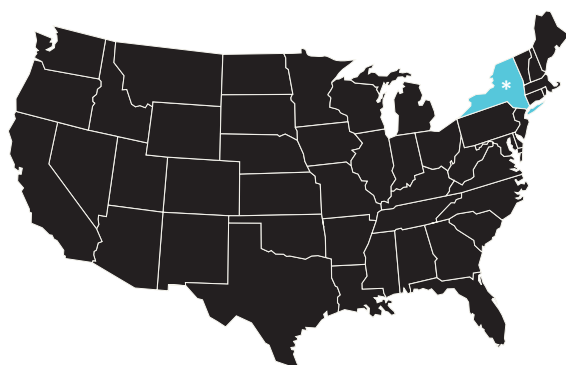
We have plenty of global success stories, especially in dairy and farming. Linking back to those industries lends weight to your business by providing them stories they can connect with.

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DOING BUSINESS IN NEW YORK

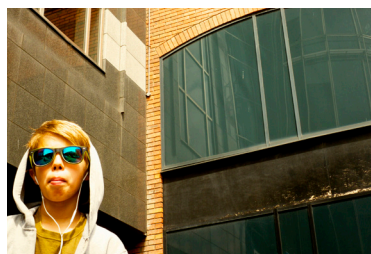
New York is a hum of activity, day and night. It's often mistaken as the capital of the U.S. because of its size and influence. New Yorkers live in a vastly different world, with endless opportunities, top quality education and a diverse culture that stems from having once been the 'Door to America'.

New York has a well educated workforce with high standards for employment. Alongside education, it is also known for its finance sector – and for Wall Street in particular – as well as the music, media, design and fashion sectors, which highlight New York's love of culture and the arts.



**Research undertaken in New York.*

HOW DO THEY SEE THEMSELVES?



TOUGH

New Yorkers have what it takes to make it, but they're not afraid to make mistakes, dust themselves off and give it another go.



DIVERSE

New York is home to people from every culture and walk of life, which makes it easy to find your own sense of place.



CULTURED

You can't go far in New York without coming across something to do with music, theatre, dance or history.



COMMUNITY/NEIGHBOURHOOD

Huge diversity has created distinct ethnic areas with a completely different look and feel, rather than one big 'melting pot.'

AT A GLANCE



LARGEST CITY
NEW YORK CITY

CAPITAL CITY
ALBANY

NEW YORK STATE POPULATION
19,795,791

BENEFIT/CHALLENGES
OPPORTUNITY/DISTANCE

TOP FIVE IMPORTS
1. MODIFIED STARCH/GLUE
2. BEVERAGES/WINE
3. DAIRY PRODUCTS
4. FISH/SEAFOOD
5. PHARMACEUTICAL PRODUCTS

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HOW DO THEY SEE NEW ZEALAND?

New Yorkers know little about New Zealand – and what they do know is driven by our location and their assumption that we are untouched, clean and beautiful. But it's not all good news. Their knowledge gap means they don't see us as trade partners or innovative business people – so we have to work hard to prove ourselves.

Based on their knowledge of New Zealand as a small island nation in the Pacific, this is how they perceive us:



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FRIENDLY AND RELAXED



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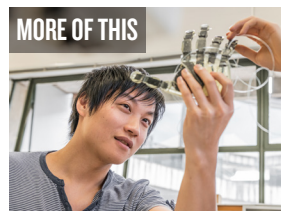
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FOUR STEPS TO SUCCESS

ONE START WITH WHAT WE SHARE

For us, that's the pursuit of opportunities. New Yorkers and New Zealanders both use smart thinking and resourcefulness to create new possibilities.

TWO THEN EXPLORE THEIR STRENGTHS

Finance, education, employment, media and design are strong suits for New York. Breaking into those markets is a big step and takes hard work, so show your uniqueness and the ways you can partner with them.

THREE PLAY TO YOUR OWN STRENGTHS

Distance can be an advantage in creating premium products, particularly food brands. It gives us the room to be different, creative and unique so leverage it to your advantage.

FOUR FOLLOW UP WITH EXAMPLES

Nothing but world-class brands are taken seriously in New York, so use industry examples of New Zealand on the world stage to show our expertise.

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INDUSTRY INSIGHTS

TOURISM

EMPLOYMENT

EDUCATION

MANUFACTURING

DIGITAL AND TECHNOLOGY

FOOD AND BEVERAGE

DESIGN AND FASHION



NEW ZEALAND
NZSTORY.GOV.T.NZ

TOURISM

NEW ZEALAND: THE ULTIMATE GETAWAY

AMERICANS WANT TO VISIT SOMEWHERE THAT'S SAME SAME, BUT DIFFERENT. WE TICK ALL THE BOXES. AMERICANS CAN TOUCH DOWN IN A WHOLE NEW WORLD, BUT ONE WHERE THEY FEEL 100% AT HOME.

New Zealand is beautiful, laid-back and full of possibility. That's why we're an attractive tourist destination for Americans. We can offer the perfect getaway from everyday stress. But selling tourism is not without its challenges.

We're on the other side of the world and the distance can be daunting. Americans don't have to cross borders to travel, and airline competition offers them huge choice and value for money. But things are looking up – Air New Zealand now has a hub in Houston and competition is driving down ticket prices to New Zealand, so focus on those points.

Americans tend to head for the 'must do' landmarks – think Eiffel Tower or London Bridge. We need to highlight what New Zealand has to offer to build awareness and excitement. But make sure you don't box us in. We have something for every taste, from scenic highways and food and wine trails, to bungee jumping and world-class golfing.

Americans are suspicious of new places, so give them the breakdown on safety, food, people, currency and getting around. One of the biggest insights was the attraction of package deals where key details like cost and length of stay is laid out clearly. It's easy for us to share that information – and once they have it, the holiday feels easy.

ACTION POINTS:

- CLOSE THE PROXIMITY GAP BETWEEN THE UNITED STATES AND NEW ZEALAND
- SHOW CONFIDENCE IN OUR TOURISM OFFERING WITHIN THE GLOBAL MARKET
- MAKE NZ AN 'EASY' DESTINATION E.G. PACKAGE DEALS, INFORMATION GUIDES



EMPLOYMENT

BE THE COUNTRY EVERYONE WANTS TO CALL HOME

WHEN IT COMES TO WORK, AMERICANS VALUE OPPORTUNITY AND ACHIEVEMENT. THE U.S. CAN OFFER THEM THAT, BUT WE CAN OFFER EMPLOYEES A LIFESTYLE BALANCE THE U.S. CAN'T.

Americans are driven to succeed. That means they look for jobs with career progression and opportunity. When it comes to New Zealand, for most Americans, those factors don't come to mind. There's definitely room to move in the New Zealand market, but we're on a different scale.

Realistically, we can't compete with the U.S. in earning potential or urban areas. But insights show that our work-life balance and lifestyle is a major drawcard for Americans. The idea of a workday followed by a surf or a BBQ appeals to L.A. where people try to live that life, right across to NYC, where people dream about that life.

Americans see New Zealanders as friendly, open, and innovative – an image that crosses over into our work environment. Build on that image by highlighting our collaboration, teamwork and open office dynamics, which creates an environment of engagement, creativity and freedom of ideas.

The little details matter to Americans, so don't forget to talk about the ins and outs of working in New Zealand, including retirement, benefits, holidays and unemployment.

ACTION POINTS:

- FOCUS ON OUR RELAXED KIWI LIFESTYLE AND UNIQUE WORK-LIFE BALANCE
- HIGHLIGHT THE OPPORTUNITY TO BE CREATIVE AND COLLABORATIVE



EDUCATION

MILLENNIALS DON'T MEASURE HAPPINESS IN WAGES

ECONOMIC UPS AND DOWNS AND THE COST OF LIVING MEANS YOUNG AMERICANS CARE MORE THAN EVER ABOUT PURSUING THE RIGHT WORK-LIFE BALANCE. THAT'S WHERE WE COME IN.

Higher education is a key ingredient to success in the United States. But study has also become fiercely competitive and very expensive, with students fighting for places at the most prestigious schools and graduating with mountains of debt.

Americans don't think NZ institutions are in the same league when it comes to global recognition and quality. They're after world-leading programmes and a qualification that could take them worldwide. Right now, there's little reason to leave the U.S., so we need to focus on the full Kiwi experience.

We have globally competitive programmes – but our real advantage is our uniqueness. Our institutions are smaller so we can offer individualised attention and an innovative learning environment. We can also offer cultural experience through Maori classes, international student support and a diverse population. Above all, our relaxed lifestyle and high job satisfaction is really attractive to young Americans.

Concern around the cost of living and school fees is the biggest barrier for American students, so it's really important to highlight the affordability of study and life. And with so much going on outside the classroom, from beaches and mountains to adventures and nightlife, we're well positioned to offer a fun and exciting lifestyle.

ACTION POINTS:

- POSITION OUR EDUCATIONAL INSTITUTIONS AS SUPERIOR WITHIN A GLOBAL CONTEXT
- HIGHLIGHT OUR IDEAL WORK-LIFE BALANCE AND UNIQUE CULTURAL EXPERIENCE
- DEMONSTRATE THE SUPPORT AVAILABLE TO STUDENTS IN NZ



MANUFACTURING

REPUTATION IS EVERYTHING

IN A MARKET SPOILT FOR CHOICE, ONE WRONG MOVE CAN SEND YOUR CUSTOMERS RUNNING TO YOUR COMPETITION. SO YOU'LL HAVE TO GIVE THEM A GREAT REASON TO CHOOSE YOUR BRAND AND YOUR PRODUCT.

We have strong capabilities and success in the manufacturing industry – but American consumers most likely won't know that. We're seen as a small player in the global manufacturing game, so they don't expect us to produce quality goods on a large scale.

The good news is that they also think of us as resourceful and progressive, so we're well positioned to showcase our manufactured goods, if the quality and price are right. We can ask a premium, but we need to build an industry story that reinforces the value of our products. Focusing on nature, sustainability and quality craftsmanship are good points of difference.

Just like for Australia, the U.S. needs proof of scale and reliability. We're a small exporter and the U.S. market is saturated with alternative choices. So we need to show we're capable of manufacturing premium goods that will always be available the next time a consumer goes to purchase a New Zealand product.

ACTION POINTS:

- USE CASE STUDIES TO HIGHLIGHT OUR MANUFACTURING EXPERTISE AND QUALITY
- PROVE YOUR ABILITY TO PRODUCE GOODS RELIABLY
- SHOW THAT THE COMPONENTS ARE AS IMPORTANT AS TURN-KEY SOLUTIONS
- CREATE A STORY AROUND CRAFTSMANSHIP TO SUPPORT PREMIUMNESS



DIGITAL & TECHNOLOGY

COMPETITIVENESS IS COMMONPLACE IN THE U.S.

DISTANCE MEANS NOTHING IN THE DIGITAL WORLD, SO WHILE OUR LOCATION ISN'T HOLDING US BACK, OUR RELUCTANCE TO BE BOLD AND STEP INTO THE LIMELIGHT MAY WELL BE.

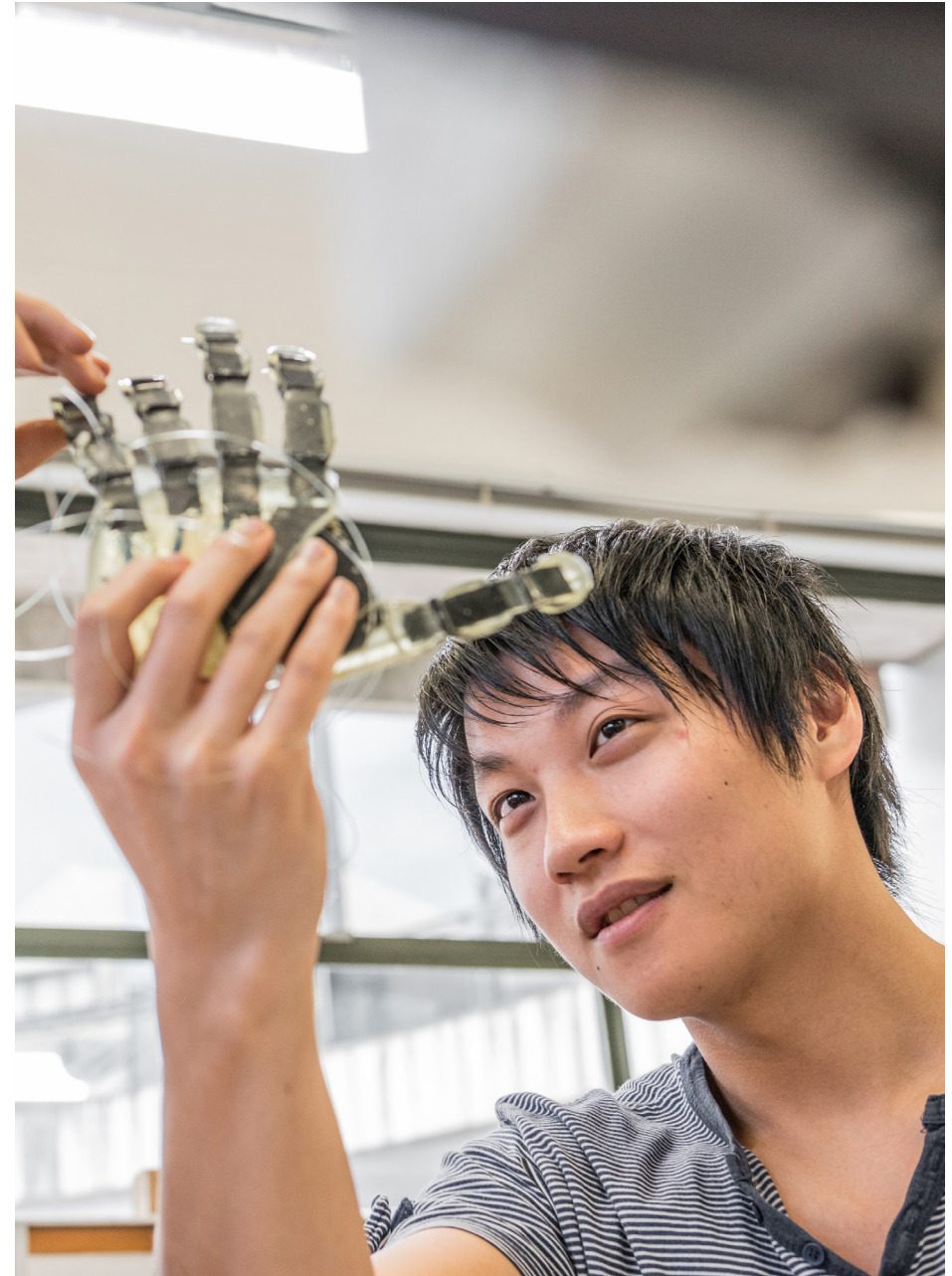
Americans know little about our capabilities in technology and the digital world. But their perception of us as people is an advantage – we're seen as positive, open and innovative. Add to that the fact that digital innovation isn't affected by size or distance, and we have a good starting point from which we can build awareness and credibility in the digital space.

For everyday Americans, success in technology is about who can shout the loudest. Americans are used to confidence and competition, so they're attracted to successful technology brands with global reach, strong brand awareness and a willingness to own their products and their strengths.

While New Zealand has plenty of success stories in digital and technology, we tend to keep quiet about them. Americans don't relate to Tall Poppy Syndrome, so our modesty isn't doing us any favours. We need to own our strengths and industry leadership in a landscape that's highly competitive. And by adopting a loud and proud attitude towards home-grown successes like Xero and Serato, you can lend weight to your own story.

ACTION POINTS:

- BUILD ON EXISTING PERCEPTIONS AROUND INNOVATION TO SUPPORT OUR INDUSTRY EXPERTISE
- SHOW HOW OUR COLLABORATION CAN LEAD TO CREATIVITY AND EXCITING PARTNERSHIPS
- REFERENCE NEW ZEALAND STRONGLY WHEN TALKING ABOUT OUR GLOBAL TECH SUCCESSSES



FOOD & BEVERAGE

TELL YOUR ORIGIN STORY

AMERICANS WANT THE FEEL-GOOD FACTOR THAT COMES FROM KNOWING WHAT THEY'RE BUYING AND HOW IT'S MADE. SO TELLING A CONSISTENT STORY ACROSS THE BOARD WILL HELP YOU MAKE YOUR MARK.

New Zealand food and beverages are some of our most well known exports in the United States. That awareness is driven mostly by our reputation for producing quality, world-class wines, lamb and honey.

While exports with a longer shelf life tend to do well, our fresh offering lags behind. That's partly to do with limited awareness, but we're also disadvantaged by distance. As Americans lean more and more towards local and sustainable produce, our proximity to the U.S. is a barrier to exporting fresh produce like fruit and vegetables.

There's also the competition factor. The U.S. prides itself on producing high quality goods within the same categories we're known for. Think meat, fine wine and fresh fruit and vegetables nationwide. That means we're essentially competing with products of a similar quality, but also the feel-good factor that comes from buying local.

New Zealand businesses have proven themselves as innovators in marketing and brand by focusing on their point of difference and origin story where other brands can't, or won't. Telling a compelling brand story that shows consumers what's unique about your product will help build trust and give them a reason to pay a premium for your product.

ACTION POINTS:

- BE BOLD AND CLEARLY EXPRESS TO CONSUMERS WHAT MAKES YOU UNIQUE – ARTICULATE YOUR FULL STORY INCLUDING PRODUCTION, QUALITY, SALES AND AFTERSALES SUPPORT
- TELL A COMPELLING AND TRANSPARENT ORIGIN STORY



DESIGN & FASHION

THE U.S. CAN AFFORD QUALITY.
BUT THEY WANT UNIQUENESS.

AT THE 'HIGH END' OF THE MARKET, THE BAR IS SET HIGH, ESPECIALLY IN PLACES LIKE NEW YORK. WE NEED TO FOCUS ON LINKING OUR PRODUCTS TO A UNIQUE STORY THAT SUPPORTS A PREMIUM PRICE POINT.

Because of distance, the world of high fashion thinks of New Zealand as a season behind, when in reality we're a season ahead. And a lack of presence at high-profile events that 'define' global fashion means Americans presume we just don't 'do' fashion. Instead, they imagine we create functional outerwear to suit our climate.

The key to changing perceptions and building awareness is by being at events that define the industry – and being more vocal about what's happening within New Zealand, like NZFW. Designers and brands like Karen Walker have succeeded globally by pushing unique style and excellent branding. Now we need to start sharing those success stories.

As well as high fashion, there's also an opportunity to leverage existing perceptions of functionality and nature within sportswear, outerwear and the wider design world. Architectural design in New Zealand surprised and excited Americans. While it's not an area of expertise they associate with us, they also see it as a natural fit with our national brand – sustainable, forward thinking and resourceful. Growing our profile in this area can flow-on to growth in other industries, like technology and manufacturing.

ACTION POINTS:

- TALK ABOUT OUR SUCCESS STORIES TO SHOW PRESENCE AND DOMINANCE IN GLOBAL FASHION
- USE 'FUNCTIONAL FASHION' AS A WAY INTO OUR WIDER FASHION & DESIGN INDUSTRY
- HIGHLIGHT THE QUALITIES OUR ARCHITECTURAL DESIGN AND NATIONAL BRAND SHARE, TO GROW OUR RELEVANCE IN GLOBAL DESIGN AND OTHER INDUSTRIES





THIS DOCUMENT IS A GREAT STARTING POINT IF YOU'RE
LOOKING AT TAKING YOUR BUSINESS TO THE U.S.
FOR MORE TOOLS AND RESOURCES VISIT [NZSTORY.GOV.T.NZ](https://nzstory.govt.nz)