

EFFECTIVE SOLUTIONS AND COMMUNICATIONS- AND DEFINING WHAT CAN BE MEASURED

**WE ALWAYS START BY
UNDERSTANDING YOUR
CORE ISSUE, YOUR
AUDIENCES-AND ONLY
THEN DO WE AGREE
WITH YOU WHAT
SUCCESS NEEDS TO
LOOK LIKE.**

**‘HOW DO YOU
EXPRESS ONE
MESSAGE AND ONE
VISION THROUGH
MANY DIFFERENT
CONVERSATIONS?’**

**THE FOLLOWING IS A RANGE OF SOME
OF THE WORK WE HAVE DONE FOR MSD
AND IT’S SERVICE LINES - WORK AND
INCOME, CHILD YOUTH AND FAMILY,
ETC. PLEASE CONTACT US FOR MORE
INFORMATION ON THESE EXAMPLES OR
FOR A FULL OVERVIEW OF OUR WORK
AND THE RESULTS WE HAVE ACHIEVED.**

MSD REGIONAL OFFICES /

HOW DO YOU CREATE A HOME AWAY FROM HOME?

To revitalise the MSD brand experience for 11 regional offices around the country, MSD needed to create a more inviting, functional, inclusive, and collaborative workspace for staff and visitors and to reflect the vision, purpose and values of the service lines now working as one. For the different service lines to feel as one under the MSD umbrella was the crucial outcome, so building on the shared common goals and embedding values helped to promote engagement and a sense of belonging within the regional offices. To start, we asked ourselves; What is the single thread that holds us all together? What gets us out of bed every morning? What is the common “mantra” that every single service line and person shares? Who are we making a difference for every day? The result was a highly visual and locally relevant overarching concept – He Tangata, He Tangata, He Tangata – it’s the people, it’s the people, it’s the people.



MSD SUPERGOLD /

HOW DO YOU SHOW APPRECIATION WITH A CARD?

When MSD needed to create a brand for a key initiative – the senior's card – they asked DNA to help name, brand and launch the card and accompanying programme. Any new idea can be hard to get, so we needed to allow the audience and participating partners to all see the value, benefit and objectives of the programme from day one. The result was 'super gold' the seniors card and its partner cards for veterans – each with a strong proposition and creative platform. The cards are premium in their design delivery and positioning and acknowledge the appreciation New Zealand feels for our retirees and veterans, as well as being simple, easy and valuable as a consumer tool. The cards and programme are well established in New Zealand and Australia.



SuperGold Card
Ministry of Social Development
PO Box 1556
Wellington 6140
P 0508 65 00 00
F (04) 918 0061



MSD REGIONAL PLANS /

HOW DO YOU ALIGN REGIONAL PRIDE AND IDENTITY WITH REGIONAL PLANS AND ISSUES?

We all have a desire to keep the things close to us safe, prospering and with a strong future. The regional plans for MSD in 2008 used icons and key regional themes to engage readers in a compelling way – one that also imbued a unique local relevance. We also needed to deliver this project (11 reports on a budget and to a tight timeframe) in a cost effective manner, and in a way that improved on the effectiveness of previous years documents. Therefore the readability and connectedness of the design approach was critical to the success of these communications.

**CYF CAREGIVER /
RECRUITMENT CAMPAIGN**

**HOW DO YOU CONNECT WITH
SPECIFIC AUDIENCES UP AND
DOWN NEW ZEALAND?**

CYF needed to recruit a large number of Caregivers from different regions across the country, and fast. They used DNA to develop a campaign with a core creative platform that could be delivered flexibly across a range of various media – from posters, collateral, print and radio advertising – to connect the right people to the issue. The campaign was hugely successful due to the targeted messaging and media, and all well within the CYF 'brand guidelines'.



NZ ARMY / WORK AND INCOME - LIMITED SERVICE VOLUNTEERS

HOW DO YOU MOTIVATE YOUNG PEOPLE TO TAKE RESPONSIBILITY?

Problem youth 16-24 years old were the target audience for this campaign designed to challenge them to undertake a six week course with members of the New Zealand Defence Force. You can't tell young people what to do any more than you can tell anyone. The insight that led to our solution suggested we needed to identify the challenge and the goals driving personal 'life' decisions, which we then used to drive the creative delivery...the communication simply says "hey, have you thought about giving this a go?" and the creative delivery has a 'street' approach and is poster led.



DNA can define and design every aspect of the experience customers have with your business – your products, your brand, your service delivery, your retail and online environment – ultimately helping you win and grow customer commitment.

We champion insight, questioning and challenging information until we get to the heart of the issue. We use a mix of strategy and creativity to resolve issues and deliver customer experiences that are integrated and relevant. We have a unique mix of services, but only ever apply what your situation demands.

Our services cover insight/strategy, brand/experience and online/interactive. Regardless of the project (large or small) our services typically fall within four key steps:

1 / Define the issue

**Customer Experience Audits
Brand Audits / Health Checks
Insight and Research
Retail Experience Audits
Stakeholder Facilitation
Channel Audits
User Needs Analysis**

2 / Devise the approach

**Business Strategy
Brand Strategy
Brand Architecture
Retail Strategy
Culture Shaping Strategy
Online Strategy
Solution Definition**

3 / Create the experience

**Brand Creation
Brand Engagement
Brand Experience
Stakeholder Engagement
Product Engagement
Naming
Brand Environments
Cultural Engagement
Interaction Design
Interactive Design
Website Design
Content Creation
Development
Site Promotion
Optimisation / Usability**

4 / Measure the return

**Brand Management
Brand Audits / Health Checks
User Testing
Research / Effectiveness
Optimisation**

For more information about Place Branding contact:
Nick Sampson on 09 375 1592
nick.sampson@dna.co.nz

For more information about Brand services contact:
Aaron Carson on 09 375 1592 or Gill Coltart on 04 499 0828

For more information about Research and Strategy services contact:
Martin Grant on 09 375 1592 or Sherryn Macdonald on 04 499 0828

For more information about Online services contact:
Hayden Vink on 09 375 1592 or Dennis van Heezik on 04 499 0828

