

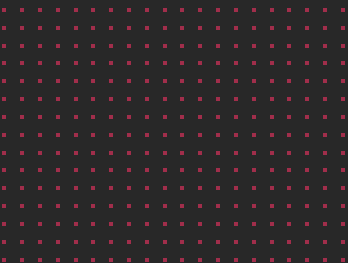


SECRETS & LIES

CHAPTER TWO

UNCOVERING THE UNDERBELLY OF
NEW ZEALAND'S NATIONAL IDENTITY

WPP AU
NZ



SECRETS & LIES

NATIONAL IDENTITY
IS THE SECOND PART OF
A MAJOR NATIONAL STUDY
UNDERTAKEN BY WPP AUNZ.

DO OUR LONG-HELD 'TRUTHS'
ABOUT WHO WE ARE AND
WHAT WE WANT AS A NATION
STILL HOLD UP?

WHAT ARE THE VALUES
WE HOLD DEAR?

HOW PROGRESSIVE ARE
WE AS A NATION?

HOW DO WE FEEL ABOUT
ISSUES LIKE NEW ZEALAND'S
IMMIGRATION OR EDUCATION
POLICY, MULTICULTURALISM,
TECHNOLOGY AND
INNOVATION, DIVERSITY
AND EQUALITY?

ARE WE AS FAIR AS WE LIKE
TO THINK WE ARE?

AND WHAT DOES FAIRNESS
MEAN TO US?

IS NEW ZEALAND STILL THE
LAND OF OPPORTUNITY?

WHAT'S THE TRUTH OF OUR
NATIONAL CHARACTER?

AS A NATION, WHERE DOES
OUR FUTURE LIE?

WHAT DO WE SEEK FROM OUR
LEADERS AND POLITICIANS?

THESE QUESTIONS ARE ALL ANSWERED IN CHAPTER TWO OF SECRETS & LIES.

WELCOME TO SECRETS & LIES



SVEN BAKER
NEW ZEALAND
MANAGING DIRECTOR,
WPP AUNZ

As the largest creative transformation business in Australia and New Zealand, WPP AUNZ is invested in getting under the skin of our clients' customers. This involves constantly building our knowledge to better understand the behaviour of Australians and New Zealanders. This is what keeps us on top of our game.

In Chapter 1 of Secrets & Lies, we looked at how Australians and New Zealanders view their own identity. We revealed the secrets and lies that they tell themselves, and each other, in contrast with how they project themselves back to the world. It was a fascinating insight into emotional drivers and how these impact our support for brands, causes or organisations. Secrets & Lies is based on comprehensive research conducted by WPP AUNZ agency Colmar Brunton. Colmar Brunton has done an outstanding job of conducting in-depth interviews as well as a survey of more than 2,500 Australians and 1,500 New Zealanders.

To supplement Chapter 2: National Identity, we surveyed an additional 2,500 Australians and 1,500 New Zealanders in April 2019 through our research company Lightspeed. Lightspeed has created a representative sample mirroring the geographic breakdown of our two nations. This attention to statistical detail is why Lightspeed is fast becoming a beacon of research excellence in the WPP AUNZ world.

We also partnered with Michael Henderson, one of the region's most respected anthropologists, to add another layer of rigour and help us understand the research.

INTRODUCTION

FROM SVEN BAKER

This chapter focuses on the relationship we have with our country and how this relates back to our identity. What do we seek for our nationhood? How progressive are we as a nation? Are we as 'fair' as we like to think we are? Is New Zealand still the land of opportunity? What does this all mean for our corporate and political leaders?

In an era of globalisation and identity politics, the New Zealand research reveals an uneasy tension between the aspirations we have for our country and our own personal self-interest. But we're encouraged by the appetite that exists for big, progressive ideas and the opportunity to export home-grown innovation to the world. This presents enormous scope for both business and our governments if they can connect that vision with our aspirations as individuals. The research is a fascinating look into the complicated and complex nature of who we are as individuals, and how we view ourselves in terms of our nationality.

As with Chapter 1, we've used this work to analyse the implications and opportunities for marketers, communicators, policymakers and leaders. We wanted to understand whether or not our deeply held truths about our country still stand up. We wanted to explore the values we hold dear and how these impact decisions to vote, buy, recommend or support a brand, organisation or cause. We wanted to help our clients better understand the people they're trying to connect with.

We're excited by this work and feel confident that you'll find fascinating and interesting insight in this latest chapter.

HOW TO USE THIS RESEARCH

There are some definitive ways for the private and public sectors to use this research. For the private sector, **Secrets & Lies: National Identity** will help shape a very different communication strategy. For the public sector, it shapes policy development and drives substantive discussions about real issues.

Ultimately, it offers a point of view on what business could do better and provides government with an opportunity to step up on the issues that will take our nations from good to great.

ABOUT MICHAEL HENDERSON

Michael Henderson is a leading anthropologist, born in the UK, raised in Africa and educated in New Zealand. He works around the world studying human behaviour and motivation. Anthropologists study culture and the various symbols, rituals, norms, artefacts and ceremonies that combine in a unique manner to structure and activate the culture in daily life. For the past 35 years, Michael has immersed himself in studying what makes people tick and how this is influenced by the culture in which people have been born or chosen. Michael is the author of eight books on culture, values, performance, human meaning and motivation.



MICHAEL HENDERSON
ANTHROPOLOGIST



UNDERSTANDING NATIONS, TRIBES AND THE NEED TO BELONG

FOREWORD

MICHAEL HENDERSON | ANTHROPOLOGIST

Human beings are social animals. We like to belong. We need to belong. We choose to belong. Why is that?

Through a combination of ethics and evolution, human beings have discovered that we have a far better chance of survival if we cooperate and collaborate with others. By socialising in groups, we also discovered that being together enriches our experience of being alive. We enjoy the enormous emotional and psychological benefits of friendship, humour, learning, encouragement, love, acknowledgment and the recognition that we can only find in belonging with others.

None of these emotional benefits replace the need for food and shelter. But in many respects they've become incredibly important to our sense of wellbeing. Surviving is one thing. Surviving alone is an entirely different proposition because of the emotional isolation it would bring.

If we're predisposed to gravitate towards and share our lives with others, how do we know who to belong with beyond our immediate family? How did our ancestors determine who to let into their inner circle and who to keep out?

Every human being evaluates strangers through two primary and almost instantaneous filters. In anthropology these are referred to as Approachability and Capability. In other words, our brains quickly assess whether the stranger is friendly (Approachable) and their physical prowess through our assessment of their strength and speed (Capable).

When we recognise someone as being Approachable and Capable, we trust them and they become friends or reliable acquaintances. When we assess people as unapproachable and Capable, or Approachable but incapable, our trust in them is eroded.

Research by biological anthropologist Robin Dubar indicates that humans can remember up to 150 faces while remaining confident in their assessment of Approachability and Capability in others. Beyond 150 faces we doubt our assessment. This explains why most traditional tribes had no more than about 150 members and why this is also the average number of genuine connections to Facebook 'friends'.

Beyond 150 people, the brain relies on concepts and symbols to replace the role of faces and personalities in assessing others. This is where the concept of nations plays a role. When a population grows into hundreds of thousands or hundreds of millions, our brain can't "track" that many faces. We use nations as an anthropomorphic means of understanding who we are as a people.

In our minds, a nation's behavioural traits are the equivalent of a personality. The name of the nation is the equivalent of a person's name. The nation's flag plays the role of a person's face.

The sense of belonging to a nation can be a powerful human experience, eliciting deep emotions of nationalism, pride, loyalty and gratitude. In this way, the concept of belonging to a nation offer a means for individuals to gain a sense of belonging in a larger social context.


However, where a nation is a larger contextual reference point for belonging, we're hardwired as a species to place ourselves within the localised environment of 150 familiar human faces. We might be from New Zealand but we live in Auckland. More specifically, we live in a tribe or village within Auckland.

This is why, for example, people who live in Auckland place a large emphasis on establishing a more precise location when meeting a fellow Aucklander. Which tribe are they from? What Approachability and Capability do we associate them with?

Within a city there are many suburbs. And within a suburb many tribes exist. A tribe might take the form of a church or sports club, a business or education network, cultural groups or a physical location like Ponsonby.

WHERE A NATION OFFERS A GENERALISED SENSE OF BELONGING, A TRIBE OFFERS A SPECIFIC SENSE OF BELONGING. ONE PERSON BELONGS TO MANY DIFFERENT TRIBES AND IN DOING SO HAS ACCESS TO A SENSE OF AUTHENTICALLY LIVING THE LIFE THEY ASPIRE TO.

AS NATIONS GROW IN POPULATION, COMPLEXITY AND MULTICULTURALISM, AS WELL AS SOCIAL AND ECONOMIC MOBILITY, WE SENSE THE DILUTION OF APPROACHABILITY AND CAPABILITY TRAITS WE ASSOCIATED WITH THEM.



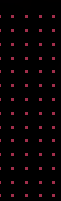
WE USE OUR TRIBES
TO GROUND, CONNECT
AND FIND OURSELVES,
RECONFIRMING WHO
WE ARE AND WITH
WHOM WE BELONG.



SECRETS
& LIES

PART ONE

RESEARCH HEADLINES

- 
1. A COUNTRY HUNGRY
FOR PROGRESSIVE IDEAS
 2. EQUITY VERSUS EQUALITY
 3. A SECOND LANGUAGE IS ANOTHER
WAY OF LOOKING AT THE WORLD
AND AT BRANDS

1
CH
PROGRESSIVE
IDEAS
RESEARCH

A COUNTRY HUNGRY FOR PROGRESSIVE IDEAS

THE LIE

A NATION CONTENT
TO BE A SMALL PLAYER.

THE TRUTH

A NATION WANTING TO
PLAY A SERIOUS ROLE ON
THE WORLD STAGE.

Our research uncovered a variety of issues that matter to New Zealanders. But this is a nation that's looking to punch far above its weight.

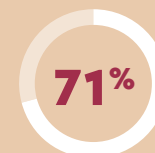
Small in population size but not in stature or ideas, New Zealand could well become the boutique rock star of the world stage. Progress is the recurring theme echoed by the great majority of New Zealanders. There's a valuable role to be played as an incubator of ideas tackling some of the serious issues our world is grappling with right now – innovation, intellectual property, export markets, education, immigration, leadership and equality.

65% of New Zealanders are ready to play their role in creating a more positive narrative for New Zealand. They understand that they're a special country. Far away from the world but in a position to lead the way. New Zealanders can support this claim with solid evidence. We have a Prime Minister who represents all that is possible, balancing career and family while setting new benchmarks in authentic leadership.

It has a growing export market in industries like horticulture, which alone will grow by 16% this year to top \$6.2 billion. This growth is fuelled by unique produce including the Envy™ and Dazzle™ apples, along with organic boutique wine. Then there's the export of innovative packaged foods including premium chocolate and honey, niche spirits and beers. This barely existed a decade ago but it's now a billion-dollar industry. Other countries talk about their ability to create new revenue streams, New Zealand is simply doing it without a fuss.



65% of New Zealanders are ready to play their role in creating a more positive narrative for New Zealand



71% of New Zealanders believe that they live in one of the most progressive countries in the world.





THERE ALWAYS SEEMS TO BE A LOT OF CHAT ABOUT THE NEW ZEALAND ECONOMY. THAT GROWTH HAS SLOWED AND IT'S STAGNANT. THAT WE'RE SMALL. THAT HOUSES ARE TOO EXPENSIVE. THAT YOU CAN'T GET AHEAD. ALL THIS FOCUS ON WHAT'S NEGATIVE. HOW ABOUT THE FACT WE'RE AN INCREDIBLE COUNTRY. WE'VE MADE 100% PURE OUR OWN. WE'RE LEADING THE WAY FOR BOUTIQUE EXPORTS LIKE HONEY. WE'RE (BY AND LARGE) PEACEFUL. OUR PACIFICA CULTURE IS INTEGRATED. MAYBE WE'VE FORGOTTEN JUST HOW GOOD WE'VE GOT IT AND THESE FIRST-WORLD PROBLEMS GET IN THE WAY OF A POSITIVE OUTLOOK FOR NEW ZEALAND

MALE AGED 43

New Zealand's understated national character has resulted in a style of national pride that's built on repeated evidence of success. But it also has a very modern view of what success looks like that's defined by more than dollars, going beyond gross domestic product (GDP) to measure wellbeing as a key indicator.

A number of recent initiatives support this view, including the push for compulsory teaching of the Maori language in schools. The overwhelming feeling is that there's nothing more indicative of a progressive society than truly treasuring its indigenous language.

The government has also launched KiwiBuild, a scheme that will see the government develop 100,000 entry-level homes during the next decade to be sold at a capped price. Now that's socially progressive government.

This all adds up to one very telling statistic.



74%

of New Zealanders feel that their nation has a rightful place on the world stage.

MULTICULTURAL NEW ZEALAND

Despite the horrific events in Christchurch, almost two-thirds of New Zealanders say that the very best thing about New Zealand is its rich and diverse multicultural population. Not one of the best things but the best thing. When it comes to immigration policy, 58% of New Zealanders want a policy shaped towards a more progressive and technology-driven New Zealand. They don't want to see less immigration, they want to see a New Zealand that can face the challenges of the future with a confident, future-ready labour force.



HOLDING OUR FIRST MANAAKI DAY (MANAAKI BEING THE MAORI WORD FOR KINDNESS) IN NOVEMBER LAST YEAR SPEAKS VOLUMES ABOUT THE WAY WE ALL LIVE TOGETHER. I'M ONE OF THOSE INDIGENEOUS BROTHERS AND I FEEL A GREAT SENSE OF PRIDE AND JOY WHEN I LOOK AT MY GRANDCHILDREN AND SEE THE KIND OF NEW ZEALAND THEY WILL INHERIT. I THINK IT'S FAIR TO SAY WE'RE BECOMING AN ENLIGHTENED SOCIETY.

FEMALE, AGED 27

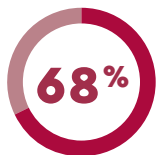
"THERE ARE ROUGHLY 4.8 MILLION OF US KIWIS. UNLESS WE'RE ALL GOING TO GO OFF AND HAVE AN EXTRA BABY A PIECE, WE NEED TO FILL OUR COUNTRY WITH SOME MORE IMMIGRATION. LET'S GET MORE CREATIVE AND COMMITTED ABOUT THE KINDS OF SKILLS WE NEED, ESPECIALLY IN THE AREAS OF SCIENCE AND TECHNOLOGY."

FEMALE, AGED 50

EDUCATION POLICY

But it's in education policy where our research showed the greatest need for leadership and truly progressive ideas.

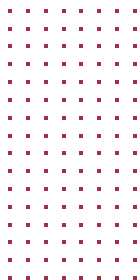
68% of New Zealanders say our education system needs a complete overhaul. A stunning lack of innovation and thinking in primary and secondary education has left three-quarters of us wondering how we'll get the next generation of New Zealanders ready for the future.



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needs a complete overhaul

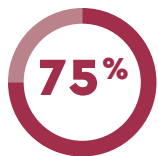
"I WORRY THAT WE ARE FOCUSED ON SUCH BASIC SKILLS. READING. GENERAL MATHS. AND WE ACT LIKE IT'S A BIG VICTORY IF THEY CAN READ WELL. BIG DEAL. I WANT MY GRANDKIDS TO BE A LOT SMARTER THAN I WAS AT THEIR AGE. I WANT THEM TO UNDERSTAND POLITICS AND GEOPOLITICAL ISSUES IN GENERAL. I WANT THEM TO BE MORE WORLDLY. I WANT THEM TO UNDERSTAND BIO-TECH AND INVESTMENT MARKETS. I WANT THEM TO HAVE MORE COURAGE THAN I DID. TO START A BUSINESS AND THINK BEYOND THE BORDERS OF NEW ZEALAND. I KNOW THESE MIGHT BE TOO MUCH TO ASK FOR BUT IT DOESN'T HAVE TO HAPPEN OVERNIGHT. IN MY VIEW, WE NEED TO ARM OUR KIDS WITH MUCH BETTER INFORMATION AND GET THEM THINKING MORE BROADLY AT A MUCH YOUNGER AGE".

FEMALE AGED 57



GENDER EQUALITY

75% of New Zealanders think we can easily promote women into key positions whilst still supporting the ideals of a meritocracy. New Zealanders do not see equality and meritocracy as mutually exclusive. 50% of the population is male. 50% is female. Surely 50% of the best and most talented New Zealanders are female?



of New Zealanders think we can easily promote women and into key positions whilst still supporting the ideals of a meritocracy.

“ WE HAVE A FANTASTIC WOMAN RUNNING THE COUNTRY. IS SHE FANTASTIC BECAUSE SHE'S A WOMAN? I DON'T THINK SO. I IMAGINE SHE'S FANTASTIC BECAUSE SHE'S HONEST, FAIR-MINDED, COMPASSIONATE AND SMART. ALL QUALITIES THAT ARE GENDER NEUTRAL BY THE WAY. LET'S HOPE WE SOON GET TO A PLACE WHERE GENDER IS IRRELEVANT BECAUSE BOTH SEXES ARE TREATED EQUALLY WELL.

MALE AGED 33



2 RESEARCH

EQUITY VS EQUALITY

EQUITY VERSUS EQUALITY

THE LIE

WE WANT EQUAL ACCESS TO
OPPORTUNITY FOR EVERYONE

THE TRUTH

EQUALITY IS A MYTH

The notion of equality finds itself in the top three most important national values in our research, behind safety and freedom. The idea of equality has long been treasured in a nation that prides itself on fairness.

**TO BE CLEAR, EQUITY IS ABOUT GIVING
EVERYONE WHAT THEY NEED TO BE
SUCCESSFUL.**

Equality is about treating everyone the same.

We don't all start from the same place. Background, family circumstance, money and the opportunity these all afford, collectively represents the X factor.

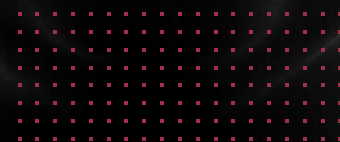
The inconvenient truth is that we're not entirely comfortable giving too much help to those who need it most. We want everyone to have a 'fair go' but only if they're not getting more opportunity than the rest of us.

We believe many policies aimed at achieving equitable outcomes result in a total lack of fairness. This in turn fuels resentment towards those who benefit from these policies.



**OUR SAFETY NET IN NEW
ZEALAND IS WHAT MAKES US
ONE THE GREAT COUNTRIES,
ALONGSIDE BOTH AUSTRALIA
AND CANADA. WE JUST NEED
TO MAKE SURE THAT IT DOESN'T
BECOME A WAY OF LIFE FOR
PEOPLE WHO NEED IT ONLY
FOR A SHORT PERIOD OF TIME
WHILST THEY ARE GETTING BACK
UP ON THEIR FEET AND ABLE TO
CONTRIBUTE TO SOCIETY.**

FEMALE, AGED 49



A SOCIAL SAFETY NET

79% of New Zealanders agree that welfare payments are the best way to protect those in our society who need real help, but they say we need a more innovative and fairer way of assessing what 'real need' constitutes.



agree that welfare payments are the best way to protect those in our society who need real help



MAYBE THERE IS TOO MUCH OF A SAFETY NET? IT IS SOMETHING I GRAPPLE WITH ALL THE TIME AS SOMEONE WHO BELONGS IN THE TOP TAX BRACKET. I THINK TAX IS IMPORTANT IN KEEPING NEW ZEALAND MORE EQUAL BUT I ALSO DON'T WANT TO STIFLE HARD WORK AND RISK-TAKING. I AM WHERE I AM BECAUSE I HAD NO SECURITY, WAS A MIGRANT AND DIDN'T KNOW ENGLISH AND I HAD TO START A BUSINESS TO GIVE MYSELF A JOB. HOW DO WE BALANCE WELFARE VERSUS THROWING PEOPLE INTO THE DEEP-END TO GET THEM MOTIVATED? I DON'T KNOW THE ANSWER BUT I DO KNOW IF WE MAKE IT TOO EASY FOR PEOPLE THEY'LL NEVER GIVE IT A GO THEMSELVES.

MALE AGED 46





**MY GREAT FEAR IS THAT THE
RICH ARE GETTING RICHER AND
THOSE THAN WANT TO GET RICH
(OR AT LEAST BETTER OFF) WILL
NEVER GET THERE. 30 YEARS AGO
NEW ZEALAND SEEMED REALLY EQUAL.
IT JUST DOESN'T FEEL LIKE THAT TODAY.**

MALE AGED 51

EQUAL OPPORTUNITY

57% say that equal opportunity used to be the New Zealand ethos but it increasingly feels harder to attain.

There's a sentiment that working hard no longer guarantees success. This could lead to an increasing number of New Zealanders feeling they're treading water rather than getting ahead.



say that equal opportunity used to be the New Zealand ethos but it increasingly feels harder to attain

RICH VERSUS POOR

79% say the gap between rich and poor is widening.

IT FEELS LIKE THERE ARE MANY MORE
POORER PEOPLE THAN THERE ARE RICHER
PEOPLE. IS THAT TRUE FOR NEW ZEALAND?

WOMAN AGED 36

THE COST OF LIVING IS A CATCHY TUNE
BUT IN THIS COUNTRY IT'S TRUE. IT COSTS
A LOT OF MONEY TO BLOODY WELL LIVE
COMFORTABLY IN NEW ZEALAND!

MALE AGED 33

THE COST OF LIVING

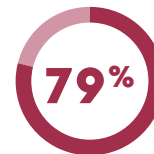
But perhaps the most overwhelming
sentiment is this one.

We feel that to get our share of the New Zealand
dream (buy a home, support a family, have a
decent lifestyle) we need to work so much harder
and for longer hours every week.

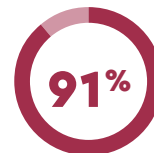
91% say you should be able to support a family
and buy a home without needing to work
two jobs.

WHEN THE GOVERNMENT SAYS THEY'VE
CREATED ONE HUNDRED THOUSAND NEW
JOBS, I THINK – YEAH AND I'VE GOT THREE OF
'EM! I'M DOING THREE DIFFERENT JOBS TO
MAKE END MEET. AND I'M NOT THE ONLY ONE.
ALL OF MY MATES IN THIS SO-CALLED GIG
ECONOMY ARE DOING MULTIPLE JOBS. AND
THAT'S NOT EVEN TO GET AHEAD, THAT'S JUST
TO KEEP OUR HEADS ABOVE THE WATER!

MALE AGED 29



Say the gap between rich
and poor is widening.



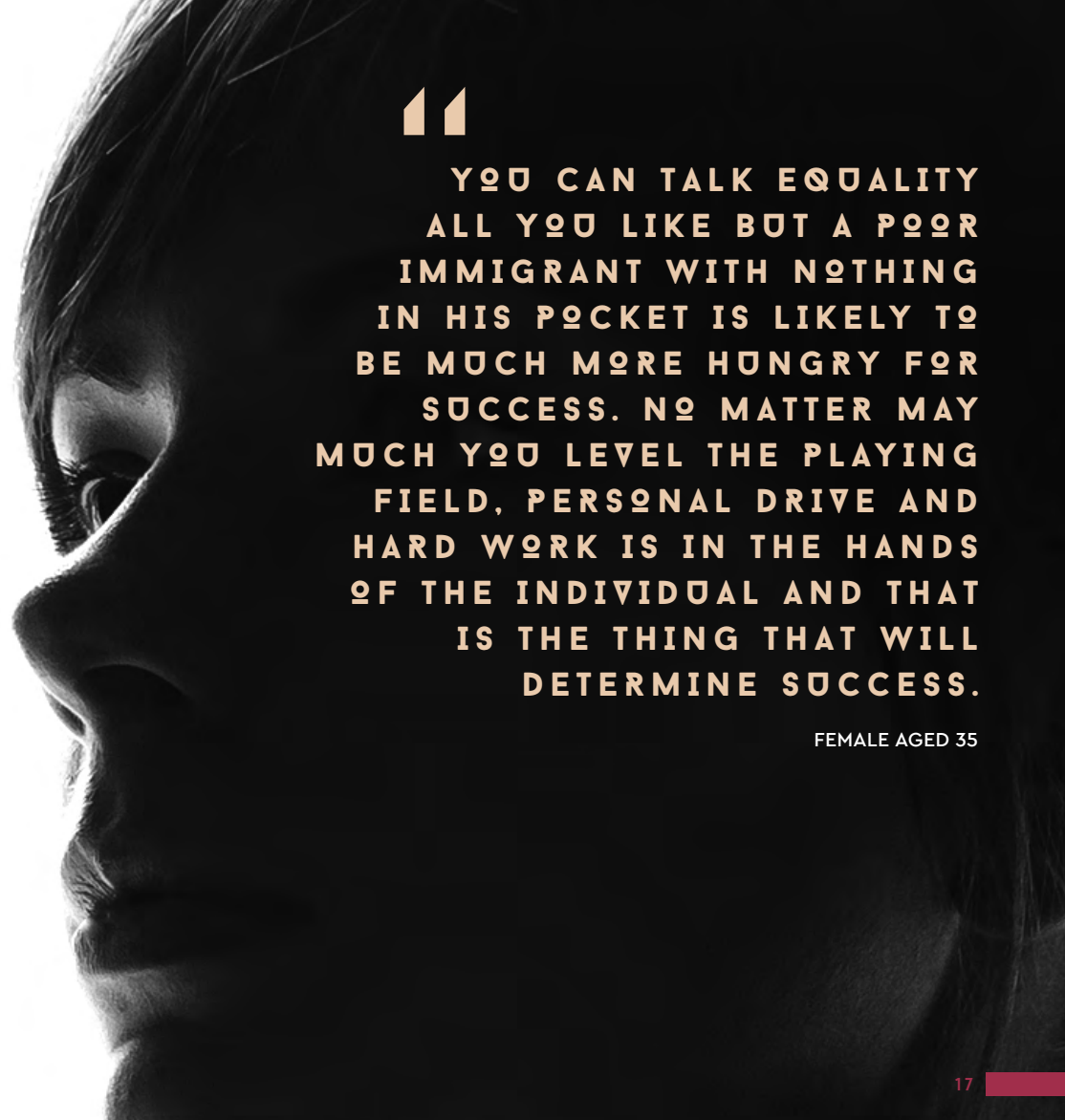
Say you should be able to support
a family and buy a home without
needing to work two jobs.



BORN EQUAL?

Yet for all this talk of equality, we overlook the most obvious fact. We're not born equal. Some of us are born with greater intellectual capability, some of us are born with a unique skill, some of us are born into wealthier, more supportive families.

64% agree that if you give two people the exact same opportunity, one person will take it and the other will stay in the same place. No amount of equality can factor in ambition, talent, luck and good old-fashioned hard work.



**“ YOU CAN TALK EQUALITY
ALL YOU LIKE BUT A POOR
IMMIGRANT WITH NOTHING
IN HIS POCKET IS LIKELY TO
BE MUCH MORE HUNGRY FOR
SUCCESS. NO MATTER MAY
MUCH YOU LEVEL THE PLAYING
FIELD, PERSONAL DRIVE AND
HARD WORK IS IN THE HANDS
OF THE INDIVIDUAL AND THAT
IS THE THING THAT WILL
DETERMINE SUCCESS.**

FEMALE AGED 35

A SECOND LANGUAGE IS ANOTHER WAY OF LOOKING AT THE WORLD AND AT BRANDS

THE LIE
YOUR BIRTHPLACE SHAPES A
GOOD PORTION OF YOUR VALUES

THE TRUTH
SPEAKING PREDOMINANTLY
IN A LANGUAGE OTHER
THAN ENGLISH IS THE GREAT
DETERMINING FACTOR IN
SHAPING MANY ATTITUDES

New Zealand remains one of the world's multicultural success stories. Largely harmonious, cohesive and inclusive with generations of migrants building on the foundations of the last. We celebrate our diversity but reductive comparisons between those born here versus overseas masks real difference.

Language, in fact, is the biggest determining factor. Whether third generation, New Zealand born and bred or not. And this isn't a niche portion of our population. A language other than English is spoken regularly in 22% of New Zealand households.

Across the research there was a consistent pattern of significant difference in responses between those that spoke English at home versus a language other than English (LOTE). In fact, the significant differences in results based on LOTE are three times more apparent than because of where you were born.

IF YOU SPEAK PREDOMINANTLY IN ANOTHER LANGUAGE - NO MATTER IF YOU WERE BORN IN NEW ZEALAND OR NOT, NO MATTER IF YOU SPEAK ENGLISH FLOENTLY OR NOT, NO MATTER HOW EDUCATED, OR NOT - YOUR VIEW OF THE WORLD IS DIFFERENT.

The best way to describe this view of New Zealand is 'internationalist'. This segment has evolved beyond multiculturalism. They are outward looking, extremely well-travelled, comfortable straddling two cultures. They index highly as early adopters of technology, food trends, new brands and new business models.

For any brand or organisation seeking to seed something new, this is the audience to target first. Whether by their acceptance of living comfortably across two cultures, constantly translating between different languages, they're supremely comfortable with change. What is difficult to most, comes naturally to them. They have grown up in a world where using more than one language is the norm and this pluralism has shaped their identity.

For issues like education policy and economic policy, these dual-language speakers lead the pack when searching for progressive solutions. They're twice as likely as English-only speakers to start a small business. It may be that they are children of migrants from places with far less opportunity or that they were raised in a culture of optimism with high expectations of success. It may be that straddling two cultures brings with it a richness that needs to be lived to be understood.



78% of New Zealanders say there's a richness that comes with being able to speak more than one language.



68% of New Zealanders wish they had learnt another language growing up



66% of New Zealanders believe that the brain works differently when it thinks in several languages.



43% of New Zealanders say their ability to speak a language other than English (even if it's only a few key words) gives them an entirely different perspective on the world.

WE HAVE SEVERAL HYPOTHESES

What we know for sure is that the lexicon, vocabulary, passion and sense of belonging that a language other than English creates, carries more emotional weight for a significant portion of our population. It carries with it differing values and attitudes about New Zealand, society and identity.

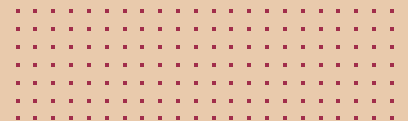
This means there's enormous opportunity for the public and private sector to embrace this largely optimistic spirit through the many languages of New Zealand.



“

THERE ARE SO MANY WAYS TO CONNECT WITH ME THROUGH MY LANGUAGE THAT I'VE NEVER REALLY UNDERSTOOD WHY MY BANK OR MY SUPERMARKET DOESN'T. SMALL LEAFLETS IN SEVERAL LANGUAGES FOR RECIPES FOR EXAMPLE - OR AN AUTOMATIC LANGUAGE TRANSLATOR AT EVERY DIGITAL POINT. WITH TECHNOLOGY TODAY IT SHOULD BE PRETTY EASY.

FEMALE AGED 41



THERE ARE CERTAIN WORDS IN ARABIC THAT SIMPLY DON'T TRANSLATE INTO ENGLISH. I WAS BORN HERE BUT MY PARENTS WEREN'T AND I WILL STILL USE THAT ONE ARABIC WORD TO CONVEY TO MY PARENTS EXACTLY WHAT I MEAN EVEN AMONGST ALL THE ENGLISH. IT'S SO FUNNY TO HEAR ME SPEAKING IN A MASH-UP OF LANGUAGES.

MALE AGED 29

I LOVE HAVING A CONVERSATION IN ITALIAN WITH MY BESTIE. EVEN THOUGH WE WERE BORN IN NEW ZEALAND WE LOVE HOW IT UNITES US. PLUS, WE CAN TALK ABOUT THINGS WE DON'T WANT ANYONE ELSE TO UNDERSTAND WHEN WE ARE IN PUBLIC.

FEMALE AGED 34

“

A LOT OF COMPANIES HAVE NEVER REALLY CONSIDERED THE BEAUTY OF ANOTHER LANGUAGE. HOW SIMPLY USING THAT LANGUAGE IN COMMUNICATION IS A WELCOME MAT FOR THE BRAND TO AN ENTIRELY NEW SEGMENT? WHAT A SIMPLE TRICK AND YET NO ONE EVER USES IT.

MALE AGED 44

PART TWO

WHAT YOUR DEPARTMENT,
BUSINESS OR BRAND NEEDS
TO CONSIDER.

HOW SHOULD GOVERNMENT AND
THE PRIVATE SECTOR EXPLOIT THESE
FINDINGS FOR THEIR BENEFIT?

SECRETS
& LIES

BY ROSE HERCEG

CHIEF STRATEGY OFFICER, WPP AUNZ



Rose has built a career as one of the most respected futurists and social forecasters across Australia and New Zealand. As Chief Strategy Officer, Rose consults to WPP AUNZ clients across its 80 operating companies on emerging trends, marketing strategy and innovation.

1. NEW ZEALANDERS ARE READY TO EXPORT PROGRESSIVE IDEAS

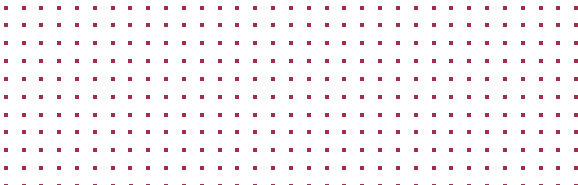
They want detailed, thoughtful, substantive solutions in two key areas:

- Our future economic policy and the role that technology might play in this policy
- Our future education policy and how we might overhaul the entire curriculum of New Zealand education at every level

Serious conversations are needed but New Zealanders are telling us that no one is having them in any real way, especially when it comes to identifying where tomorrow's economic growth will come from and who will have the knowledge to run with it.

When it comes to education policy, where is the practical or tangible discussion of what this new education program might look like? Occasional soundbites get thrown around but there's no substantive change to education policy or competing policies that the New Zealand electorate can debate. Where are the ideas for tomorrow?

When it comes to the private sector, progressive ideas (and business models) would find a very receptive audience.





THOUGHT STARTERS PROGRESSIVE IDEAS

1 FRIENDSHIP-FAMILY LOAN

This could be a bank creating a 'friendship-family loan' like a unit trust or equity and shares system. It would capitalise on the rapid and continuing growth of single-person households, where those in purely platonic relationships join forces to buy a home. Almost one in three in our society will likely never marry in their lifetime but they still seek to create a 'home' rather than a house. This progressive take on the new and emerging definition of 'family' would be welcome relief to the growing number of New Zealanders who have created and chosen their own families beyond formal and traditional definitions – either through biology or marriage.

2 LIFE INSURANCE NO FINE PRINT


What if an insurance company pays out life insurance benefit in full in advance if a person is diagnosed with a terminal illness and given less than 12 months to live. No fine print. Simply a progressive approach to helping those when they need it most.

3 PREMIUM TIME SHARE

Or a car company that has the courage to recognise that there's a significant segment of the car-loving population (those who would never default to a rideshare or car rental service) who would embrace the opportunity to drive multiple car brands over the course of a year. Three months in a BMW, three months in a Tesla, three months in a Jeep and three months in a Mini Cooper. This would be an entirely progressive business model to take the car-owner market by storm.

4 TOTAL HOME DECOR UPGRADE

A home design business might offer to remove and replace the entire contents of a home overnight and replace it with an entirely new look. This would be an attractive proposition for people who believe their home environment determines every aspect of their wellbeing.



5 FULL-SERVICE HARDWARE

A hardware retailer could match hardware products with skilled tradespeople who follow you home and install, fix, correct or replace whatever you've purchased immediately.

6 UTILITIES ONE STOP SHOP

Who wouldn't like a utilities company that sells everything under one, simple contract? Water, gas, electricity, internet, phone, insurances, streaming services and everything your home needs in a single bill. It could go a step further and bundle the home loan including a five-year term for all other services in exchange for a significant, upfront discount.

7 CUSTOMISE YOUR FLIGHT

Airlines could sell their seats in a far more progressive way so that passengers customise the entire journey. They might purchase an economy-class ticket but with a first-class meal and champagne. Or a business class ticket with no food because they never eat when flying.

A GROWING NUMBER OF PEOPLE EXPECT THESE HIGHLY PROGRESSIVE BUSINESS MODELS AND IDEAS FOR PRODUCTS OR SERVICES FROM CORPORATE NEW ZEALAND. BUT VERY FEW OF THEM EVER MAKE IT TO CONSUMERS. THE SAME MODEL, THE SAME PRODUCT, THE SAME SERVICE – DELIVERED IN THE SAME WAY AS IT HAS BEEN FOR DECADES – IS STILL THE ORDER OF THE DAY. THIS IS ASTONISHING AND DISAPPOINTING BUT EASILY FIXED BY PROGRESSIVE BRANDS AND COMPANIES.



2. IT'S TIME TO TALK OPENLY ABOUT EQUITY VERSUS EQUALITY

If we desire a society where the distance between the 'haves' and the 'have nots' is a gap rather than a gulf, then we need to talk seriously about taxation, entitlements and the social safety net. Is tax too low for the rich? Are entitlements too small for those trying to claw their way out of near-poverty? Has New Zealand outgrown the 'fair-go' ethos? Is New Zealand being outpaced and outgunned by newer ideas and harder workers in a global economy? Is the downside of being an easy country in which to live, without a history of war or civil unrest, that we're unequipped to compete with nations toughened by failure, defeat and the fight for survival. Are we too soft for our own good?

Do we spend our resources making sure that those with the least are given what they need to catch up with those that have the most? Is this unfair to those who have more and should they be given the opportunities to accelerate even further? What kind of a society do we want? And is there a danger in creating a mediocrity where we all drown together in a sea of average?

WHEN IT COMES TO CORPORATE NEW ZEALAND, HOW DO WE PROMOTE EXCELLENCE AND PROGRESS IN A COUNTRY THAT IS NERVOUS ABOUT ELITISM. THE TENSION BETWEEN EXCELLENCE AND EGALITARIANISM IS CONSTANT. TO BE AN OUTSTANDING BUSINESS IN NEW ZEALAND MEANS TO OUT-INNOVATE THE REST OF THE WORLD. THIS WOULD BE A NEW REALITY FOR NEW ZEALAND BUSINESS. IT WOULD NECESSITATE THE MOST CUTTING-EDGE THINKING COMING OUT OF NEW ZEALAND.

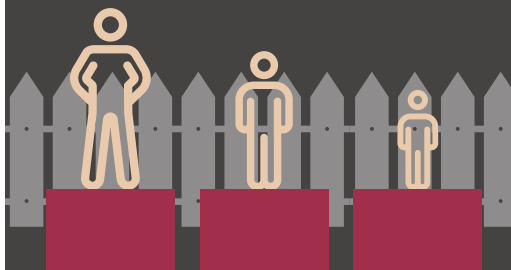
A Lemonade (perhaps the world's most advanced business model when it comes to insurance and currently headquartered in New York) should have come out of New Zealand. A Kotak Mahindra (an open banking platform in India allowing 400 million middle class Indians to open up an account online in 90 seconds) should have come out of one of the big New Zealand banks. Rent the Runway should have been engineered by a Westfield or a Stockland or a Vicinity. A Birchbox should have been founded in New Zealand given the average spend Kiwi women make on skincare, hair and make-up.

The tired, traditional argument is that the business community in New Zealand is risk-averse. Or that the size of our market is too small to encourage serious innovation. Is it time to recognise that a country affording the great majority of its population a very good standard of living without the serious societal issues plaguing so many other countries, makes us too comfortable to strive for greatness. The biggest success stories are usually borne of great poverty or great disadvantage.

IS THERE A WAY THAT WE CAN CREATE A NEW DIVISION INSIDE EVERY SUCCESSFUL NEW ZEALAND BUSINESS WHOSE SOLE PURPOSE IS TO BEHAVE AS THOUGHT THE BUSINESS IS UNDER IMMEDIATE

THREAT AND MUST BE SAVED. A scenario-plan based on impending doom to mobilise thinking and create conditions to force new thinking and new operating model discoveries. It's no accident that the founders of our most successful businesses tend to be migrants escaping abject poverty or persecution.

EQUALITY



EQUITY



MAYBE THE ANSWER
IS TO CREATE A FAKE
ENEMY THAT FORCES
GROUNDBREAKING
THOUGHT.

FAKE ENEMY TO FIND REAL INNOVATION

One immediate action every successful business can take right now – every New Zealand bank, telco, retailer, resources company, agricultural business, in fact every single thriving New Zealand based business – is to create a Turmoil Unit. A unit that games and scopes a scenario whereby the business is attacked by an unexpected enemy. This will force the kind of thinking that innovators possess. It might be an extreme reaction but this bountiful country is simply too good and too easy a place in which to live. Maybe the answer is to create a fake enemy that forces ground-breaking thought.

3. LANGUAGE IS MORE THAN WORDS. IT'S CULTURE.

For brands, marketers and public service, New Zealand has 190 languages and 157 nationalities. Yet every piece of mainstream communication is in English. Almost every piece of content shared through a social channel is in English. If technologies like addressable television can show different content to different audiences whilst they're all watching the same programme, think of the possibilities with language.

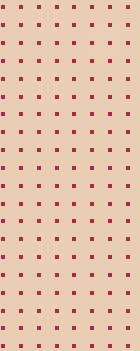
Language is more than the words. Language is culture. Language is identity. Language is spirit. Speaking more than one language is how one-third of us relate to this country. They swim between two or more lanes. They dip in and out. They see brands and companies through multicultural eyes.

Simply translating the message verbatim into another language isn't the answer. Getting to the guts of their culture is the key. Understanding that the sensibilities and the mindset of this segment is different to that of New Zealanders who speak only English is the key to understanding their character. It shapes their attitudes to the biggest consumer categories in the world – automotive, banking, food, grocery, retail, travel and fashion to name a few.





IMAGINE THE IMPACT OUR
BIGGEST BUSINESSES WOULD
HAVE IF THEY RAN THEIR
FLAGSHIP COMMUNICATION IN
MAORI, SAMOAN, HINDI AND
CANTONESE? FOUR OF THE
MOST-SPOKEN LANGUAGES
IN NEW ZEALAND.
NO SUBTITLES. DURING A
FOOTBALL GRAND FINAL.

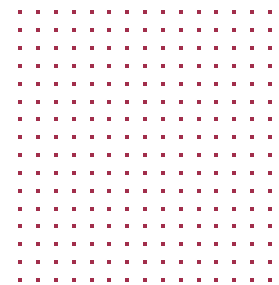


IT'S TIME TO
RECOGNISE THAT
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It's time to have a serious conversation about marketing to people who speak more languages than English. And it's also time to recognise that over 1.5 million New Zealanders speak both English as well as their second language very well. They are fluent in both. They pay allegiance to both cultures. Why is that most companies fail to recognise that almost one in four New Zealanders lives inside two (or sometimes more) cultures.

This richness and duality bring with it plenty of business opportunities, particularly at special times of the year like Easter and Christmas. Less obvious examples include religious holidays, saints' days, name days, even days that make perfect sense to a particular group but might seem a little unusual to the rest of us.

Almost every culture has a set of days that are steeped in history and tradition. They celebrate them with food, beverages, gifts and fanfare but very few are marketing to these occasions. A more informed events calendar for our biggest cultural groups with specific products and services directed toward them would result in some lucrative new business opportunities.



ABOUT THIS STUDY

Secrets & Lies is based on comprehensive research commissioned by WPP AUNZ and conducted by two of its specialist research and insights companies: Colmar Brunton and Lightspeed.

The New Zealand research comprised extended face-to-face interviews with a broad range of consumers. It focused on understanding how people feel about a range of life aspects, how they act and how this interplays with personal, social and national identity. These interviews were conducted during June 2018 across a range of capital city, regional and remote locations.

Based on the outcomes of the initial qualitative phase a questionnaire was developed, with further refinement then made following cognitive testing.

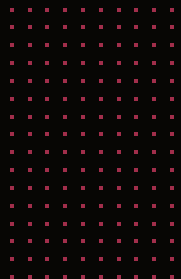
The second stage of fieldwork comprised a national survey of 1,500 New Zealanders aged 18 years and over. It measured people's attitudes and behaviours regarding a range of personal, social and national identity factors. The survey was conducted online, with fieldwork taking place in July and August 2018. The sample was designed to ensure accurate age, gender and location representation.

A third stage of fieldwork was conducted in April 2019 with an online survey of a further 2500 Australians and 1500 New Zealanders, again designed to ensure a representative sample.

SECRETS & LIES

FOR FURTHER INFORMATION PLEASE
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