


City marketing + business events overview

Events and Marketing forum April 23

Digital marketing campaign



Our summer city marketing campaign was focused on showing the assets our city has in way of tourism. We had influencers come and try the best of the best for their specific demographic.




Ben Boyce Content Creator Profile
Voice / **Content Creator** / Brand Ambassador / Presenter

Social Networks

- Instagram: [ben_boyce](#)
- TikTok: [teachingbentiktok](#)

Followers 52,600

Followers 33,300



Alex King Content Creator Profile
Actor / **Content Creator** / Presenter / MC & Entertainer

Social Networks

- Instagram: [Alex King](#)
- TikTok: [alexkingnzl](#)

Followers 24,500

Followers 21,400

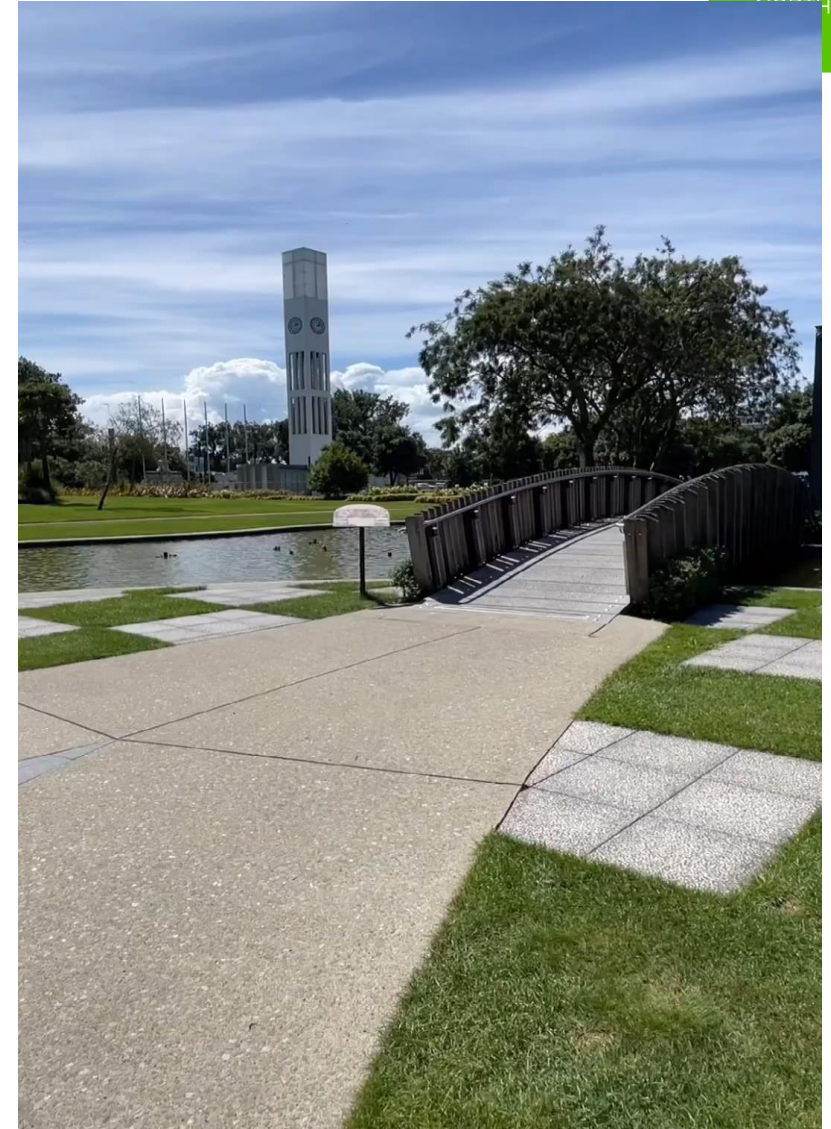
Digital marketing campaign – Ben Boyce

Purpose of campaign: Excite and delight our residents and specific target audiences with what our city has to offer

We hosted Ben Boyce, his wife and two children for a family friendly experience. This weekend coincided with Explore Esplanade Day showing off our biggest family event.

Cyclone Gabrielle unfortunately occurred during the end of this weekend and resulted in the cancellation of flights, and therefore an extended stay for the Boyce family.

Ben Boyce recorded The Hits Breakfast with Jono & Ben from the Media Works office on Broadway and during his extra 3 days here, Palmy was mentioned 140 times throughout the radio show/podcast.



Digital marketing campaign – Alex King

Purpose of campaign: Excite and delight our residents and specific target audiences with what our city has to offer

Alex King was targeting a high disposable income market that is interested in incentive based products.

She visited many of our high end businesses showing a side to Palmy many may never have seen.

Some comments she received included;

- "Not you making Palmy appealing"
- "Wow it's amazing"



A Taste of Palmy Cookbook

Purpose of the campaign was to encourage people to taste some of our favourite locals in their own home.

- Featured **27 local cafes and restaurants** - some provided more than one recipe.
- There are **39 recipes in total**, including sweet, savoury and drinks.
- Each business received a copy to giveaway.
- More promotion will be done in relation to Mothers Day.

As of 1 April we had sold a total of 401 copies



Palmy Proud – Issue 17



Issue 17 is a business-focused edition - celebrating the diversity of businesses that we have in the city and the people behind them - It will be available from the middle of June.

- Our feature in this edition is all about small strong businesses within Ashhurst that are all run by women. We mention: Boutique Bash, Cartwheel Creamery, Kereru Natural Products and The Herb Farm
- Cameron Jewellers and their long-standing history within the community.
- Live to Grow, a company planting seedlings using high-tech German equipment and then delivering high-quality produce right to your door amplifying the farm-to-plate process.
- Short feature on the famous Vivs kitchen and it being a nod to the old times and being a destination for people when travelling through Manawatū.
- Listicle of the best-fried chicken in the city
- Spotlight some of Palmy's speciality stores and tell the stories of the people behind these businesses. We are highlighting the sense of community and culture these stores bring to our city.

Manawatū Convention Bureau

Conference and business events update



- Range of conference and business events enquires from 20 – 570 pax events.
- Heading to Meetings 2023 tradeshow in June to sell the region as a destination for conference and business events. We will meet with Professional Conference Organisers (PCO's) and key event personnel.
- Held two City and Business Events Advisory group meetings where we discussed current challenges and opportunities for the sector.
- We are investing in high quality imagery of our venues and accommodation providers for better representation of the industry.
- Creating a regional pitch handbook for conference and business events that can be used by all venues in the region.
- Establishing a strategic partnership with Business Events Southland in a bid to leverage the “North and South” idea for conferences.

Current bid tracking

