Brand opportunities and housing demand in NZ

HOUSING





Affordability is a problem for everyone

Challenge of affordability

\$60K \$70K

\$80K \$90K

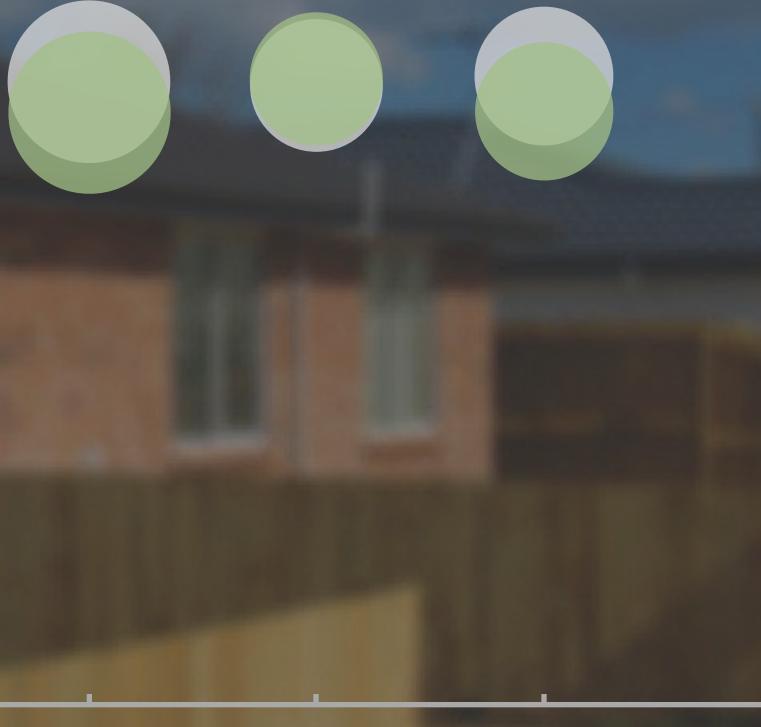
\$100K

Income

Affordability is a problem for everyone but there is always hope

Challenge of affordability





Hope of ownership

\$80K

\$90K

\$100K

Income

2018







Housing New Zealand





THE FIRST HOME BUYERS CLUB







Te Puni Kökiri Ministry of Måori development

Awareness

2018

KiwiSaver



Housing





HE FIRST HOME BUYERS CLUB





Te Puni Kōkiri



Awareness

2019

KiwiSaver

12%

Housing New Zealand

kiwibuild

\$orted



THE FIRST HOME BUYERS CLUB





Te Puni Kokiri Ministry of Māori development

Positive and negative thoughts about HF



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



Community Connector

Social capital

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

Be involved in community groups

58%

77%



Community Connectors are more likely to ...

Have an extra worker per household

Know about the **Housing Foundation**

Think HF's services are relevant

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

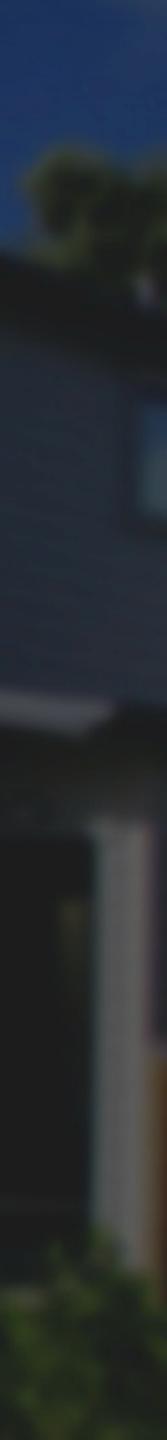
40s

+17%

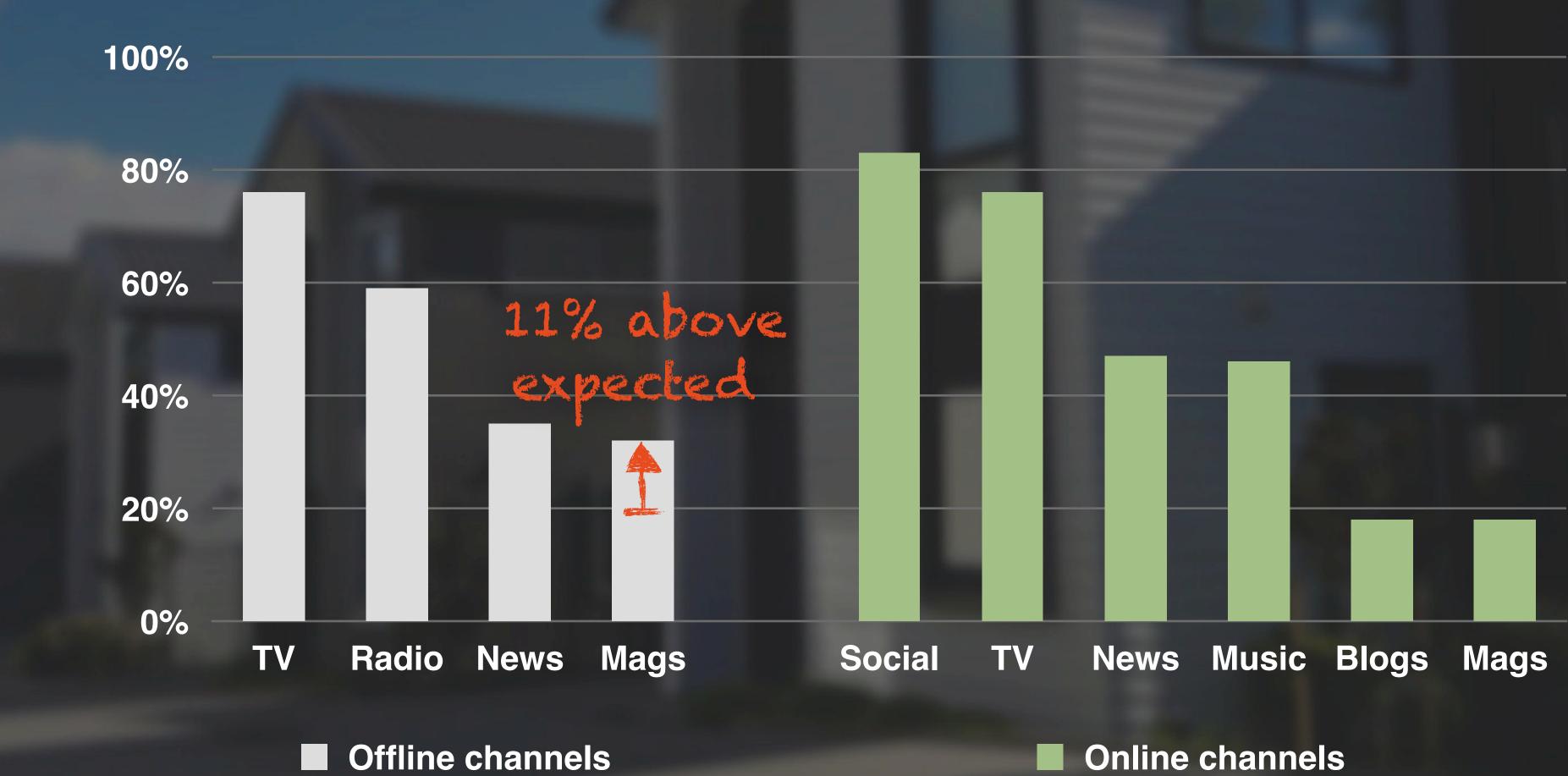
Less likely to be urban



-13%



Social media is king, followed by YouTube and Netflix



Online channels



Address people's doubts about HF's services

28%

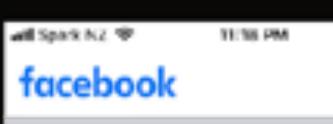
"I don't feel poor enough" Location

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Personal contingencies

Distrust







NZ Housing Foundation Sponsored - @

Do you qualify? People earning between \$65,000 and \$95,000 can register for these 2 first-home ownership programmes:



NZHF.CRG

Tania & Lei: "At first we were a bit sceptical until two of my sisters got accepted for a ...





🕈 55% 💻

Q O

...

Engage influential people in the conversation

28%

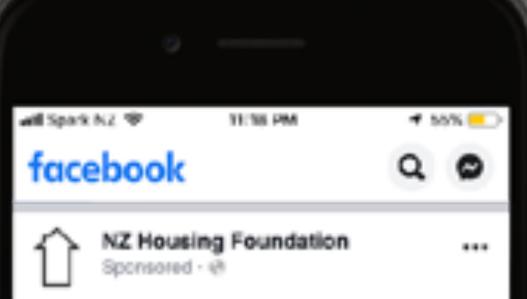
"I don't feel poor enough"

Location

"I don't feel young enough"

Personal contingencies

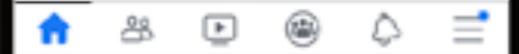
Distrust



What are your thoughts about the NZHF's housing services in Canterbury? @phil.twyford.mp



NZHF.CRG *KiwiBuild fails to attract any buyers in Canterbury" - Zane Small, Newshub





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



will Spark NZ 🍄

facebook

🕈 55% 💻 Q O

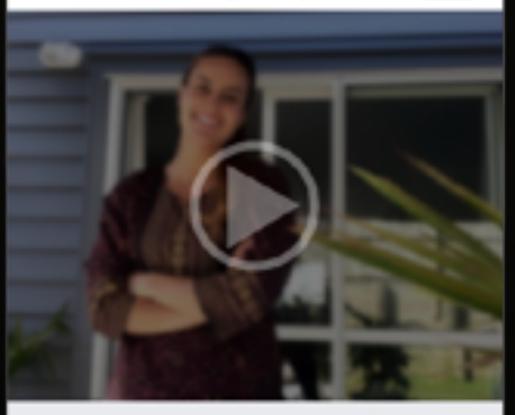
...



Ayla Hoeta 20 May at 10:17 - @

Buying a house was incredibly empowering and it has given me and the boys a feeling of security. The mortgage and all the other costs associated with the house are large but I just make ... More

TENS PM



NZHE.ORG Lower-to-middle class couple shares how they achieved their first home in NZ





Should HF consider outsourcing their online marketing?

Ever-changing online environment

Reliable return on investment





Integrated strategy from Social to SEO

