Residential Tenancies Act (RTA) Information Campaign

The next phase of the Residential Tenancies Act (RTA) information campaign commenced today (Thursday 1 June) with google search terms and Tenancy Services website campaign page going live ([tenancy.govt.nz/betterrentals](https://www.tenancy.govt.nz/maintenance-and-inspections/warm-house-cool-landlord/)).  On Tuesday 6 June 2017 radio will launch, with digital following on Thursday 8 June.  The campaign will run for three months (June – August), primarily targeting tenants but designed to appeal to landlords also.

Key campaign messages are:

* to advise tenants to ask to see an insulation statement before signing a new tenancy agreement.
* to encourage those already renting to talk to their landlord about insulation in their rental home, with a reminder that all rentals must be insulated by July 2019

Examples of the creative direction are attached – these are the two press advertisements we will run.  This campaign look and feel is reflected in the digital placements also.  The ‘Warm House. Cool Landlord’ headline features in the radio script and works to link all components together.  The New Zealand ‘tenant’ audience is huge and varied, which can make it challenging to find the right type of imagery to reflect this group.  However, this presented an opportunity for us to avoid stereotypes and instead normalise the types of household that are representative of renting, such as including a family.  Combined with the ‘couple’ version, we believe the creative should have broad appeal.

 An overview of the media channels we are using along with expected reach is as follows.  A media schedule is attached for your reference.

* Nationwide radio is the primary media channel, including ‘mainstream’ stations such as the Edge, George FM, Mai FM, The Rock and Hauraki supported by ethnic stations to reach ‘vulnerable’ tenant groups including Chinese, Indian and Maori language stations.  We will reach approximately 645,087 Tenants, at a frequency of 9.5 times each over the three months. As a part of our BAU activity, we are currently running a radio campaign on Pacific stations as well and doing talk back interviews.
* Radio will be supported by digital advertisements including Facebook and website advertisement banners, with a combined reach of approximately 457,215 people.  TradeMe renting pages will provide an approximate reach of 1,050,000 people (across their website and app formats).
* Press advertisements in regional papers will help get our message in front of ‘hard to reach’ tenants in Hamilton, Tauranga, Rotorua, Nelson, Queenstown and Dunedin reaching an estimated 442,000 people at a frequency of 3.5 times each.

We are also working with our advertising agency to explore the viability of a public relations campaign in addition to the advertising activity listed above to help support our secondary message of ‘encouraging positive rental relationships’.  This activity will aim to highlight the mutual benefit of good tenant landlord relationships and will focus on sharing stories through lifestyle and soft news media outlets.  
  
Following the tenant winter campaign will be our landlord focused summer campaign which is planned to run from November 2017 through to February 2018.  This too will feature radio as the main media channel but will be up weighted in terms of increased market presence through the mix of support media channels we select.  The messaging will focus on encouraging landlords to insulate ‘sooner rather than latter’ and will reinforce the July 2019 installation deadline.