

ATHLETE-CENTRIC STORY TELLING

**HOW THE NZOC ENGAGES ATHLETES TO TELL
THE WIDER @THENZTEAM STORY**

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BRINGING THE **ATHLETE** ON THE JOURNEY



Team culture

Campaign direction

Athletes as influencers

The people

TEAM CULTURE

Māori Culture:

- Manaakitanga – Showing respect, generosity, and care
- When The NZ Team comes together, we unite as one

Pride and Heritage:

- Representing a nation and those who have worn the black singlet before us

Person First Approach:

Person → Athlete → Digital

Workshops and Team Selections:

- Athlete opportunities to learn and develop
- Every team member is presented with a fern



CAMPAIGN DIRECTION

Athlete Focus Groups:

- Discussion from the onset – athletes having ownership

Athlete Led vs. Athlete Centred:

- Athletes taking charge and using our channels as a platform to speak about topics they are passionate about
- Behind the scenes (BTS) / fly on the wall approach

Being an aspirational account:

- Creating content the athletes like and enjoy
- Staying up with trends
- Being transparent, inclusive and adaptive



MANIFESTO

**We are going to the biggest of all the Games.
Where it's not just the eyes of the nation on us, but the
eyes of the world.
This only makes us more determined.
To rise up and wear the fern.
To win respect, and medals.
To do Aotearoa proud.
To show the world.
We are undaunted.**

**KO TĀTAU TE KAPA O AOTEAROA.
WE ARE THE NEW ZEALAND TEAM.**



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Athlete led



The NZ Team posted a video to playlist [Birmingham 2022 Commonwealth Games](#).
August 3 · 🌐

Sam Gaze is taking on the best in the Commonwealth today in Mountain Bike. Not just for himself, or the New Zealand Team, but to support mental health education and the important work of the Sir John Kirwan Foundation.

Post games, his suit will be going up for auction to support the work of the Sir John Kirwan Foundation. Great work Sam 🙌🌱

Catch Sam & Ben Oliver in the Mountain Bike race from 10.30pm NZT... [See more](#)



athlete centred



The NZ Team ✓
August 7 · 🌐

"I think I am the happiest 6th place getter ever."

Sam Tanner grabs a three second personal best to become the second fastest ever New Zealander behind Nick Willis 🏃

#Earned



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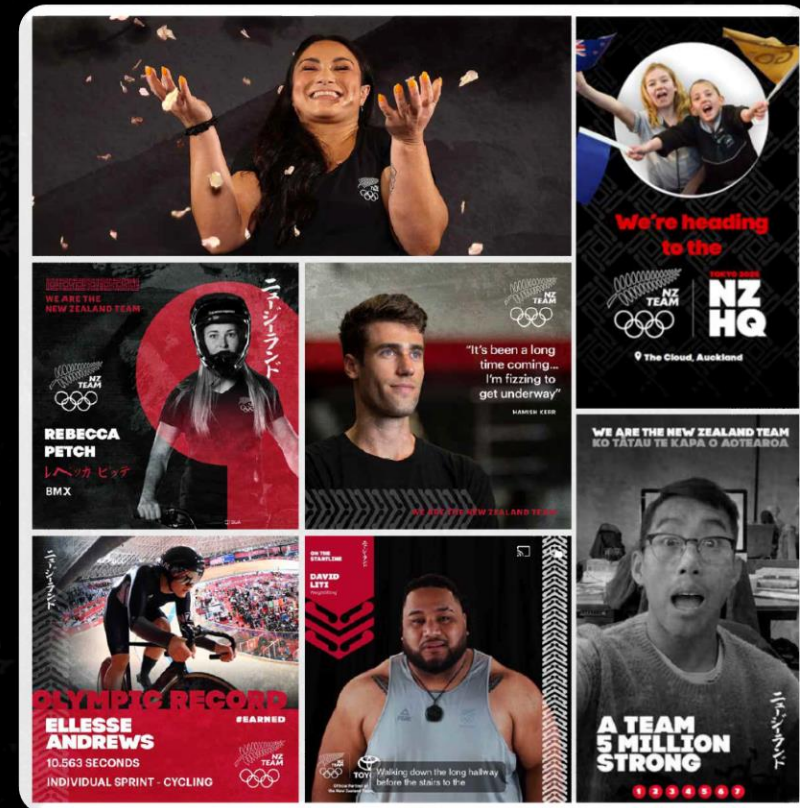
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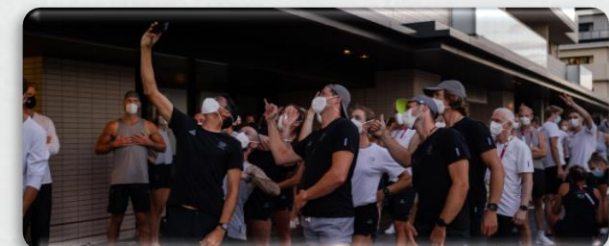
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ATHLETES AS INFLUENCERS

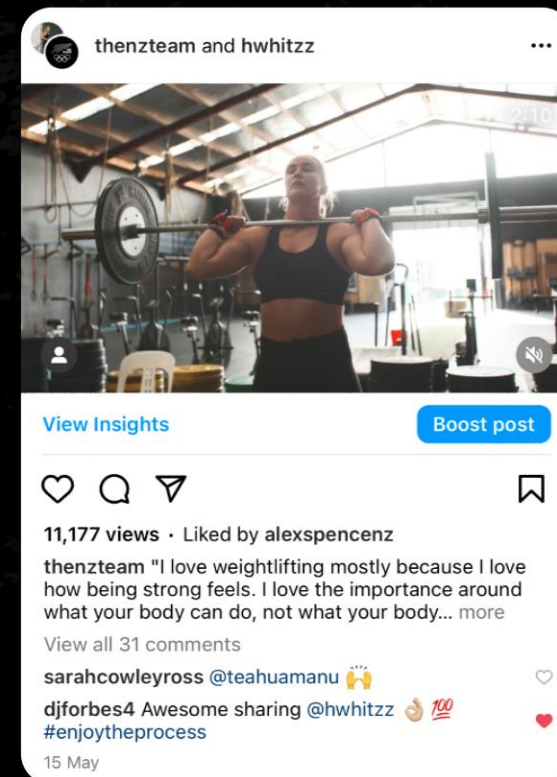
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Non-financial Incentives:

- Brand exposure
- Athlete endorsements
- Digital education and assistance

Financial Incentives

- Athletes collective



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A group of people, mostly young adults, are standing in a hallway or room. They are all wearing white face masks. In the foreground, a man on the right is taking a selfie with a smartphone. Behind him, a woman is making a peace sign. To the left, another woman is giving a thumbs up. In the background, more people are visible, some also making hand gestures. The room has posters on the wall and blue plastic chairs on the left.

HE AHA TE MEA NUI O TE AO?

What is the most important thing in the world?

HE TANGATA, HE TANGATA, HE TANGATA

It is the people, it is the people, it is the people

THE PEOPLE

Staff/Resources:

- Personable team
- Consistency of staff
- Regularity of exposure – sports events, workshops, team selections, feature stories

Build good relationships:

- Authentic, approachable, and trusting





NGĀ MIHI

