

'HOW TO' GUIDE WHAT TO SHOW

**EVERYTHING WE SHOW MATTERS.
OUR REPUTATION IS BEING BUILT
BY PRESENTATIONS, PUBLICATIONS
AND ONLINE MEDIA EVERY DAY,
EVERYWHERE.**

The visuals and imagery we choose plays an influential role in how we, and our country, are perceived.

We need to move from just showing people what they know and expect, to visuals that broaden and deepen their understanding.

New Zealand is more than a scenic post-card, so show people more than that.



TIPS ON PUTTING THE 'SHOW' INTO YOUR 'SHOW & TELL'

VISUALS ADD IMPACT

Using visual collateral, whether in your PowerPoint presentation, in a brochure, on a banner or online, adds impact and value to your messaging.

The phrase 'a picture is worth a thousand words' has a clear meaning - that we can understand a lot from a glance at a visual image which would take longer to read in written words or explain in spoken words.

Images convey ideas, emotions, information and persona. A single, compelling image has the ability to engage and move the person seeing it.

CHOOSE VISUALS CAREFULLY

Your choice of visuals is just as important as choosing what to say or write. Here are some things to think about when choosing images:

- What is the message or feeling you want the visual to convey?

- What impression will it give the person seeing it - eg. if you only show pictures of an empty landscape, will they think that no-one lives there and no industry happens there?
- How will the visuals you use reinforce your message, rather than clash with it?
- How professional do your visuals make you look - e.g. if you are pitching your company as being top quality - then that 'slap-up' clip-art PowerPoint with some bad photos will not help your pitch, it will hinder it.

WHAT WORKS

The NZ Story Group has carried out image 'perception testing' offshore in a range of key markets to understand what impression people have from the images we show, and what kind of images help to expand their understanding of what New Zealand has to offer. We generally have work to do to move people beyond the known and expected, to the less-known and unexpected. Some of the things we learnt were:

WE NEED MORE OF:

- ***Ingenuity*** - Images showcasing ingenuity where people, creativity and products come together i.e. showing people engaged in the 'act' of ingenuity and creativity, not just the 'products' of it
- ***Ethnic diversity*** - Particularly images that connect with target market ethnicity
- ***Age diversity*** - As relevant to market that creates a sense of whānau (family)
- ***Modern Māori*** - Highlight Māori culture and people with a focus on Māori in every day modern environments, particularly engaging with people from other cultures
- ***Collaboration*** - Images that show people engaged in activity and collaboration, rather than appearing static or passive
- ***Friendliness*** - Images of people smiling, interacting and enjoying themselves
- ***Authenticity*** - Real people in real places doing real things - authentic images
- ***Active kaitiaki*** - Images that show how we act in, and in unison with, nature and images showing us engaged in care of people, particularly as hosts
- ***F&B*** - Highlight Food and Beverages in a context where they are enjoyed and shared, rather than where they are grown and produced - including 'in-market'
- ***Landscape as context*** - Use landscape as a contextual 'backdrop' for other things, particularly where it shows how we use or

draw inspiration from our landscape – not as an empty place or foreground to the activity we want to showcase

- ***Cities*** - Dynamic, contemporary, urban environments and architecture
- ***Intimacy*** - Use images that create a sense of intimacy through close-ups or placing parts of the image in close foreground – creating a sense you could 'enter' the image or engage with the people in it
- ***Embrace colour*** - Think bright, not black and white. The quality of our clean environment and air shows up in the colour and light of our images
- ***'Of New Zealand'*** - Select images that are distinctly 'of New Zealand' versus images that could be from anywhere – not looking like another country is a difficult challenge

WE NEED LESS OF:

- ***Pictures of landscapes devoid of people, or activity with no context***
- ***Indistinctive tech shots*** - e.g. shots of people at computers that could be from anywhere in the world
- ***Cultural 'clip-art' and clichés or 'pop-up book' versions of Māori culture*** - e.g. Only showing Māori as people dressed in piupiu (reed skirts), wielding taiaha (weapons)
- ***Staged shots using 'talent'***. Real people are more credible and defensible when you're asked 'who's that?'

- ***Manipulated images***. We don't need computer-generated imagery to look great
- ***Epic or grand images*** that create distance for the person looking at them
- ***Dark, moody or broody images***

THE NEW ZEALAND STORY TOOLKIT PROVIDES ACCESS TO A RANGE OF DOWNLOADABLE IMAGES AND VIDEOS AS WELL AS IMAGE PERCEPTION TESTING REPORTS.