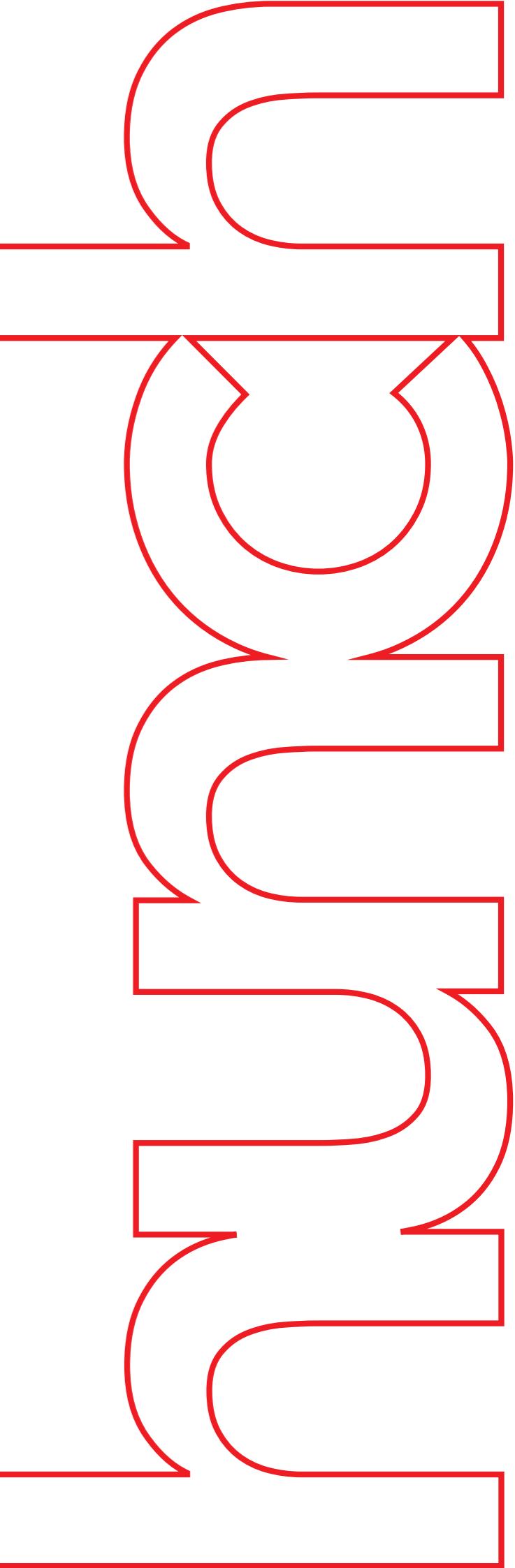


**5 WAYS  
WE CAN  
MAKE STUFF  
EASY,  
EXCELLENT  
AND FUN.**



h





HELLO

# WE'RE HUNCH

## **Who are we?**

We're a tight team of comms experts who love to help people by solving problems.

## **What do we do?**

We use what we know about strategy, creativity, data and humans to make complicated stuff feel simple and bring people closer to the brands they love.

## **How do we do it?**

Every new challenge is different. But our promise is the same: we'll do our best to make things easy, excellent and fun.

01

## STRATEGY

WE'VE  
GOT THIS

# WE MAKE COMPLICATED SIMPLE

**"HUNCH BRING  
GENUINE  
HUMAN INSIGHT  
TO EVERYTHING  
THEY DO."**

/SPARK

**You have all the answers.  
We can help you find them.**

Most marketing problems are pretty straightforward. The hard bit is finding the headspace to untangle the answers. We can help you sort the news from the noise and make that easy. Because once you've found the right questions, finding the answers is easier.

# Spark XTRA MAIL

## THE JOB

Spark needed to move over half-a-million email customers to a new email provider. That meant everyone signing-in online to validate their email accounts.

## OUR HUNCH

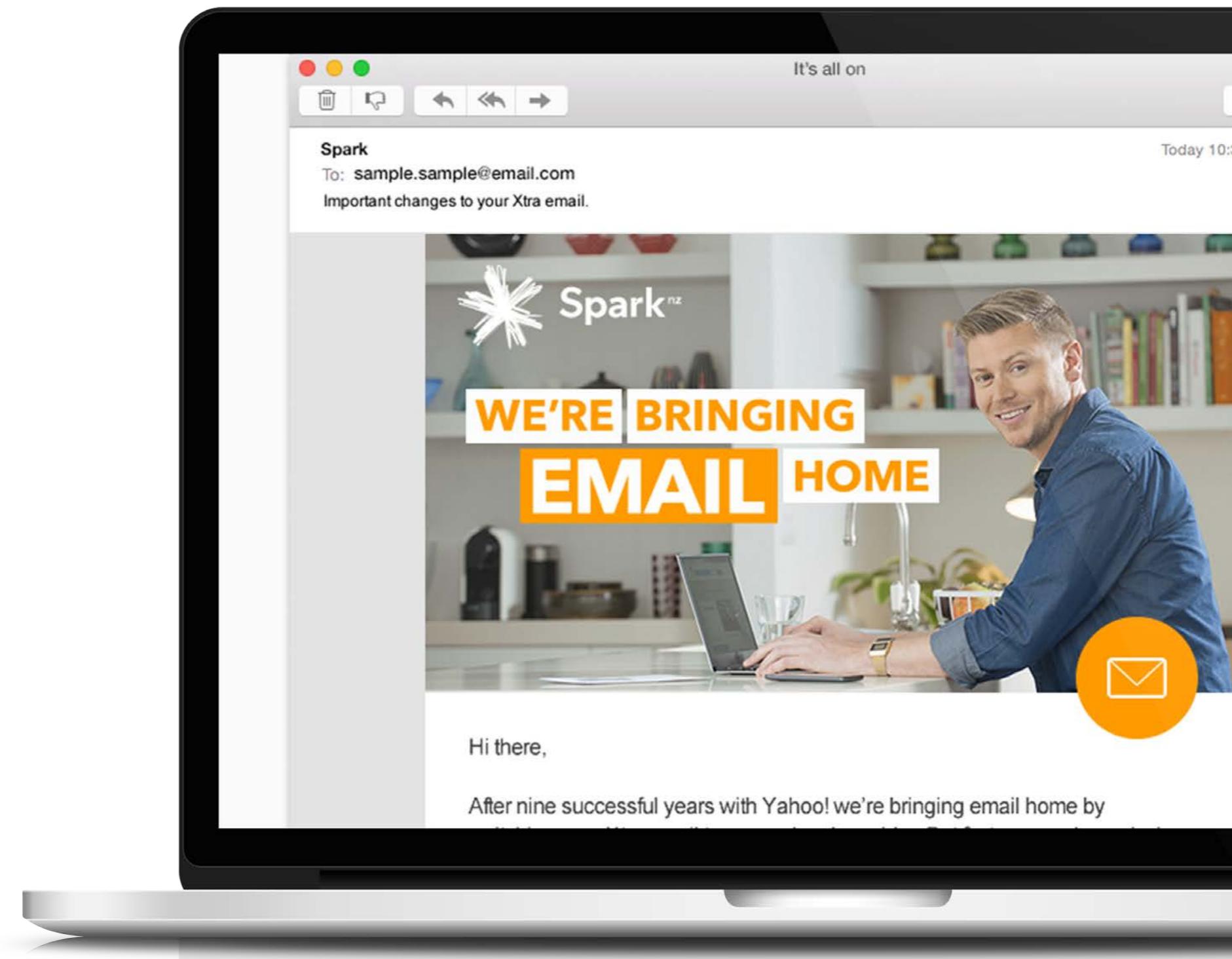
It's not about changing providers, it's about 'bringing email home'.

## SOLUTION

We led comms strategy and creative, including empowering customers by switching from a request to 'opt-in' to an opportunity to 'give permission'.

## JOB DONE

Just about everyone was moved without issue, saving Spark hundreds of thousands of dollars in potential complications.



Meridian

# POWERING TODAY PROTECTING TOMORROW

## THE JOB

Meridian was well known for its environmental creds, but less so for its excellent customer service. They needed a strategy to change that.

## OUR HUNCH

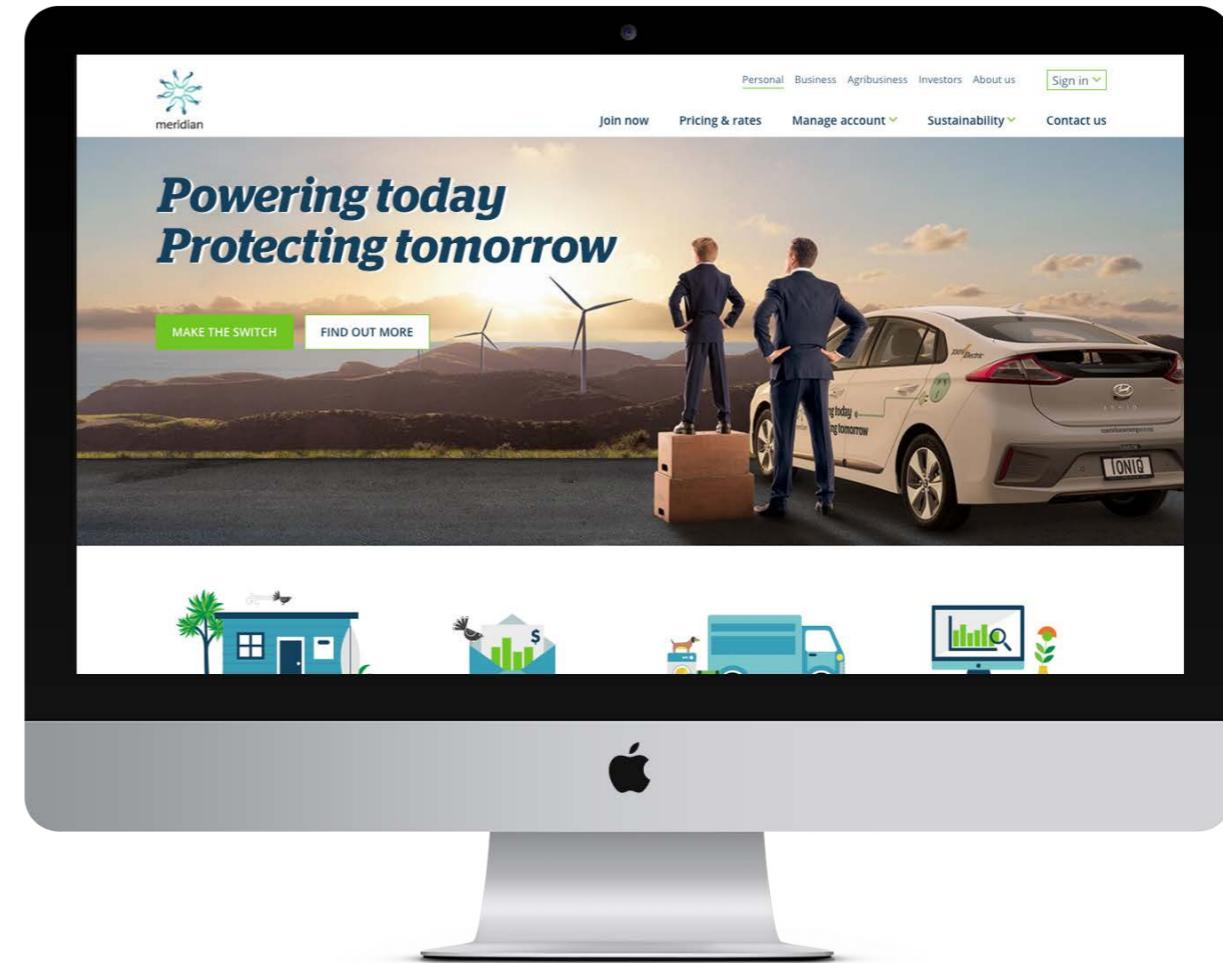
People want great service today.  
Tomorrow is icing on the cake.

## SOLUTION

Our strategy owned this dual focus. We summed it up as 'Powering Today and Protecting Tomorrow'. This helped reshape the team to create space and a voice for the service to shine.

## JOB DONE

The strategy was successfully adopted by the marketing team, leading to new service initiatives. The anchor line even found its way onto a car.



# Labour LET'S KEEP MOVING

## THE JOB

Labour needed a slogan that people could own in the general election. It needed to say everything in three short words – their strategy in a snapshot.

## OUR HUNCH

People vote for a better tomorrow.

## SOLUTION

We ran a series of workshops with politicians, political operatives and people on the street. This informed a strategy that talks to progress, momentum and the ownership in togetherness.

## JOB DONE

"Let's keep moving" was launched at a packed congress to instant acclaim and adoption. Even opposition voters defended its simplicity and positivity.



02

## CREATIVE

# WE CREATE CONNECTIONS

MAKE IT SHINY

**"THE HUNCH  
CREATIVE  
APPROACH  
IS FRANKLY,  
OUTSTANDING."**

/MERIDIAN

**You have serious targets.  
We can help you nail them.**

To hit your targets, you need people to act. Usually, you need them to think, feel or do something different. Creativity makes that happen. From concepts that grab attention, to copy that closes the deal, creativity is the glue that connects the human to the brand.

NZME

# YOUR NZ HERALD

## THE JOB

The Herald wanted to win the hearts of all New Zealanders. So they asked us to help them reposition the brand, refresh their look and cement themselves as a source of truth for the country.

## OUR HUNCH

It's not our Herald. It's yours.

## SOLUTION

We repositioned 'The' NZ Herald as 'New Zealand's' Herald – a small tweak with a big difference. Then we created a bold, clean, new look, wrote a stack of smart lines and have been executing out of it ever since.

## JOB DONE

The rebrand worked wonders across all touchpoints. Overall audience up, audience engagement up and time spent in stories also up. Plus, Herald Premium (a new paywall) hit its year one numbers in the first month.



# Spark MAC'S HACK PACK

## THE JOB

With cyber crime on the rise, Spark wanted to reassure New Zealand's biggest companies that they've got the products and the know-how to help keep them protected.

## OUR HUNCH

It's not the CEO we need to convince.  
It's the internal IT team.

## SOLUTION

We partnered with Mac's Beer to launch the 'Hack Pack' – an exclusive six-pack of beers for the internal IT teams in these companies. Each beer (and soda) represented a modern day cyber threat, complete with a name, a new design and a quirky Mac's-style description.

## JOB DONE

The Hack Pack generated incredible feedback from IT teams right around the country. People were drinking, talking about us and opening the door to serious sales.



# Homecare Medical 1737

## THE JOB

We needed to launch a new nationwide mental health support service. Anyone can get support by texting or calling 1737.

## OUR HUNCH

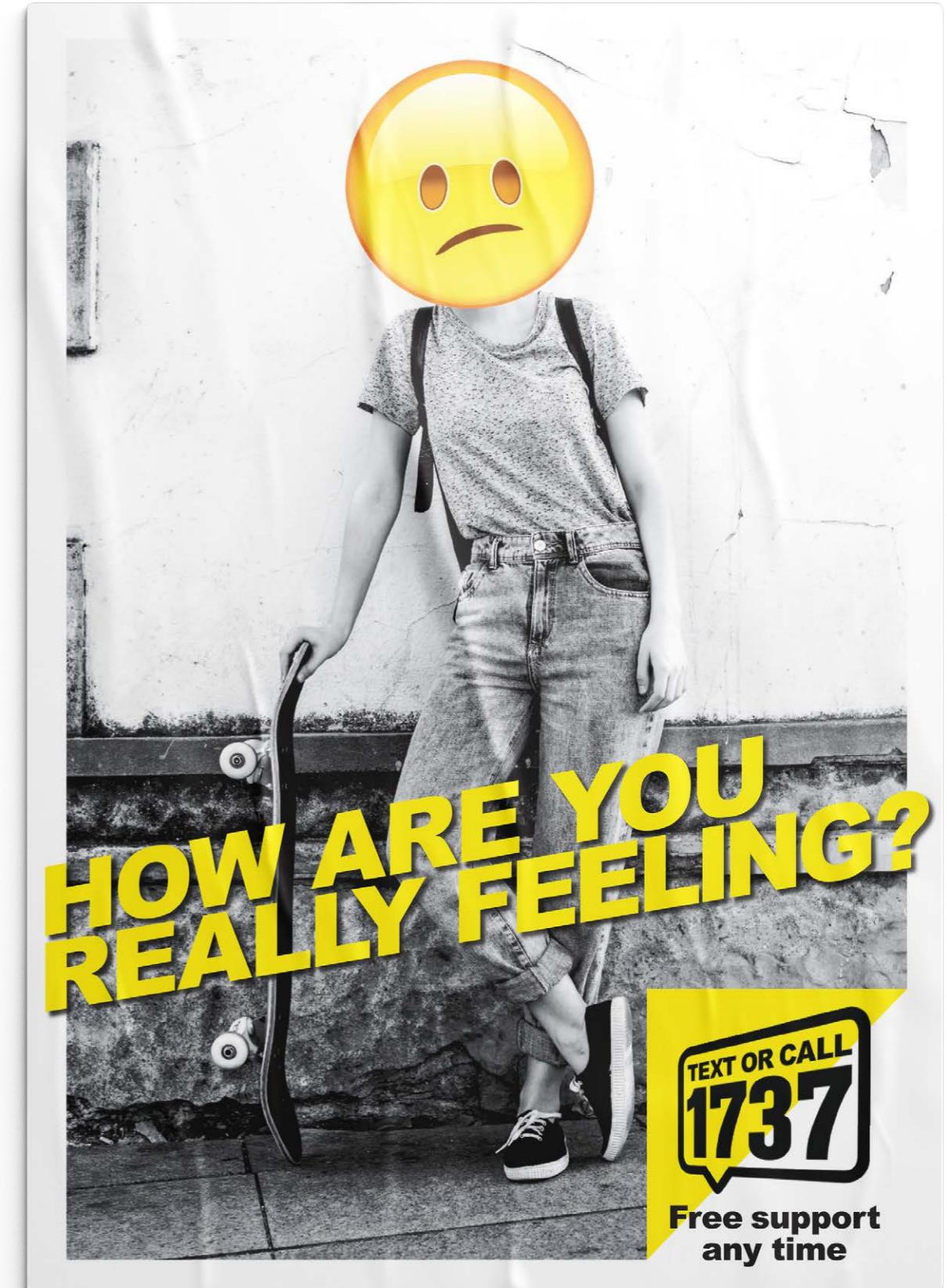
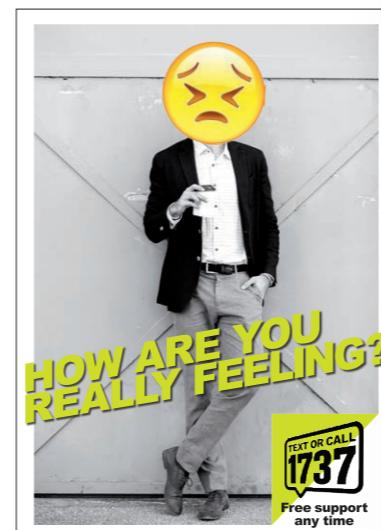
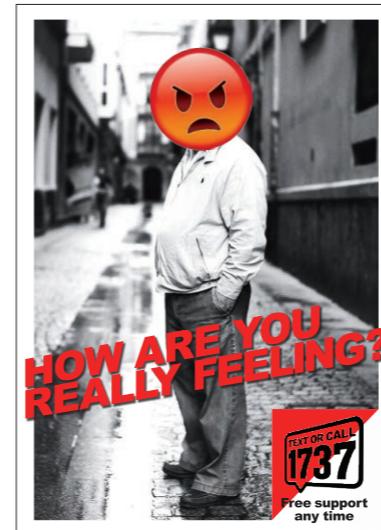
People hide their challenges behind a smiling face.

## SOLUTION

Given the ability to text for support, we combined our customer insight with this aspect of the service by using popular emojis to portray emotions our audience might be feeling.

## JOB DONE

1737 hit its monthly call volumes within the first two weeks. That's a good thing and a bad thing. But it's great that people who need to talk have somewhere to go to do just that.



03

## CONTENT

# WE MAKE PEOPLE CARE

WE'RE  
FEELERS

**"CHARMING,  
ON-POINT STORIES  
THAT MAKE  
YOU WANT TO  
READ THEM."**

/MAS

**You have stacks of stories.  
We get people to read them.**

If an email lands in an inbox and nobody reads it, did it actually exist? We don't think so. That's why we stop before we start and work out what the humans want to hear. That way, your stories are read, clicked, shared...and actually useful.

# NZ AIDS Foundation **HIV IQ**

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## THE JOB

The NZ AIDS Foundation had a small budget to make a big difference in social. Their goal was to 'Smash Stigma' by getting people to re-think their understanding of AIDS.

## OUR HUNCH

Don't preach. Teach.

## SOLUTION

We combined two of social's biggest heroes, IQ tests and innuendo to create HIV IQ. It's a brighter-than-life, attention grabbing online quiz that makes people smile and think.

## JOB DONE

Thousands jumped online to take the test. Our tiny media investment was amplified by likes and shares to smash our targets – and smash some stigma too.



N4L

# SMARTER, SAFER, EASIER

## THE JOB

N4L delivers fast, safe, reliable internet for education. Their social posts were peppered with milestones and achievements from the business.

## OUR HUNCH

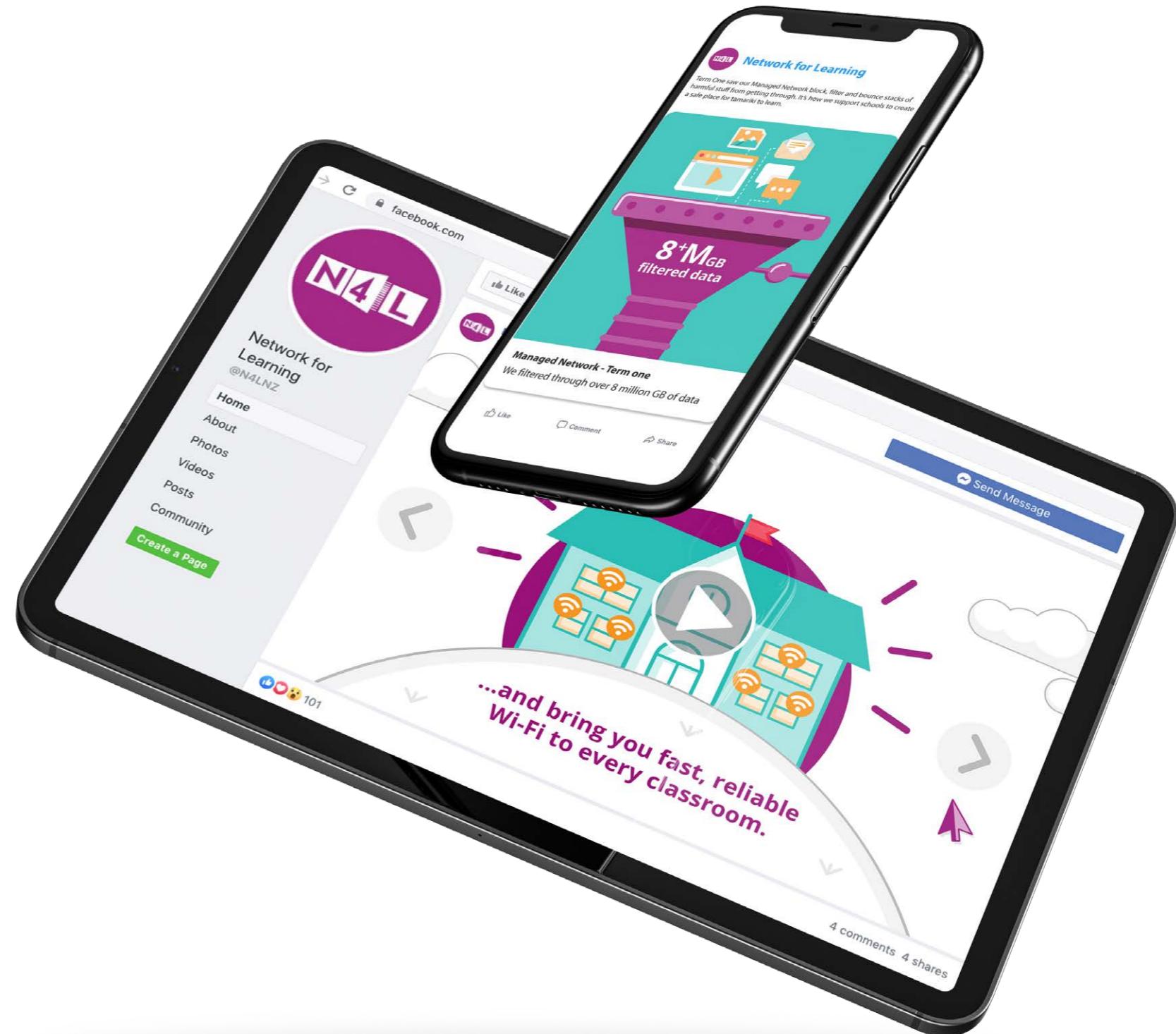
Less about us. More about you.

## SOLUTION

We reframed social strategy and created simple, engaging posts that leapfrogged achievements to celebrate outcomes.

## JOB DONE

Our strategic and creative switch is working. Organic reach is up. Engagement is up. More people know more about the people behind smarter, safer, easier learning.



# DIO YOUR DIO STORY

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## THE JOB

Diocesan School for Girls were looking to update their prospectus in a way that was unique to the competition and would get girls excited for their future.

## OUR HUNCH

Your time at school is a story that is uniquely yours.

## SOLUTION

We took prospective students and their parents on a journey – from early years to stepping out into the world. We reinforced the message that Dio builds the blocks to be more than they ever imagined and that's the Dio difference.

## JOB DONE

Over 200 families attended the open day where the new prospectus was launched. Due to its success, the next available application date is in 2024 – in two year's time.



AND A BIT  
NERDY

# WE DANCE WITH DATA

**“WHERE ELSE  
DO YOU FIND A  
CREATIVE AGENCY  
THAT GENUINELY  
GETS DATA?”**

/NZTE

**You hear just about everything.  
We know which bits count.**

We don't 'do data'. But we know what your data can do. That's to say that your data sits with your people, in your systems. But our people click data-driven strategy and creative together, to help robots sound like humans and humans connect with you.

# BNZ KIWISAYER CLM

## THE JOB

KiwiSaver is a set and forget product. But we needed people to engage. Especially those in a 'Default' fund – who likely didn't even know who their investment was with.

## OUR HUNCH

Right message. Right person.

## SOLUTION

First we spent time with legal and compliance to clearly understand what we had to say. Then we worked with the data team to only communicate the essentials to the people who needed it.

## JOB DONE

Within a year, we'd uplifted 'activations' by 30%. This was good news for customers and great news for BNZ. A huge achievement given the low interest category.



# Z Energy and Caltex WELCOMING YOU ONBOARD

## THE JOB

Z Energy and Caltex wanted to create an onboarding journey for new customers that would reinforce the value of customers choosing Z or Caltex every time they fill up.

## OUR HUNCH

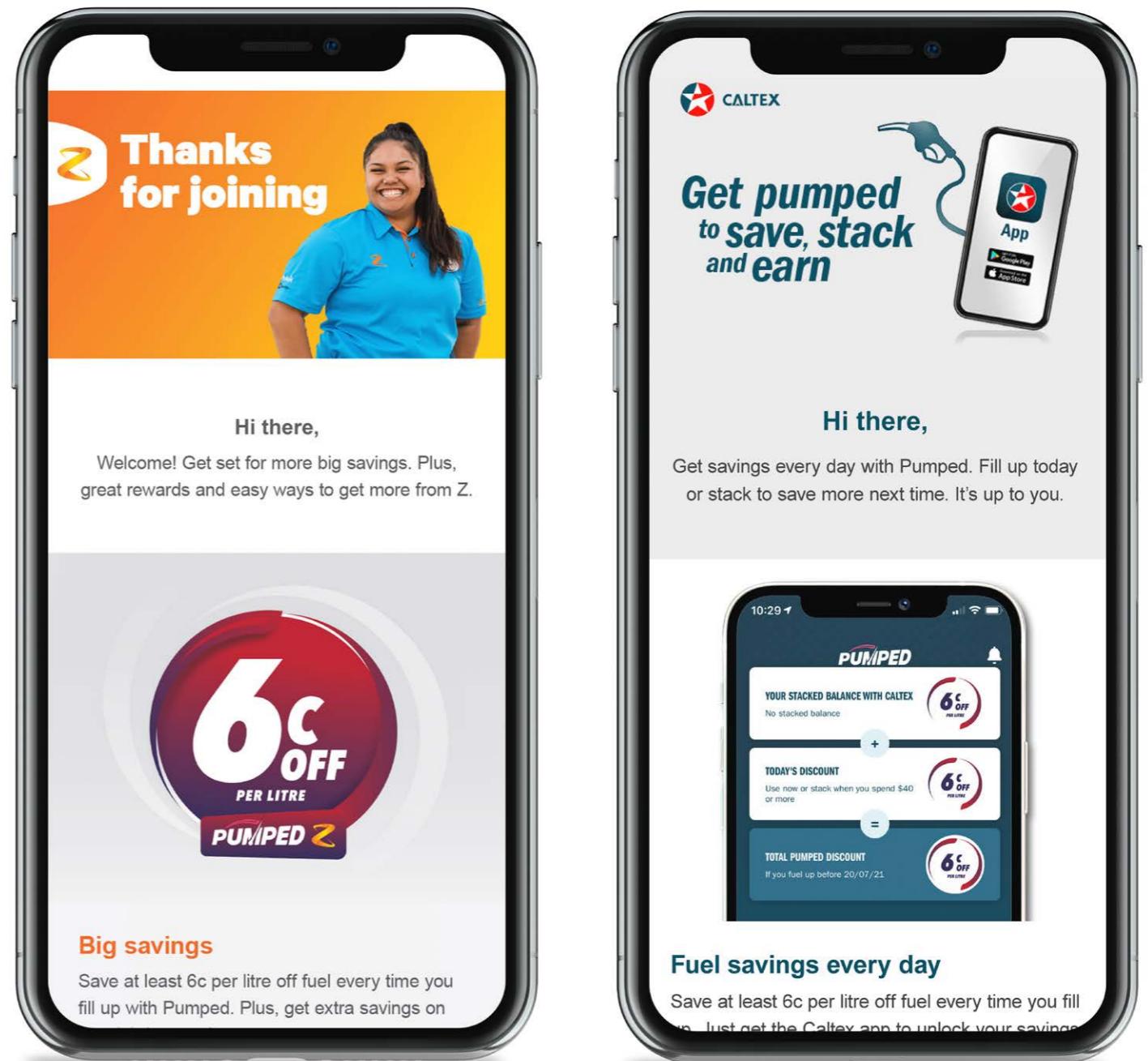
Filling up doesn't feel like a chore when you get rewarded doing it.

## SOLUTION

By understanding what matters most to our customers, we mapped out an onboarding journey that added value, offered support and engaged them in a way that would bring them back when they need to fill up.

## JOB DONE

By winning over customers with tailored offers, we created a journey map that made it easy for both Z and Caltex to bring customers onboard and keep them on.



# Spark SPARK SIMPLIFICATION

## THE JOB

Spark were simplifying a number of different broadband plans for their customers. They needed us to help get the right message, to the right person, at the right time.

## OUR HUNCH

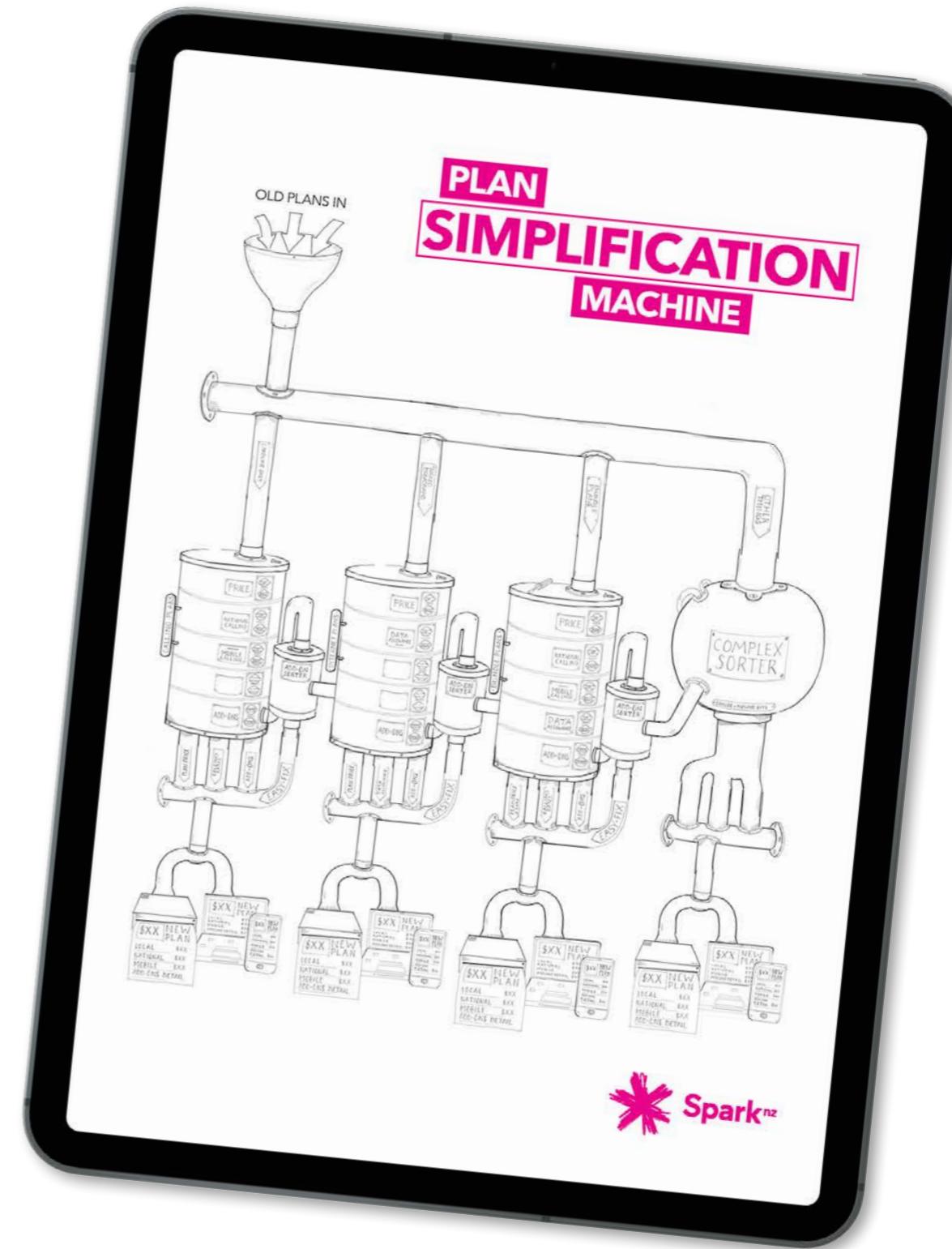
I'm not worried about what was.  
I need to know what's **new**.

## SOLUTION

We developed an automated 'machine' to sort the data into different relevant variables like speed, price and add-ons. We then ran everything through that machine.

## JOB DONE

Over half-a-million customers received letters or emails about their plans. Less than 1% were even remotely worried about it.



# WE'RE HUMAN LIKE YOU

MUM  
LOVES ME

"HUNCH  
UNDERSTAND  
OUR PEOPLE LIKE  
THEY'VE ALWAYS  
WORKED HERE."

/SKYCITY

**You have brilliant people.  
We can help them remember that.**

The best tool in anyone's shed is the people they already have. But wrangling brilliant people demands consistency and care. We can help. From crafting and sharing internal values, to celebrating success or managing change. Internal comms, done right, have a massive impact.

# SKYCITY YOU, ME & SKYCITY

## THE JOB

SkyCity had a suite of 'employee values' that had largely become wallpaper. They were looking to simplify, amplify and create actionable behaviour cues.

## OUR HUNCH

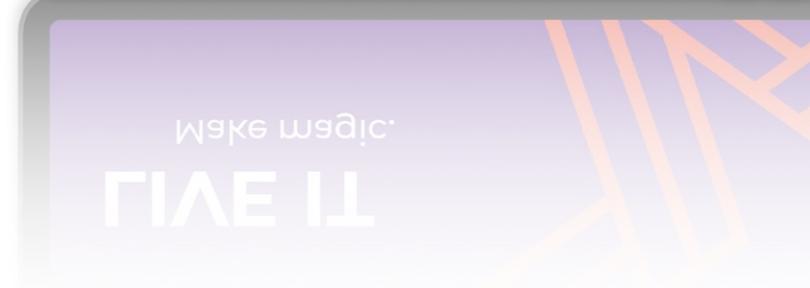
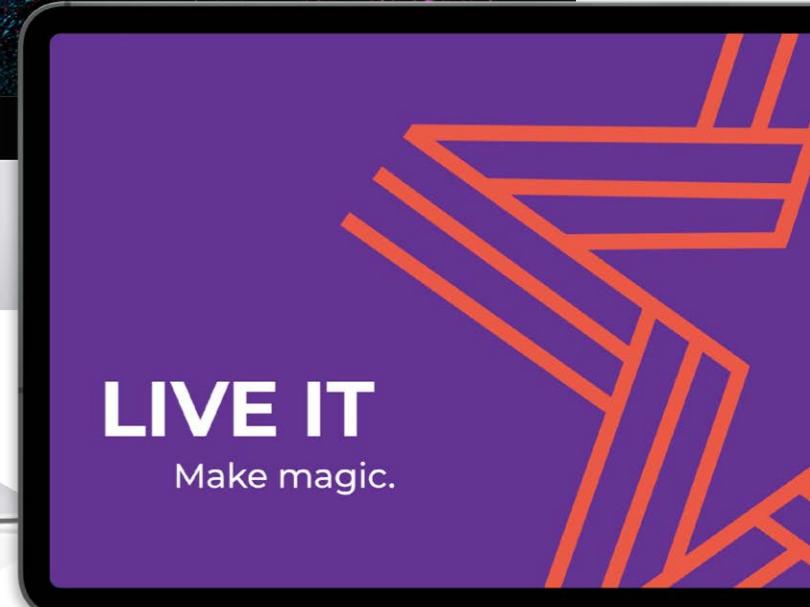
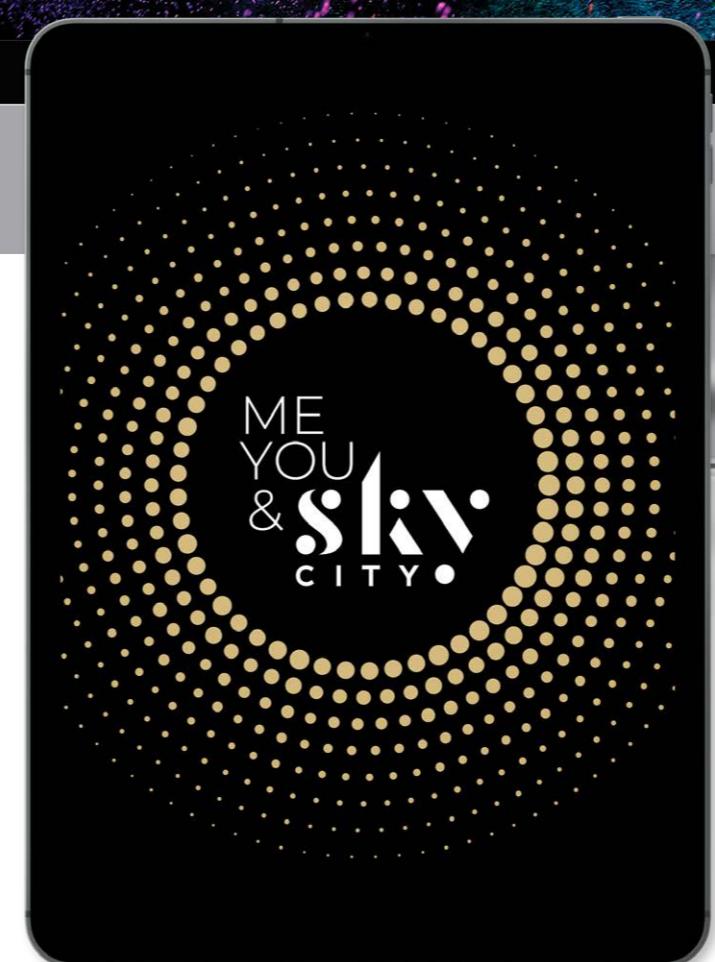
Don't talk at me. Share with me.

## SOLUTION

You, Me and SkyCity simplified core values into three pillars: my behaviour, team behaviour and behaviours unique to the business. Own it, Share it and Live it was the 'how' layer, anchored in outcomes: Make a difference, Make your mark and Make magic.

## JOB DONE

Our new values were readily adopted by the business, right up to the C-suite. We've since worked with the recruitment team to weave them into the employment process.



# NZ Post TONE OF VOICE

## THE JOB

NZ Post has different teams, in different parts of the business, all talking in slightly different ways. They wanted a simple, actionable "How we talk" guide to help the brand show up with better consistency.

## OUR HUNCH

People don't read guidelines. Make it simple.

## SOLUTION

We ran a 'Brand-in-a-box' workshop with key stakeholders to better understand their take on the voice – "today" and "tomorrow". We crafted these learnings into a simple, actionable guide.

## JOB DONE

Brand campaigns will always be on brand. But now our social posts, sales kits and even compliance communications are talking as one brand.



# NZME INTERNAL BRAND

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## THE JOB

NZME was formed when The Radio Network, APN (the NZ Herald) and GrabOne came together as one business. This meant three sets of internal values. Our challenge was to fix that.

## OUR HUNCH

People will ignore values if they don't buy into the journey of creating them.

## SOLUTION

Working with key stakeholders from each business, we explored existing values, found similarities, simplified and debated the finer detail, until we had three core values that drew everyone together to push in the same direction.

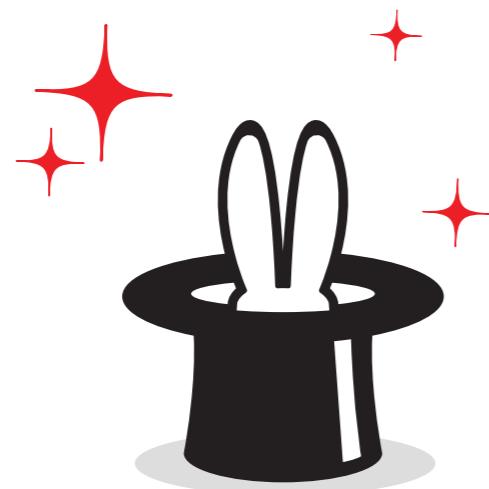
## JOB DONE

The new internal values have been successfully adopted throughout the business. Now easily operating as one.





# WHAT WE DO

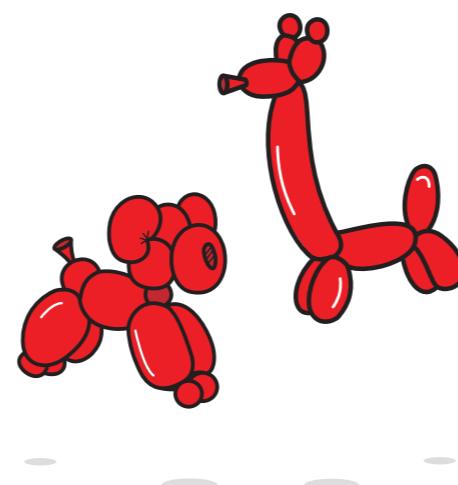


## STRATEGY

Strategy is about understanding the problem and simplifying the solution. We glue together the who, what and why by sorting the news from the noise.

WHAT YOU SEE

SIMPLICITY



## CREATIVE

Creativity is the key to making emotional connections. It's about having ideas, crafting design and sharing stories that people actually remember.

WHAT YOU SEE

EFFECTIVENESS



## CONTENT

Content is all about stories that sell. Newsletters, blogs, videos. The secret is crafting stuff people choose to share. So we ask, 'why will anyone care?'

WHAT YOU SEE

ENGAGEMENT



# HOW WE DO IT



## EASY

Everyone is busy. Always. So you need people who easily understand your challenges, challenge your assumptions and get stuff done. No fuss.

WHAT YOU SEE

EFFICIENCY



## EXCELLENT

Your brand is your biggest asset. So you need people who'll love it like you do, happily sweat the small stuff and make everything the best it can be.

WHAT YOU SEE

GREAT WORK



## FUN

When you love what you do, it's easy to lose perspective. So we try not to. We recognise little wins, celebrate big ones and always make time for people.

WHAT YOU SEE

PASSION

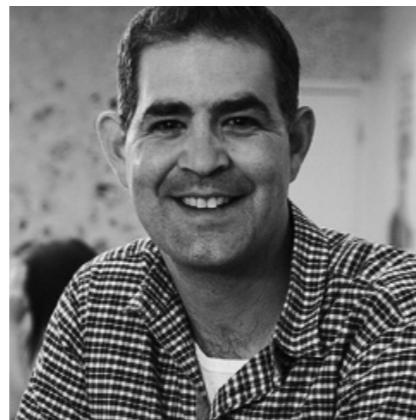


# WHO WE ARE

We're a tight team who love to help people by solving problems.



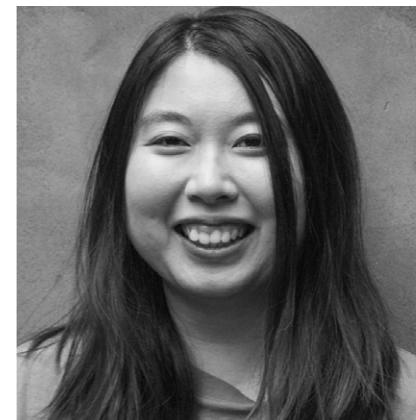
MEL  
STRATEGIST



MICHAEL  
MANAGING PARTNER



ABBIE  
DESIGNER



ANNA  
PROJECT MANAGER



GEMMA  
PROJECT MANAGER



VIC  
CREATIVE



MATT  
CREATIVE



CARO  
OFFICE MANAGER



SOPHIE  
CREATIVE

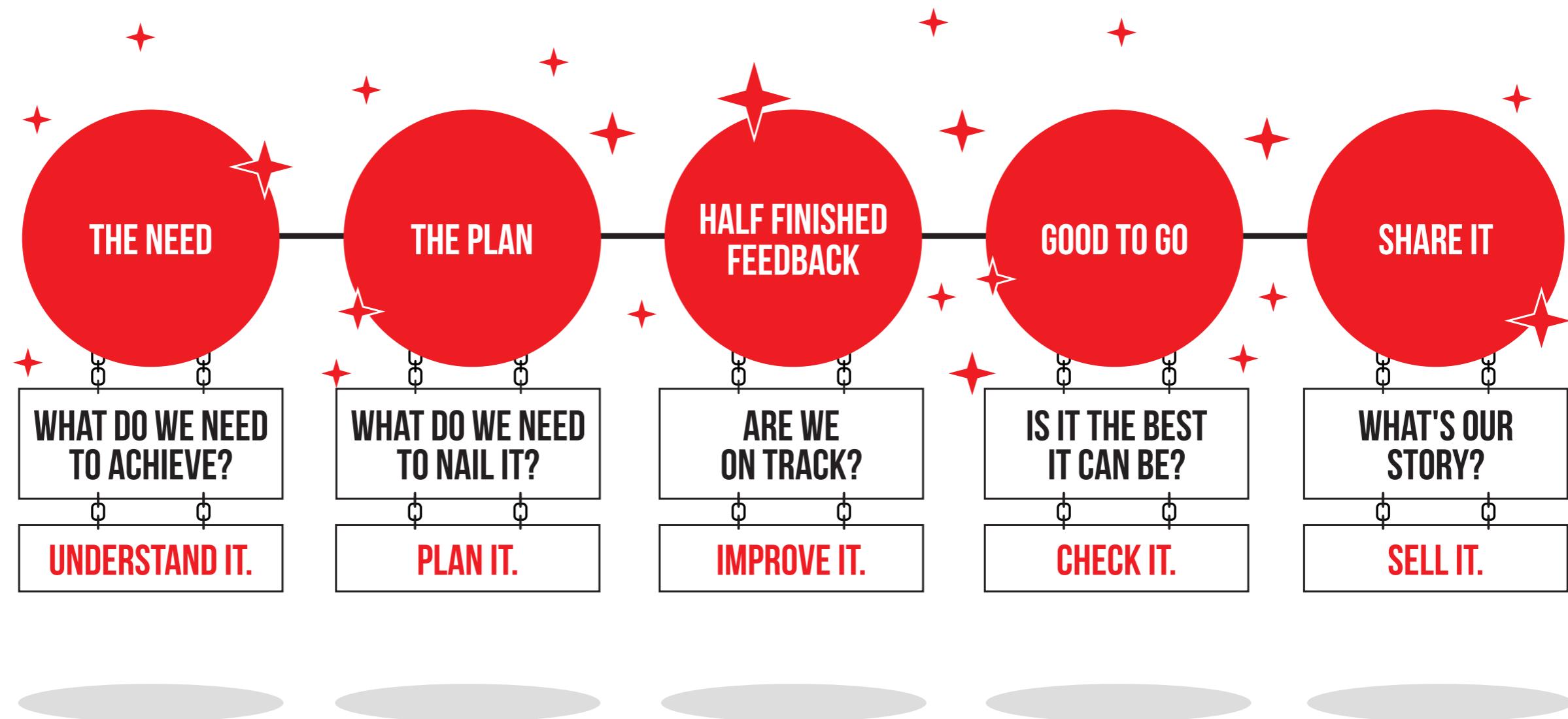


SOPHIE B  
PROJECT MANAGER



# OUR FIVE DOTS

Here's how we work together to make stuff happen and make sure it's great.





# WHAT THINGS COST

We have a simple billing structure based on value rather than people.

## THINKING

\$250+GST/hr

Strategy, conceiving,  
brain wrangling stuff.

## CRAFTING

\$200+GST/hr

Writing, design, making  
stuff great.

## DOING

\$150+GST/hr

Artwork, project management,  
making stuff happen.

## MAKING

COST+20%

Production, delivery,  
getting stuff done.

# PROJECTS

## SIMPLE STRAT

\$8 - \$12K

Dig into your comms brief to understand objectives, identify outcomes, find human insights and nail key messages.

## SMART CONTENT

\$8 - \$12K

Understand or establish content pillars, craft short, engaging emails, blogs, videos and posts that make people care.

## GREAT CREATIVE

\$10 - \$20K

Smart ideas and expert craft to build awareness, drive engagement and deliver a call to action.

## YOUR PROJECT

\$15 - \$30K

Obviously this depends on exactly what you need. But to craft a simple strategy, develop messaging, craft engaging creative and lead partners through production and delivery, we reckon this is a reasonable ballpark.



# WHO WE WORK WITH



# GIVE US A CALL

If you've got this far, you must be interested.  
But the proof is in the pudding. So why not take a bite?  
Give us a call and let's have a chat.

**MICHAEL GOLDSHORPE**  
**MANAGING PARTNER - HUNCH**  
**[MICHAEL@HUNCH.CO.NZ](mailto:MICHAEL@HUNCH.CO.NZ)**  
**027 544 8624**

THANKS

**hunch**