

Stuff

1. BEST USE OF AN EVENT  
TO BUILD A NEWS BRAND

**THE POST:  
THE POWER  
OF PROXIMITY**

# Stuff

**Fiercely independent and a proud Kiwi brand, Stuff is New Zealand's leading media organisation with the largest digital news audience. We believe in quality journalism and original creative content, boldly setting out to 'Follow No One' through new directions and solutions that are intrinsically of our place.**



**WE REACH:**

**9 IN 10**

**New Zealanders**

through our **digital, print, audio,**  
**broadcast** and **social** products  
and events, delivered from **18**  
**newsrooms** across the country



## WE PRODUCE:



**Quality, trustworthy journalism**  
across video, audio, digital  
and print products



19 daily, regional & community  
newspapers, websites and  
magazines

## Stuff.co.nz

The country's largest New Zealand website



**News**

The nightly national TV bulletin



**Neighbourly**

New Zealand's largest social network

## SUMMARY

In late 2023, one of our premium news brands had dramatically repositioned.

The Post had shifted from a geographic newspaper brand based in New Zealand's capital, Wellington, to an influential national news site. We aimed to deliver a singular brand positioning centred on "The Post is where business, power and politics meet".

Over 18 months The Post significantly grew its audience, but a perception lag as a Wellington newspaper remained.

In 2025 we needed a clear demonstration of the influence of The Post and what better way to illustrate it than bringing together the most powerful people in the country for a three event series where political leaders, captains of industry, business leaders, senior journalists and commentators debate the issues facing NZ.



Deputy Prime Minister David Seymour addresses a business audience at The Post-Infrastructure NZ forum on local government funding in Wellington in 2025

## OBJECTIVES

In a physical demonstration of the brand positioning, our three-event series in Auckland, Wellington and Queenstown brought together a powerhouse of the influential.

**The key brand messages we were seeking to deliver were:**

- The Post is where business, power and politics meet
- The Post is New Zealand's fastest growing national news brand and leads the news agenda
- The Post delivers essential analysis for New Zealand's business owners, leaders, decision takers and change makers

For two of the events, we partnered with Infrastructure NZ an influential non-partisan peak body focused on building a strong nation; and Freshwater Strategy, an insights company with experience delivering insights and polls on Government politics and policy.

**The partnerships meant the three events provided exclusive content for the in-person audience, were used by cabinet ministers as a platform for exclusive announcements and drove the national news agenda:**

1. The Post Tourism Infrastructure and CEO Forum (Queenstown - Nov 2025)
2. The Post Future Proofing New Zealand: (Auckland - December 2024)
3. The 2050 Local Government Forum (Wellington - June 2025)

**A fourth event focused on Cultural Power**

1. The Post Arts Power List (Wellington - March 2025) was launched at the national museum Te Papa, to an invited audience of powerful arts leaders, artists and philanthropists.

## OBJECTIVES

The Events were chaired by The Post Editor and The Post National Affairs Editor and featured top talent including the site's Political Editor, Business Editor and Arts Editor, with prominent CEOs and Cabinet Ministers as keynote speakers and panelists.

The three events were live streamed on [thepost.co.nz](https://thepost.co.nz) and news and opinion content drove reach and awareness beyond the 200 VIP guests invited to each event.



A large audience listens to the Auckland forum debate

## THE RESULTS

With an impressive line-up of attendees, The Post event series delivered powerful brand moments across the year.

This allowed The Post team to:

- Showcase top talent
- Set the news agenda at key moments in the political and news cycles
- Demonstrate its capacity to bring powerful New Zealanders together
- Lead a news conversation both in and outside of the Capital

About 600 powerful people attended the three events with the VIP invited audience comprised of power brokers across politics, business, indigenous Maori leadership, local government and arts leadership and philanthropists.

The events set the news agenda with exclusive poll results and political announcements made at the forums covered by other national media, as well as our own publications, sites and broadcast channels.



The Post Arts Power List event in Wellington drew a large crowd.

## THE RESULTS

The events reinforced the power of The Post brand, with both audience and subscribers growing significantly across the period:

- By the end of 2025 more than 74% of The Post's audience was outside of Wellington, a significant growth within a year, flipping more than 160 years history of geographically constrained readership.
- Digital subscribers grew by 32%
- Audience grew by 37% (UVs 2025 v 2024)
- Corporate subscription revenue increased by 145%
- Digital advertising revenue grew by 300%

The Event series and multi-channel supporting content drove the brand promise: The Post became the place where **business, power and politics** meet - literally.



The Post national affairs editor Andrea Vance leads the discussion on the future of local government at The Post-Infrastructure NZ forum in Wellington in 2025

**FOLLOW NO ONE**