

nzgirl introduces the Global  
Phenomenon: Hauling!  
“How-To” product videos

## *Insight:*

Product review videos are one of the hottest growing trends on the internet – consumers are using these videos to understand how a product works both before and after purchase (and sharing them with their friends)

**I look at online reviews/blogs about other people's experiences**

1 – Least Useful / Don't Do	19.30%
2	23.60%
3	17.70%
4	19.40%
5 – Most Useful / Actually Do	20.10%

**I do price comparisons between different retailers online**

1	10.50%
2	16.10%
3	23.20%
4	25.60%
5	24.50%

**I look at what people say on Facebook or Twitter**

1	44.10%
2	20.90%
3	11.90%
4	10.40%
5	12.70%

**I talk to my friends/family**

1	7.00%
2	16.70%
3	25.30%
4	24.40%
5	26.60%

**I visit different retailers to collect information**

1	19.10%
2	22.80%
3	21.80%
4	20.20%
5	16.10%

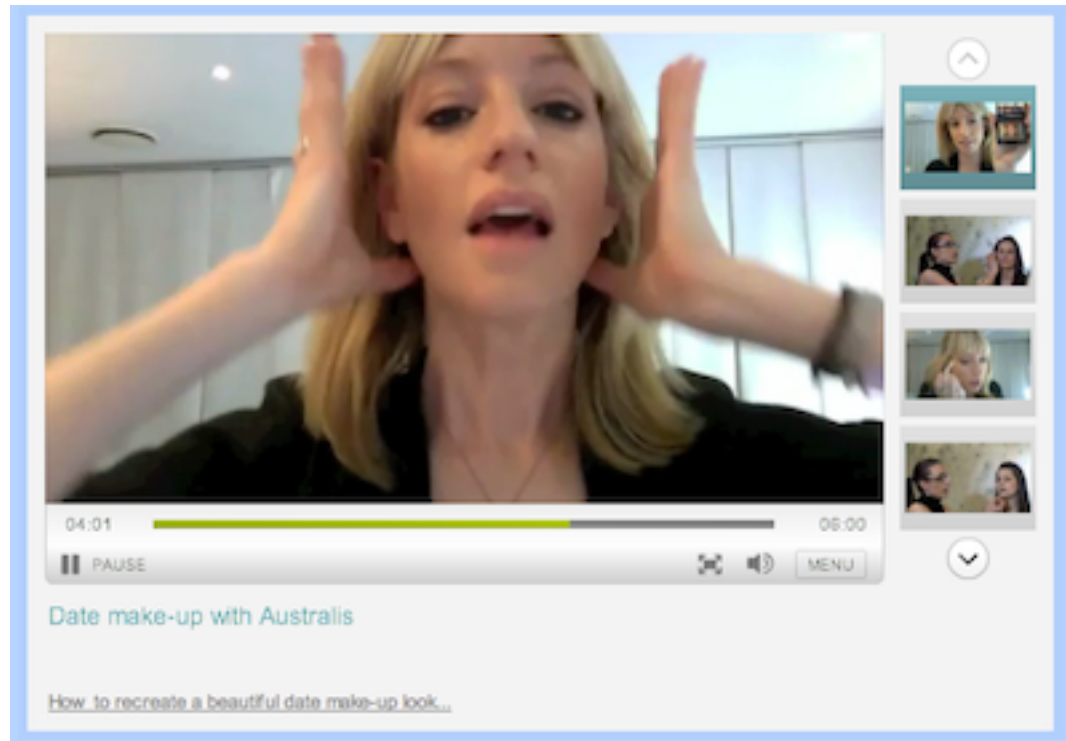
Where do you go to research products so that you're informed before you make a purchase, prioritise the following list in terms of what you **ACTUALLY** do and find **MOST** useful?



# *Idea:*

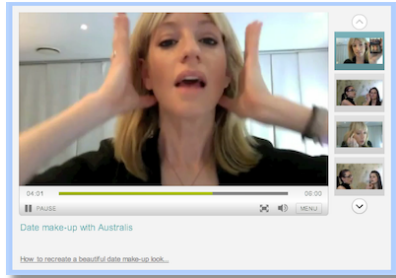
We'll create videos as content that can be easily accessible for consumers when they're keen to find out about the category / product / brand

*nzgirl*

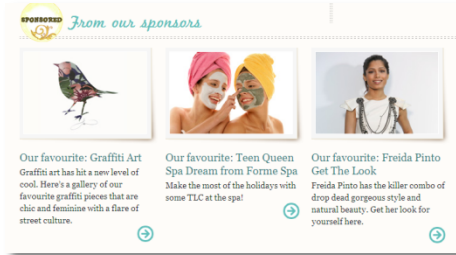


- You can either use our talent that we use on all videos Jo Twyford – or we can find someone that is specifically to be used for your video as your ambassador
- The ‘piece to camera’ is simple and specifically meant to be a little ‘amateur’ – with the view that it will be more relatable
- The video will be an “instructional” how-to style format – giving the viewer an uncomplicated way to apply / use the product
- We’ll film and then cut into a 4 minute video – which will include still photos that can also be used as a guide
- We’ll embed into an article page that can be interacted with – Facebook likes, Tweets, Comments and links to Reader Reviews

# Campaign Structure



**How To video**



**Homepage feature**



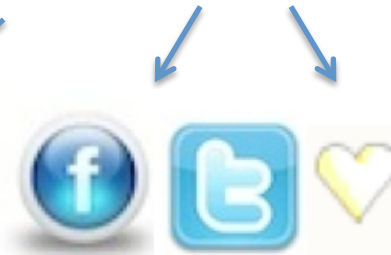
**Embed into article page**



**Reader Favourite Submissions (incentivise)**



**Dynamic tag listing page of all reviews**



**Promote via nzgirl social media**



**Incentivise audience commentary**

## Video Package:

• Video creation	\$2000
• Article page with video	\$1000
• Competition page & listing	\$1000
• Reader faves & dynamic listing page	\$1000
• Home page feature	\$500
• <u>Ratecard value</u>	<u>\$5500</u>
<b>Total package price</b>	<b>\$4000</b>

## Multiple Videos Pricing\*:

• Two	\$4500
• Four	\$6000
• Six	\$7000
• Ten	\$8000

*\*includes the package items as stated above*



# *Background*

# nzgirl

Our favourite things



## Product junkie?

Click here to find out our latest faves from the nzgirl summer beauty special...



eat



buy



entertain



know



people



places



win



forums



ITnzgirls



## Favourite things from our nzgirl readers...

We want to know what **YOUR** favourite things are! **PLUS** our Hot Five ITnzgirls will earn themselves a share in \$5000 worth of prizes [Click here](#) to find out more and submit your own favourite things...



Reader favourite: Sgt Sookie

19th April 11



Sgt Sookie is an Australian online shop featuring New & Vintage clothing & accessories...

0 tweet

Like



See full list



Become an ITnzgirl and be in to WIN!



## Check out our favourite:

...sort by:

today's favourites

all categories

shuffle



Our favourite: Milly's Kitchen cake decorating courses

20th April 11



Once an sub-par baker, now a domestic goddess, and it's all thanks to Milly's Kitchen...

3 retweet

Like



jenene

Profile | Log out



Search

## MAXFACTOR

THE MAKE-UP OF MAKE-UP ARTISTS

WIN

A Fashion & Beauty Xperience valued at over \$2,000\*

\*Terms and conditions apply



## Who are the Hot Five ITnzgirls today?

ITnzgirls

FAVE things

see the full ITnzgirls list



1



**emz6**  
(317 Points.)

View all articles by emz6

2



**briarh1**  
(188 Points.)

View all articles by briarh1

3



**superkateness**  
(91 Points.)

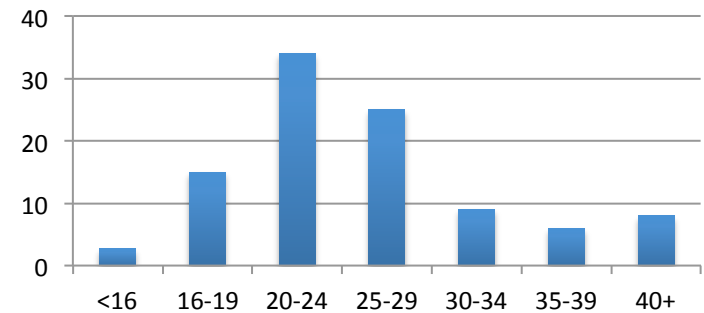
View all articles by superkateness

Targeting 20 & 30 something year old females, nzgirl is a market leader in the online space in New Zealand.

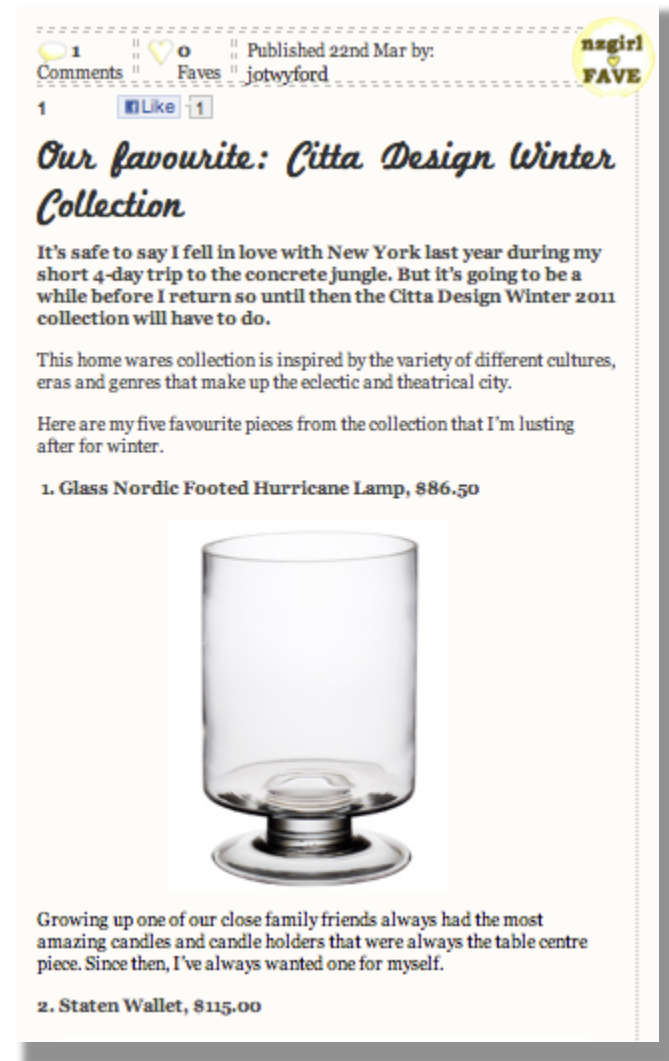
Launched 12 years ago, we continue to inspire and inform NZ women with 'our favourite things' to eat, buy, entertain, know, people and places.....

We're the epitome of social media with our interactive forums, article commentary, and Facebook & twitter integration.

**nzgirl age breakdown by %**



- nzgirl content strategy is based on “Our Favourite Things”
- Our expert panel have been hand picked and made up of designers, artists, journalists, bloggers, actors, musicians and radio/TV/online personalities.
- They’re called “Our Instinctive’s” – they’re the type of people who just know where to find the coolest, latest, quirkiest things that they know other nzgirl’s will also love
- Their posts are about fashion to buy, books to read, music to listen to, cafes to frequent, restaurants to visit, bars to prop up, venues for functions, things to do, events to attend, walks to take...



The logo for 'nzgirl' is displayed in a black, cursive script font. It is centered within a bright yellow square, which is itself set against a white background with a subtle drop shadow.

## *Who are our readers?*

- 90,000+ members
- Growing at 500 per month
- 30,000+ newsletter subscribers
- 15,000 + articles (page rank 5)
- 5,250+ [nzgirl on Facebook](#) fans
- 1,400 + Twitter followers on [@nzgirlHQ](#)
- 67K NZ Visitors per month (125K total)
- 350K NZ PIs/month (450K total)
- 4.08 NZ minutes
- 40% new NZ visits

**“18% of the nzgirl audience post status updates on Facebook more than once a day”**

**“57% stated that they look at online reviews/blogs about other people’s experiences & find it useful”**

The logo for 'nzgirl' is written in a black, cursive script font on a bright yellow rectangular background.

## *Who are our readers?*

- 75% visit nzgirl weekly or more
- 20% visit nzgirl daily or more
- More over 30 than under 20 year olds
- 60% 20-30 years old
- 34% 25-34 years old
- 23% have kids
- 40% of their kids are under 5 years of age
- 14% of their kids are over 20 years of age
- 34% over 300 Facebook friends
- 91% Facebook account vs. 25% Twitter

