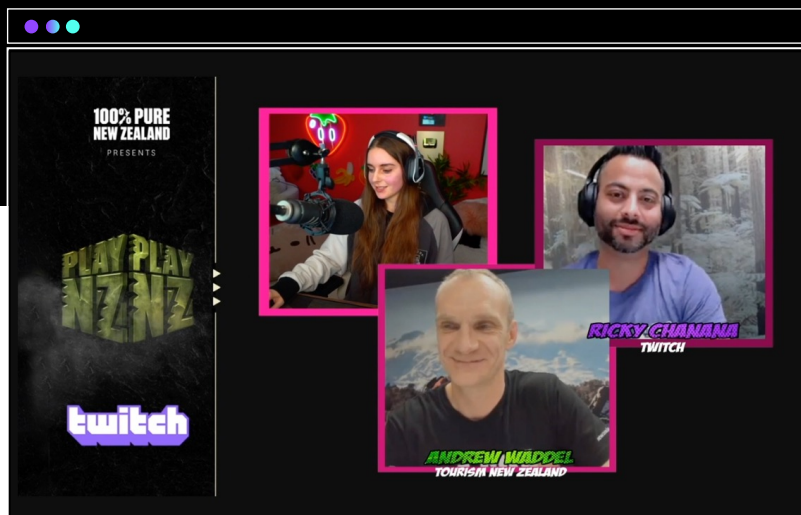




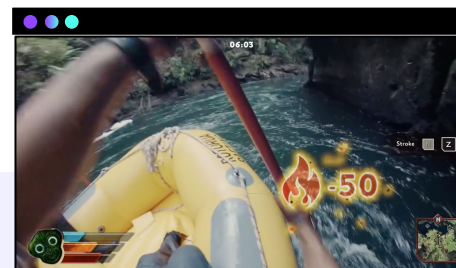
APAC | 2021

Featured Case Study: Tourism New Zealand: Play NZ

Tourism New Zealand: PLAY NZ



Tourism New Zealand partnered with Twitch to create influencer broadcasts to launch PLAY NZ.



Objective

Tourism New Zealand's objective was to drive Australian's consideration of New Zealand as a destination and allow potential travellers to experience New Zealand while international borders were closed.

The big idea

Tourism New Zealand created a world-first gamified walk through of a country in a 9 minute hero film, and hosted a series of virtual experiences for travelers to explore New Zealand from afar on a custom built web page. However, being in possession of such "creative assets" meant nothing if there was no way to properly promote it to its audience. Tourism New Zealand now needed a partner best suited to launch PLAY NZ, where it found the world's leading live-streaming platform for gamers: Twitch.

Advertising solutions

- Influencer program
- Twitch Premium Videos
- Homepage Carousel
- Homepage Headliner

Making it happen

In partnership with PLAY NZ's originators* and Twitch Partner - Loserfruit, the roll-out kicked off with a press conference streamed live on Twitch featuring Tourism New Zealand's General Manager Andrew Waddel and Twitch's Ricky Chanana.

Twitch streamers Naysy and Rudeism were also brought in to further amplify the campaign by chatting to their viewers about New Zealand as a destination, and inviting people to join in their PLAY NZ escapades during streams.

PLAY NZ also incentivised social sharing and drove community engagement by dropping surprise gifted subs (subscriptions) to viewers of Naysy and Rudeism.

*Tourism New Zealand and TBWA\Sydney

Success

3.1 points +

Increase in consideration among Twitch users

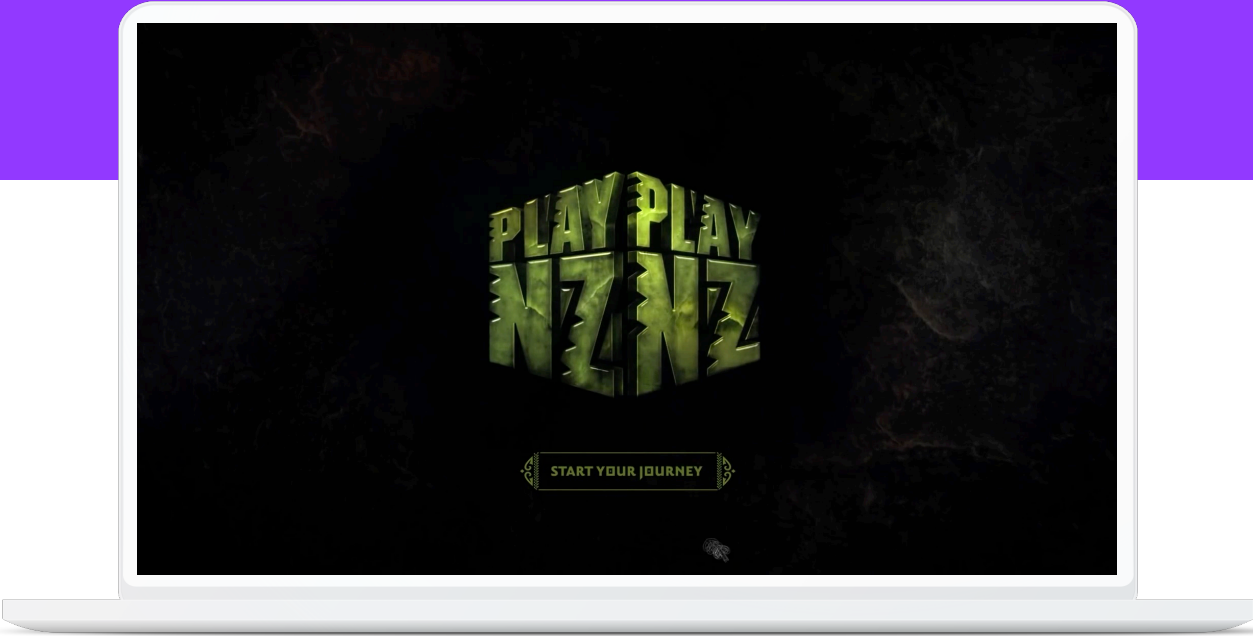
13.6%

Attributable site traffic to playnz.com with 27% active visit rate

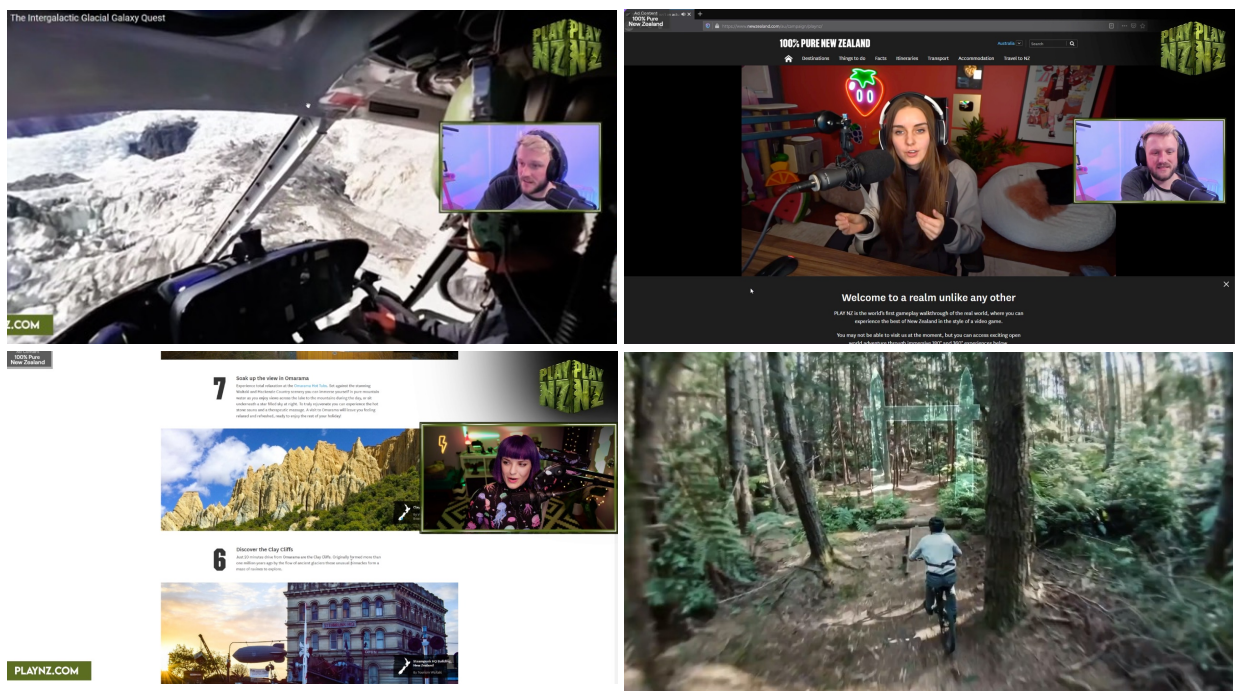
120%

Increase in average time spent on the site

Experiencing the campaign



Click the video above to play



Ad Products Overview

Turnkey

Premium Video & Display

Twitch Premium Video	Appears above the fold & in-stream to adblock users, enables advertisers to reach CTV, console, and ad block users on desktop web.
First Impressions Take Over	Appears above the fold & on channel pages and archives pages, Enables advertisers to serve video assets sitewide as the first impression users see upon entering Twitch
Homepage Headliner	Appears above the fold & in-stream to adblock users, helps retain brand's visibility and surrounds Twitch's most premium inventory
Medium Rectangle + Super Leaderboard	Appears above the fold & on channel pages and archives pages, helps keep viewers engaged as they scroll and explore content on the directory pages

Native Site Integrations

Homepage Carousel	Appears above the fold & in-stream to adblock users, promote your livestream channel content front and center on the homepage in one of our rotating carousel slots..
Streamables	Leverage the Twitch partner app network to drive higher concurrent views and more deeply engaged viewership

Branded Content

<ul style="list-style-type: none">• Influencer programs• Custom Commercials• Extensions• Commerce – Bits, Cheermotes	Twitch helps marketers tap into these valuable influencers to build and empower the best advocates for your brand.
---	--

Programmatic Solutions

Amazon DSP Integration	Access audience targeting capabilities and the highest user match rates on Twitch supply via the Amazon DSP. Leverage on Amazon's robust reporting.
Private Marketplace	Provides brands and buyers a strategic opportunity to transact upon unreserved Twitch Premium Live Video, on effective self-serve basis.
Programmatic guaranteed	Provide brands an exclusive access to reserve Twitch's Premium Live video with the added delivery, reporting and payment efficiencies that programmatic offers.

Custom

