



**TE ARA
AHUNGA ORA**
Retirement Commission

NZ Superpower campaign

20 June – 31 July 2022

Released under the OIA



Campaign overview

- Ran 20 June to 31 July 2022
- 4x 30 sec animated videos created
- 2-week radio promo on Mai FM breakfast show - #1 music station breakfast show in NZ.
- 7x interviews conducted with people aged 65 and over and written up as case studies.
- 8 media results generated highlighting NZ Super value.



Mai FM Morning Crew

- 149,000 listeners
- Details about The Retirement Commission and Mai Local Superheroes were housed at the Mai FM WIN section.
- The Retirement Commission Integration page gained 230 page views over the duration of the campaign and 150 of those were unique visitors. 100% tenancy of digital display on the page gained 383 impressions, with a 1.04% click through rate, which is above the industry standard!
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- Nominations were housed via text and we received 167.
- The Instagram story set gained 8,779 impressions and reached 8,482 people!



Te Ara Ahunga Ora website

- 5 case studies published
- 407 page views – 323 unique
- Average time on page 2mins 8 seconds

Case studies



NZ Super helps power our volunteers

[Find out more →](#)



Volunteering helps retiree stay connected to his community

[Find out more →](#)

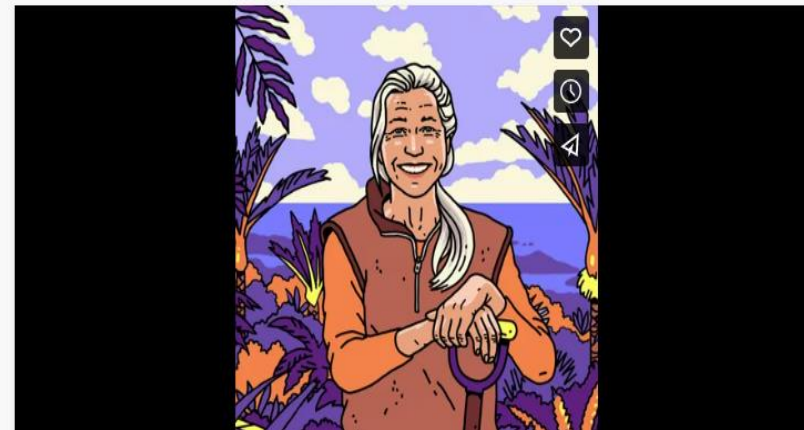
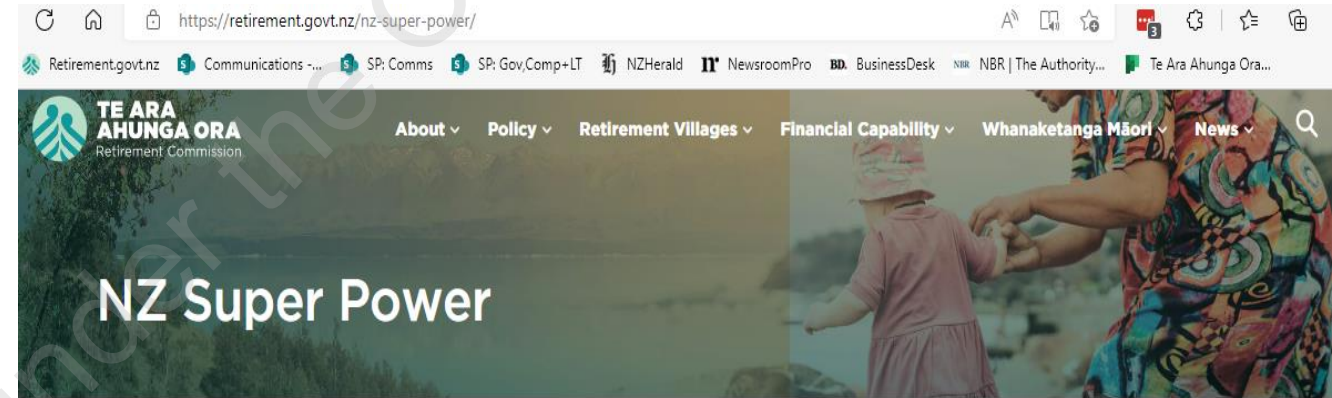


How a big life shock like divorce can derail retirement plans

[Find out more →](#)



[Read more case studies](#)



NZ Super powers our heroes like Josie



NZ Super powers our heroes like Lanu



NZ Super powers our heroes like Tane



Te Ara Ahunga Ora Social Media – Facebook (posts)

4x posts with case studies

- Reached 141, 241
- 846 engagements
- Impressions 5056

Te Ara Ahunga Ora Retirement Commission
Published by Anika Forsman · 11 July at 19:00 · 🌐

Kay has volunteered for the IHC for 16 years. She's also the mother of an adult son who is intellectually disabled and lives with her and her husband. What does retirement look like when you are still supporting your child? Many New Zealanders support family in their retirement years; this role does not stop once they reach 65. The financial support NZ Super provides takes some of the pressure off. Check out the link to read Kay's story. #NZSuperpower
<https://retirement.govt.nz/.../nz-super-helps-power-our-.../>




Page overview Last 28 days
Followers: 3,592

| | |
|-------------------|---------|
| 🌐 Post reach | 141,421 |
| 👥 Post engagement | 41,664 |
| 📄 New followers | 11 |

[See Details](#)

Top performer

 **Kay has volunteered for the IHC for 16 years. She's also the mother of an adult son who is...**
11 July at 19:00 · 🌐

| | | |
|--------------------|--------------|-------------------|
| Post impressions ⓘ | Post reach ⓘ | Post engagement ⓘ |
| 2,995 | 2,395 | 345 |



NZ SUPER
POWERS OUR HEROES

TEARA AHUNGA ORA
RETIREMENT COMMISSION

25 July at 19:00 · 🌐


Grant retired eight years ago and has enthusiastically embraced volunteering – finding it a rewarding way to use his time and give back in his community. Prior to retirement, Grant didn't have the time to volunteer, but being able to access NZ Super has meant he now has this opportunity.
<https://retirement.govt.nz/.../volunteering-helps-.../>

Edit


👍 10 2 comments 1 share

👍 Like 💬 Comment ➦ Share

Most relevant ▼

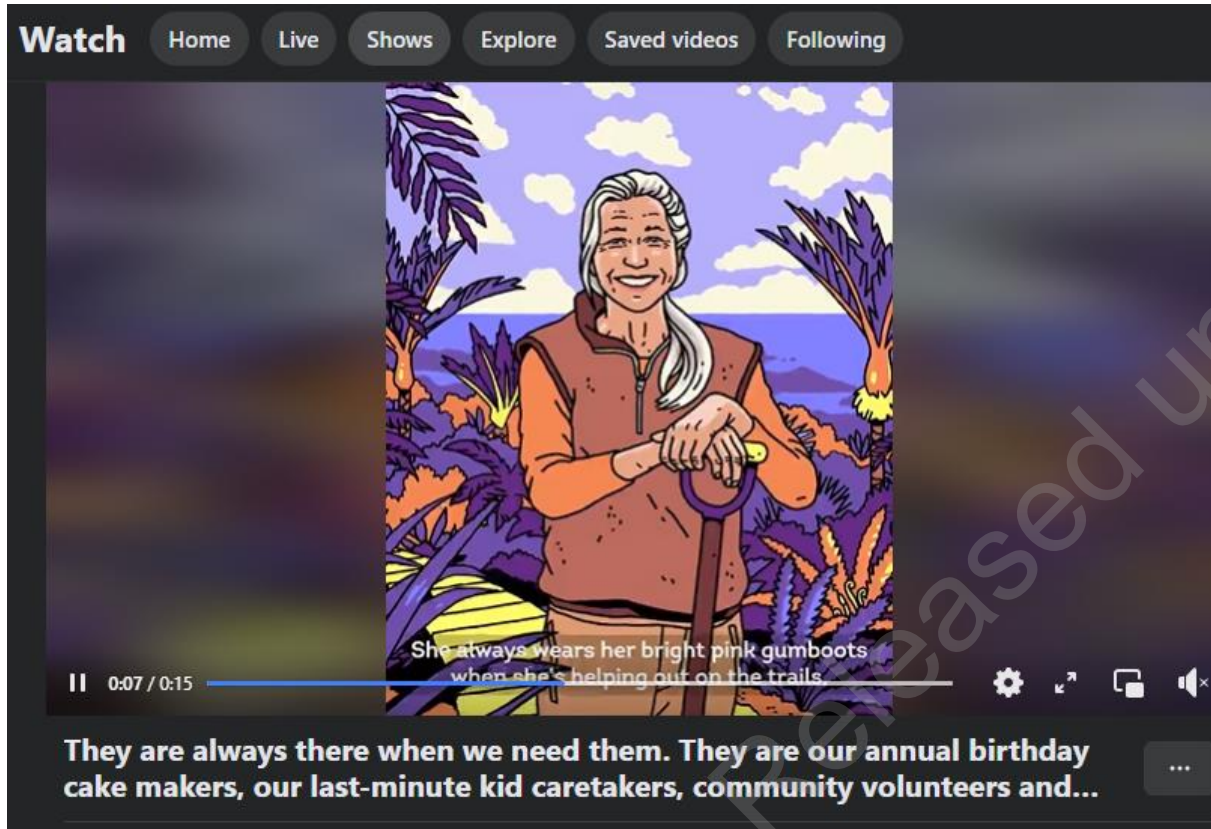
 **Wendy Joy**
Chris Thomas a nice article re volunteering 🙌
Like Reply Hide 1 w 🌟 2

"Most relevant" is selected, so some comments may have been filtered out.

 Write a comment... 📷 📺 📧 📧
Press Enter to post.



Te Ara Ahunga Ora Social Media – Facebook (video)



4x Videos – 27 June -31 July

- Impressions 292, 276
- Clicks 1596
- Video plays 277,74
- CTR 0.54%



Outdoor media



Campaign Reach & Frequency

Street Furniture

| Demographic | AP15+ | Demographic | AP25-54 |
|----------------------|-----------|----------------------|---------|
| Population Potential | 368,565 | Population Potential | 192,071 |
| Total Reach % | 34.80% | Total Reach % | 33.12% |
| Total Reach | 128,246 | Total Reach | 63,618 |
| Average Frequency | 14.30 | Average Frequency | 14.43 |
| Total Contacts | 1,833,986 | Total Contacts | 917,763 |



Media activity – referencing back to importance of NZ Super

NORTH & SOUTH

- Home
- The Magazine
- Subscriptions
- Advertise
- Our Team
- Newsletter



Where Will You Live When You're Old?

You are 30, 50, or 60 years old. Life is going to plan. Or is it? The first country in the English-speaking world to offer the old age pension, New Zealand is now facing a crisis: more of us are living out our twilight years without somewhere

Stuff

life & style

Renting as a retiree is possible, sometimes even great - but we're short of affordable options.

Rob Stock · 05:00, Jul 10 2022



https://www.stuff.co.nz/business/300643774/id-probably-be-on-the-streets-without-it-pensioner-tells-nz-super-researcher

Retirement.govt.nz Communications ... SP: Comms SP: Gov,Comp+LT NZHerald NewsroomPro BusinessDesk

Stuff business

'I'd probably be on the streets without it', pensioner tells NZ Super researcher

Kevin Norquay · 05:00, Jul 24 2022



How to bridge the retirement gap between men and women

RNZ

Home News Radio Podcasts & Series Topics Pacific

Cost of living threatening retirees' financial future

From Nine To Noon, 9:05 am on 21 July 2022

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