

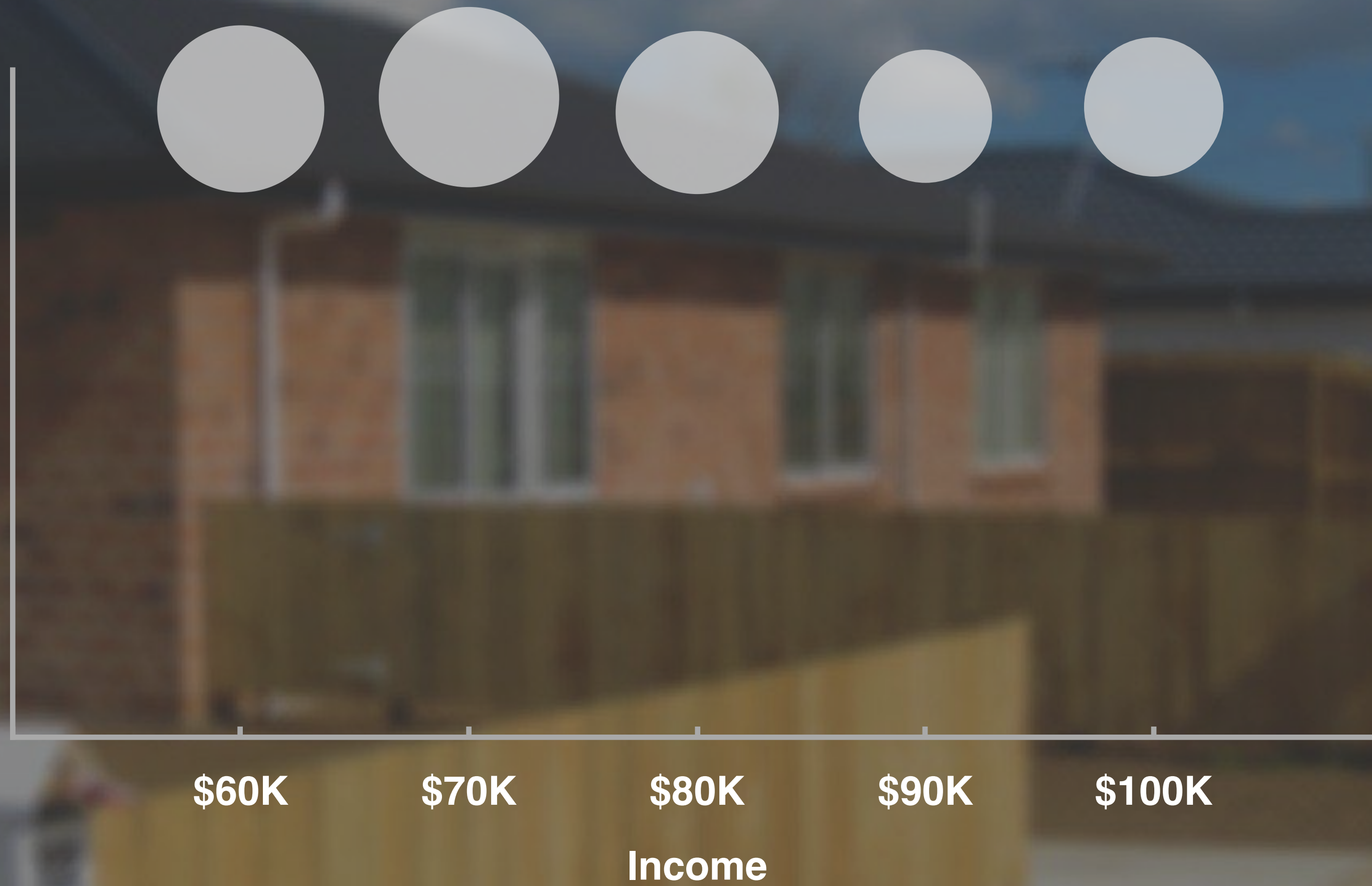
# Brand opportunities and housing demand in NZ





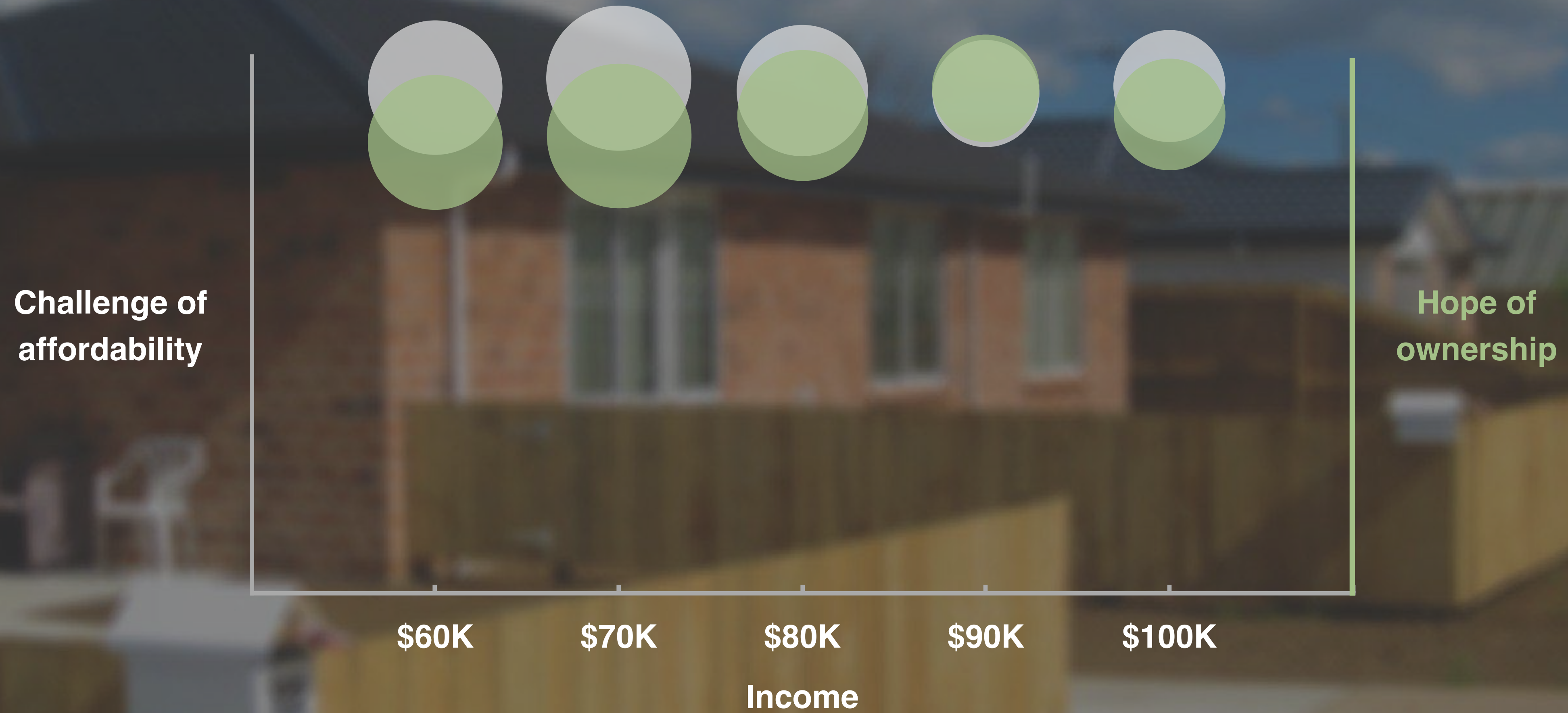
# Affordability is a problem for everyone

Challenge of affordability





**Affordability is a problem for everyone** but there is always hope





2018

Awareness

  
KiwiSaver

  
kiwibuild

  
Housing  
New Zealand

  
HOUSING  
FOUNDATION

  
THE FIRST  
HOME BUYERS  
CLUB

  
Habitat  
for Humanity

  
\$orted



Te Puni Kōkiri  
MINISTRY OF MĀORI DEVELOPMENT





2018

# Awareness

2019

KiwiSaver

KiwiSaver

Housing  
New Zealand

kiwibuild

Housing  
New Zealand

8%

12%

HOUSING  
FOUNDATION

kiwibuild

HOUSING  
FOUNDATION

\$orted

Habitat  
for Humanity



Te Puni Kokiri  
MINISTRY OF MAORI DEVELOPMENT

Habitat  
for Humanity

THE FIRST  
HOME BUYERS  
CLUB

THE FIRST  
HOME BUYERS  
CLUB

\$orted



Te Puni Kokiri  
MINISTRY OF MAORI DEVELOPMENT





# Positive and negative thoughts about HF

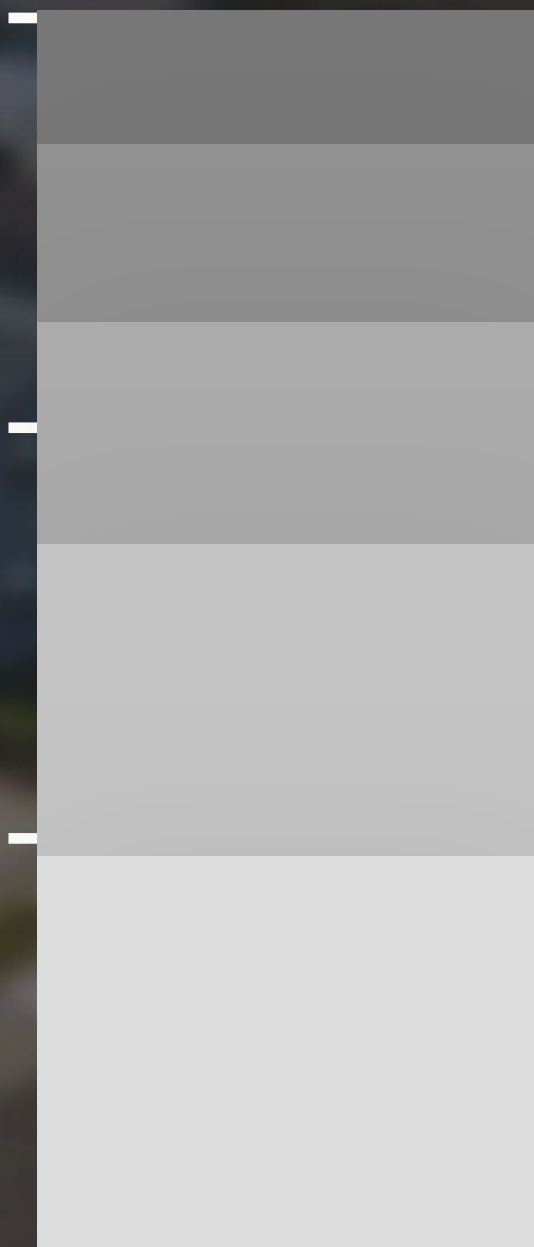
51%

Positive and interested

21%

Positive but not interested

28%



"I don't feel poor enough"

Location

"I don't feel young enough"

Personal contingencies

Distrust



**Characterising a segment to target**

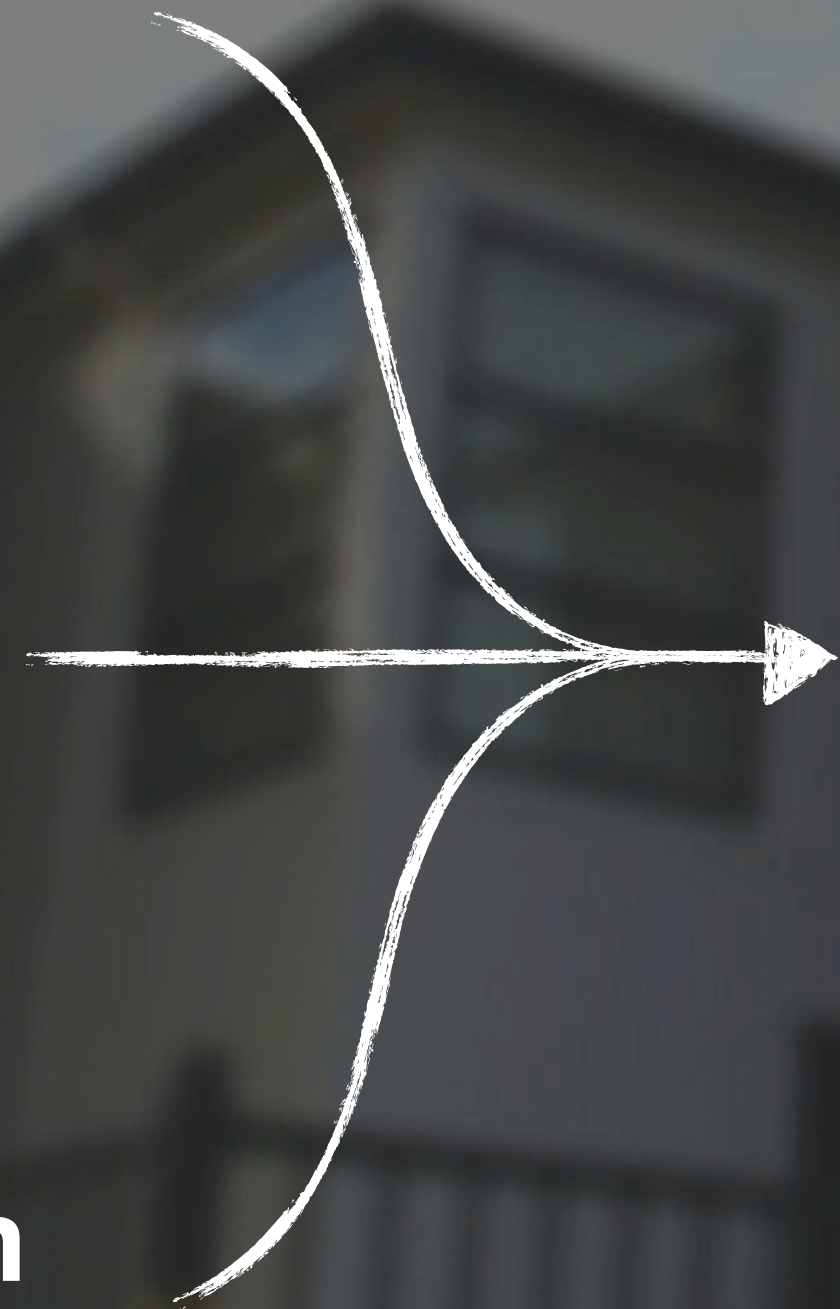
# Segmenting our market by “Social capital”

Attends place of  
worship

Knows their  
neighbours

Involvement in  
community groups

Social capital





# Segmenting our market by “Social capital”

Attends place of worship

Knows their neighbours

Involvement in community groups

Social capital



*Community Connector*



*Lone Wolf*





# Social capital



32/50



# Social capital



Target these  
Community Connectors



*Community Connectors are more likely to ...*

**Know their  
neighbours**

**82%**

**Attend a place of  
worship**

**58%**

**Be involved in  
community groups**

**77%**



*Community Connectors are more likely to ...*

**Have an extra worker  
per household**



**+9%**

**Know about the  
Housing Foundation**



**+15%**

**Think HF's services  
are relevant**



**+13%**

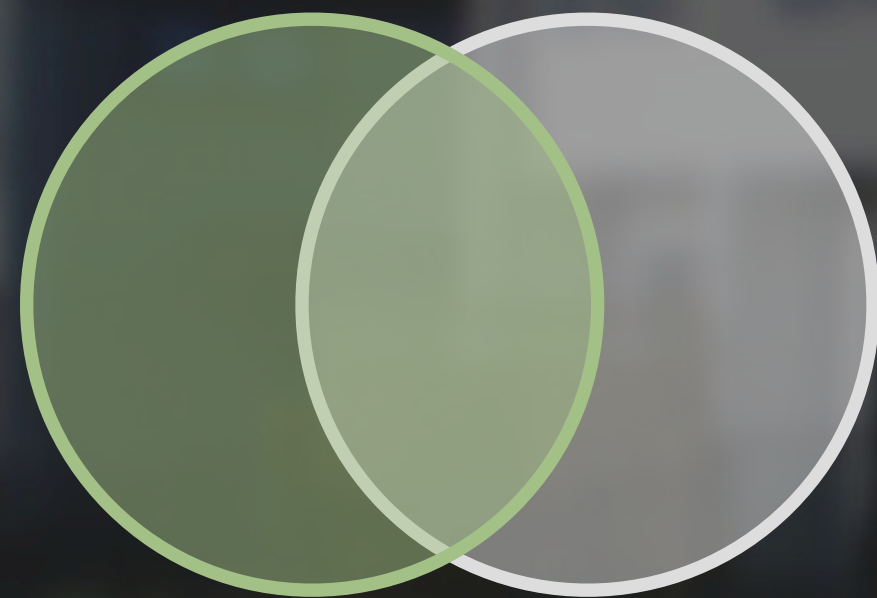


**Targeting people who are most interested in HF**



***Community Connectors*** who showed interest in HF's services

Interested  
*Community  
Connectors*



More likely  
in their 40s



+17%

Less likely  
to be urban



-13%



# Social media is king, followed by YouTube and Netflix





# Address people's doubts about HF's services

28%



"I don't feel poor enough"

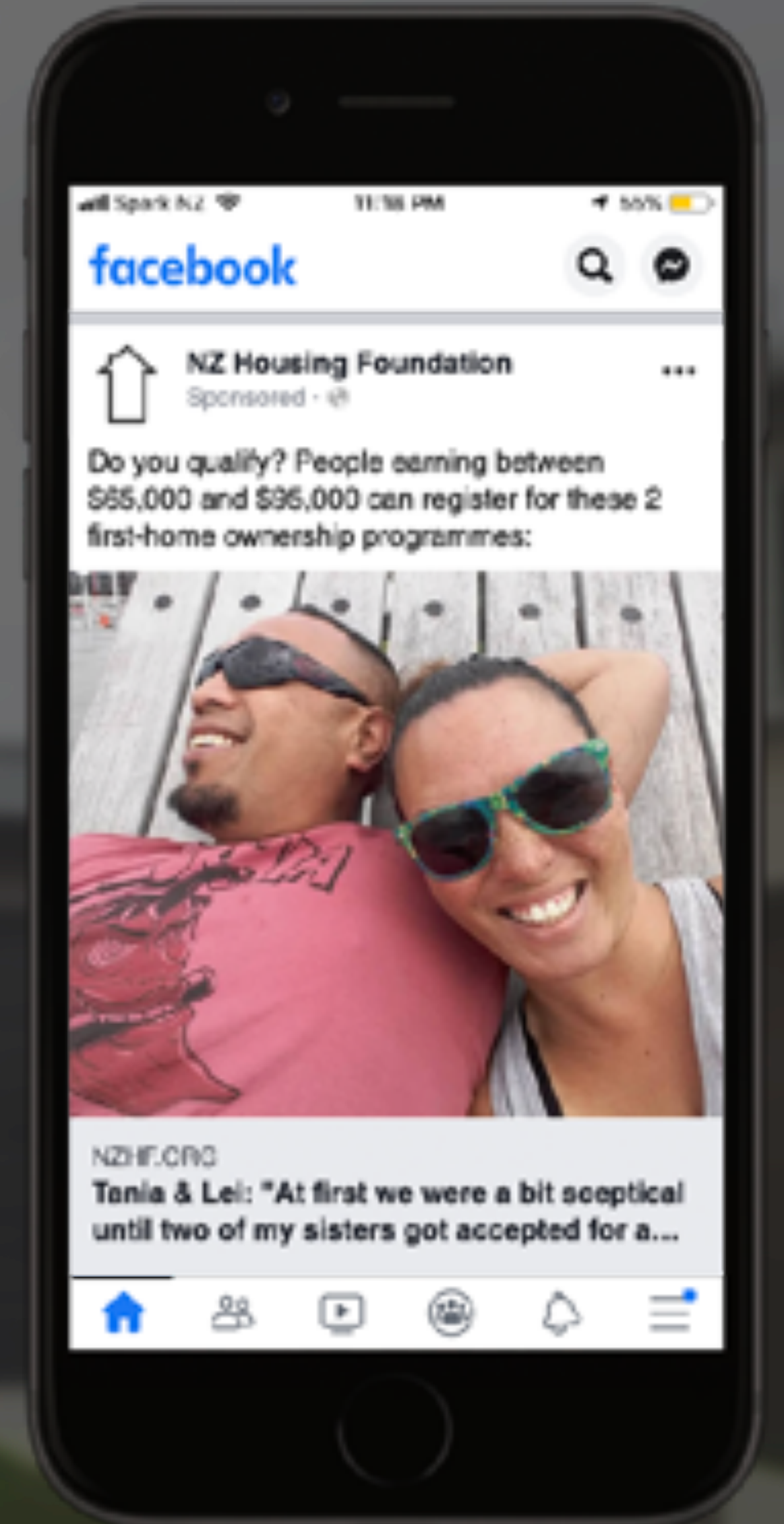


Location

"I don't feel young enough"

Personal contingencies

Distrust





# Engage influential people in the conversation

28%



"I don't feel poor enough"

Location ←

"I don't feel young enough"

Personal contingencies

Distrust ←





# Give your people a way to be an ambassador

28%



"I don't feel poor enough"

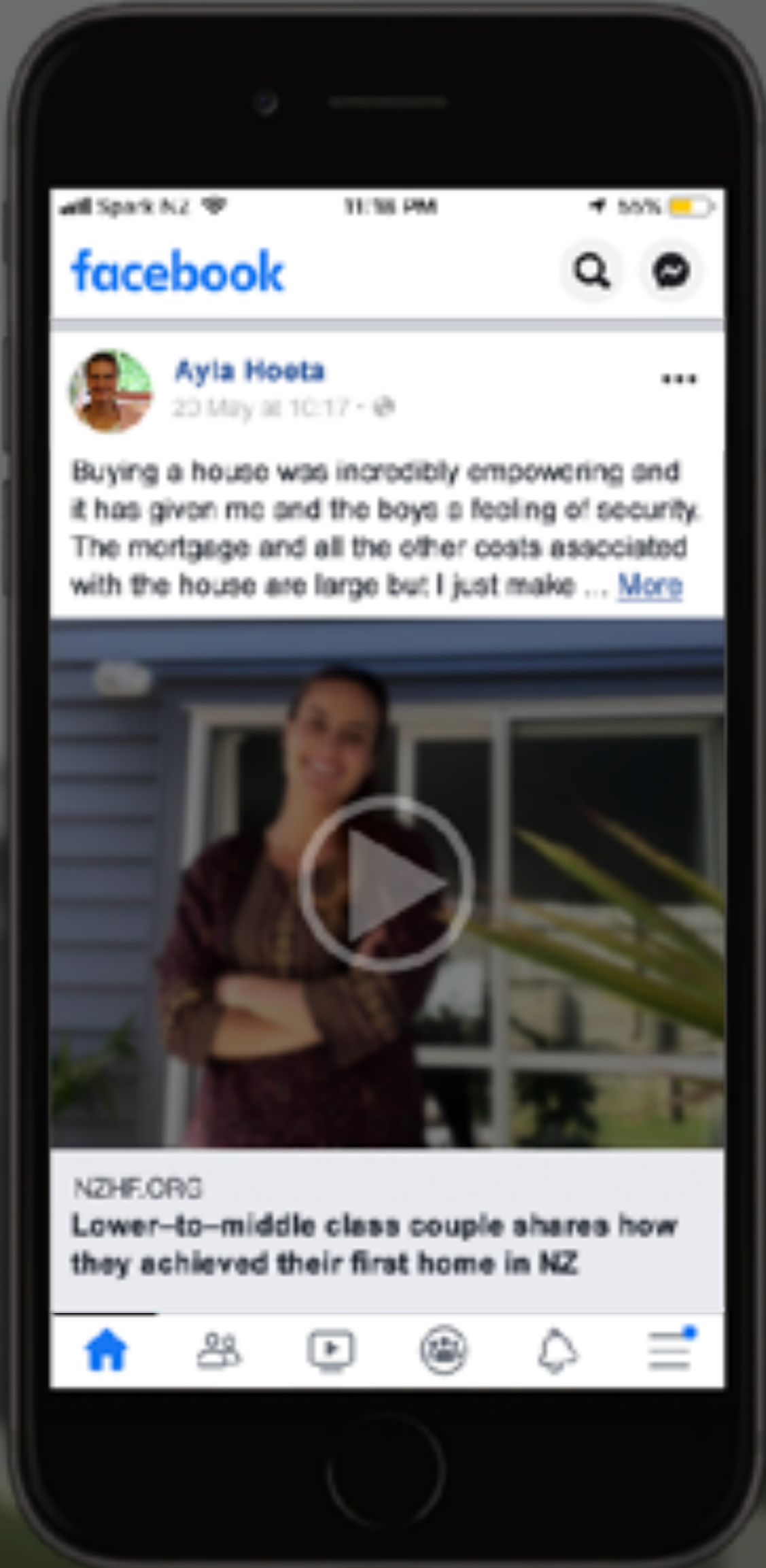
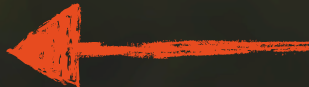
Location

"I don't feel young enough"

Personal contingencies



Distrust





# Should HF consider outsourcing their online marketing?

**Ever-changing  
online environment**



**Reliable return on  
investment**



**Integrated strategy  
from Social to SEO**

