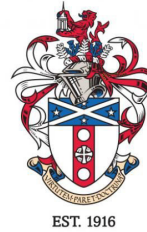


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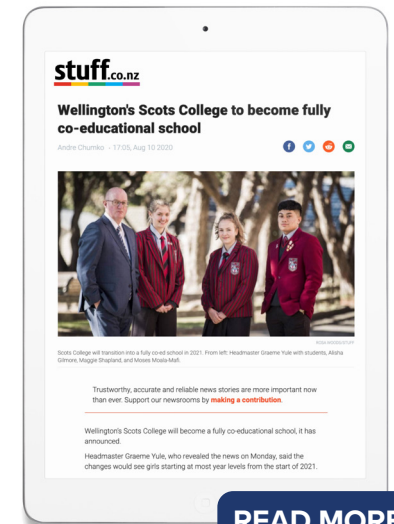
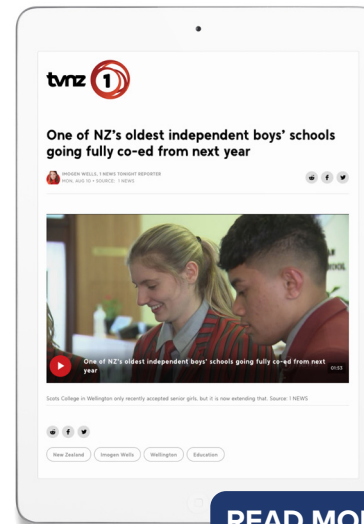
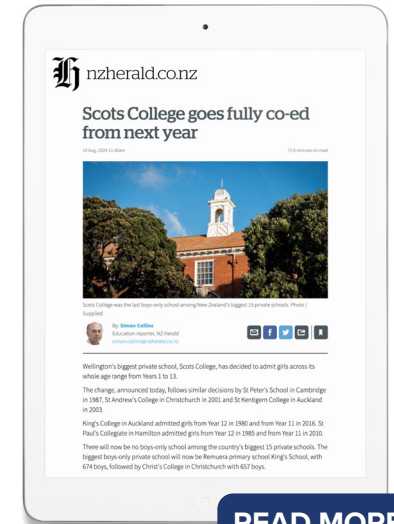
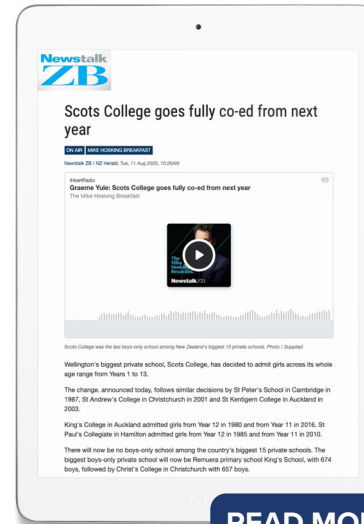
**SCOTS
COLLEGE**
Learning. For Life

SCOTS COLLEGE

Scots College was announcing that it was going fully co-educational. Previously it had been co-ed at the senior school only. After a consultation period with key stakeholders it was announcing that agreement had been reached.

Draper Cormack Group was asked to review all announcement documents; this was for all key stakeholders – parents, community, other schools – as well as handle the media on the day. We did a draft Q&A for the Headmaster and wrote the press release (when it was asked for by the reporters!)

We pitched to Stuff.co.nz, the Herald, and to One News. We were confident of getting some coverage, but we actually got 100% of the outlets we pitched to. Newstalk ZB even sought an interview with Headmaster Graeme Yule on the Mike Hosking show off the back of the coverage Draper Cormack Group got.





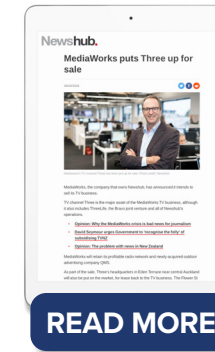
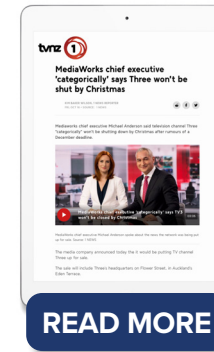
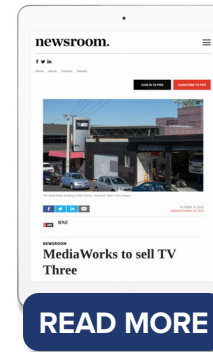
ANNOUNCEMENT OF MEDIWORKS TV SALE

Draper Cormack Group was called in to assist with the announcement that MediaWorks was selling the TV arm of its business. This was a hugely sensitive matter and required extreme discretion in the lead-up to the announcement as well as very careful planning of the actual announcement.

Draper Cormack Group worked with MediaWorks on devising a strategy to roll out the information. This included timetabling who to announce to and when, managing the media response and writing the communications strategy. We knew this wouldn't be a "good news" story, so wanted to shape as much of the narrative as we could.

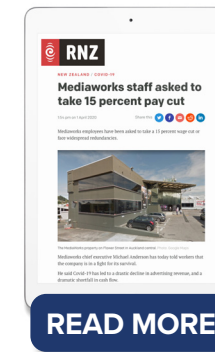
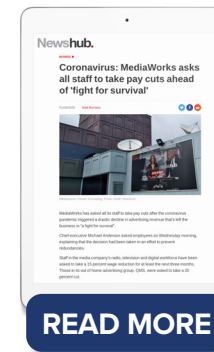
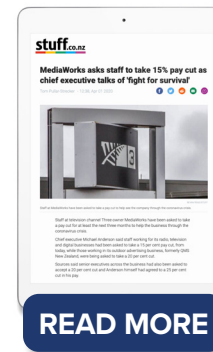
On the day, David was on-site at MediaWorks' head office to help with the announcement. He helped craft the media release, the questions and answers for CEO Michael Anderson as well as interview prep.

There was considerable media interest in the story, with Stuff.co.nz creating a "Live Blog" to cover the day, and a TVNZ camera-person and reporter camped outside MediaWorks' head office.

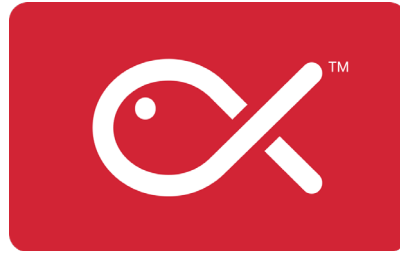


The announcement was considered such a success that David was brought on as acting Corporate Communications Manager for 8 months, until the return of a staff member on parental leave. During that time, David worked on all communications for the company, including the communications for managing the fall-out from the Covid Pandemic as it sent advertising revenue off a cliff. The strategy he worked on was well regarded and applauded by several key stakeholders.

The strategy included scripting several video messages from the CEO to all staff, and a follow up emails, and external messaging.



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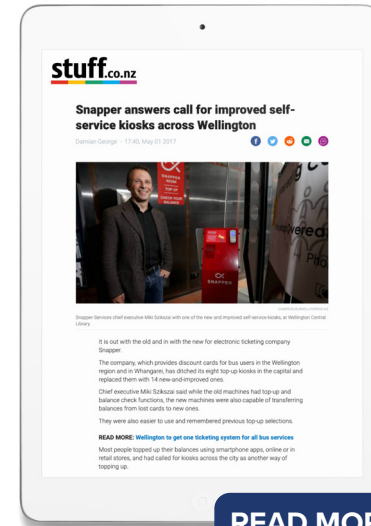
SNAPPER

Snapper is a Wellington institution. It's been the ticketing provider on Wellington's buses since 2008. It's always inventing new ways to make the citizens of Wellington's lives easier and in mid 2017 it launched a number of new self-service kiosks around the city for people to top up their Snapper cards.

It wanted to launch with a bit of a splash and a bit of fun because that's who Snapper is.

It approached Draper Cormack Group to help with the kiosk launch.

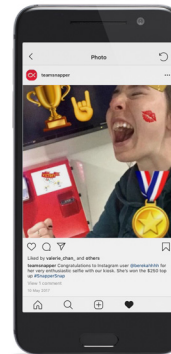
For the launch, DCG ran two mini-campaigns in parallel. It pitched a story to Stuff.co.nz about the launch of the new kiosks and also ran a social media campaign through Snapper's channels.



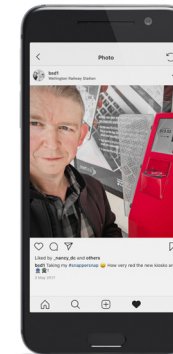
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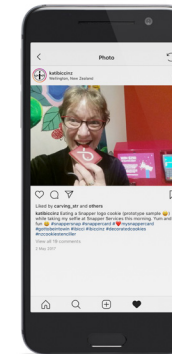
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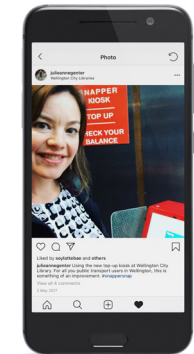
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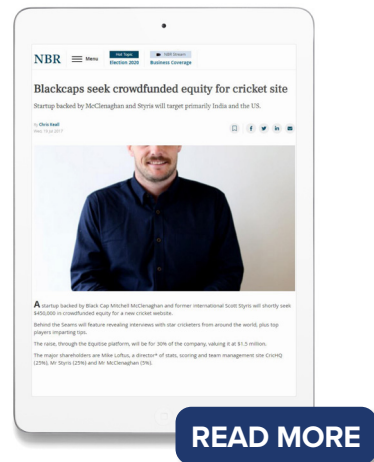
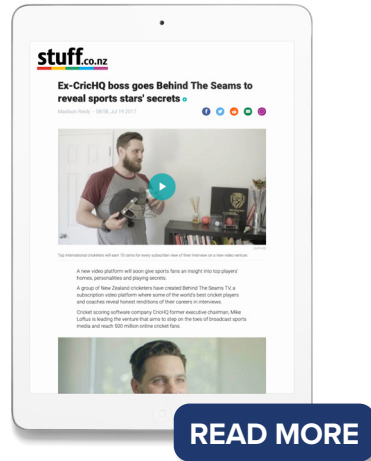


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BEHINDTHESEAMS

BehindTheSeams.tv (BTS) was a new SVOD (subscription video-on-demand) service that was starting its life out as a humble start-up.

It was a service where people would pay a monthly subscription to watch interviews with their favourite international cricketers. The company was the brainchild of Mike Loftus who Draper Cormack Group had done some work with prior. He liked the way we worked so was happy to engage our services again.

With an initial target of raising nearly half a million dollars to get off the ground, BTS wanted publicity for the business and the upcoming raise. We built a media blitz around opportunity and what the business was aspiring to become. We leveraged off its high-profile investors – ex-Black Cap Scott Styris and current Black Cap Mitchell McClenaghan – to spike the interest of readers.

The story was pitched with Mitch as spokesperson to Stuff.co.nz, the Herald and NBR as we believed that potential investors would be reading those publications.

Both Stuff.co.nz and the Herald ran portions of the trailer because video is in such hot demand for online services. We put a premium on the video content so that it would be more highly desirable.

The day the story ran we were contacted by a venture capitalist firm who desperately wanted to invest. From one day's media blitz we were able to help BTS fill most of its raise of \$450,000.