



THE
NEW ZEALAND
FERNMARK
LICENCE
PROGRAMME

FLYING THE FERN

New Zealand's official country of origin mark

Prepared for Ngāi Tahu Seafood – October 2024

THE FERNMARK TEAM



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Renewals
Use of FernMark Logo

NEW ZEALAND STORY GROUP



RESEARCH



CONTENT



TOOLKIT



CONSULTANCY



FERNMARK



MISSIONS & EVENTS

INTRODUCING THE FERNMARK

Our nation's country of origin mark

FernMark represents the story of who we are and where we're from. It's a symbol people recognise and trust – a trademark that embodies the values of Aotearoa New Zealand.

Our nation's most innovative and driven exporters are joining the FernMark Licence Programme.

Ngāi Tahu seafood has been a valued member of the FernMark community since October 2018.



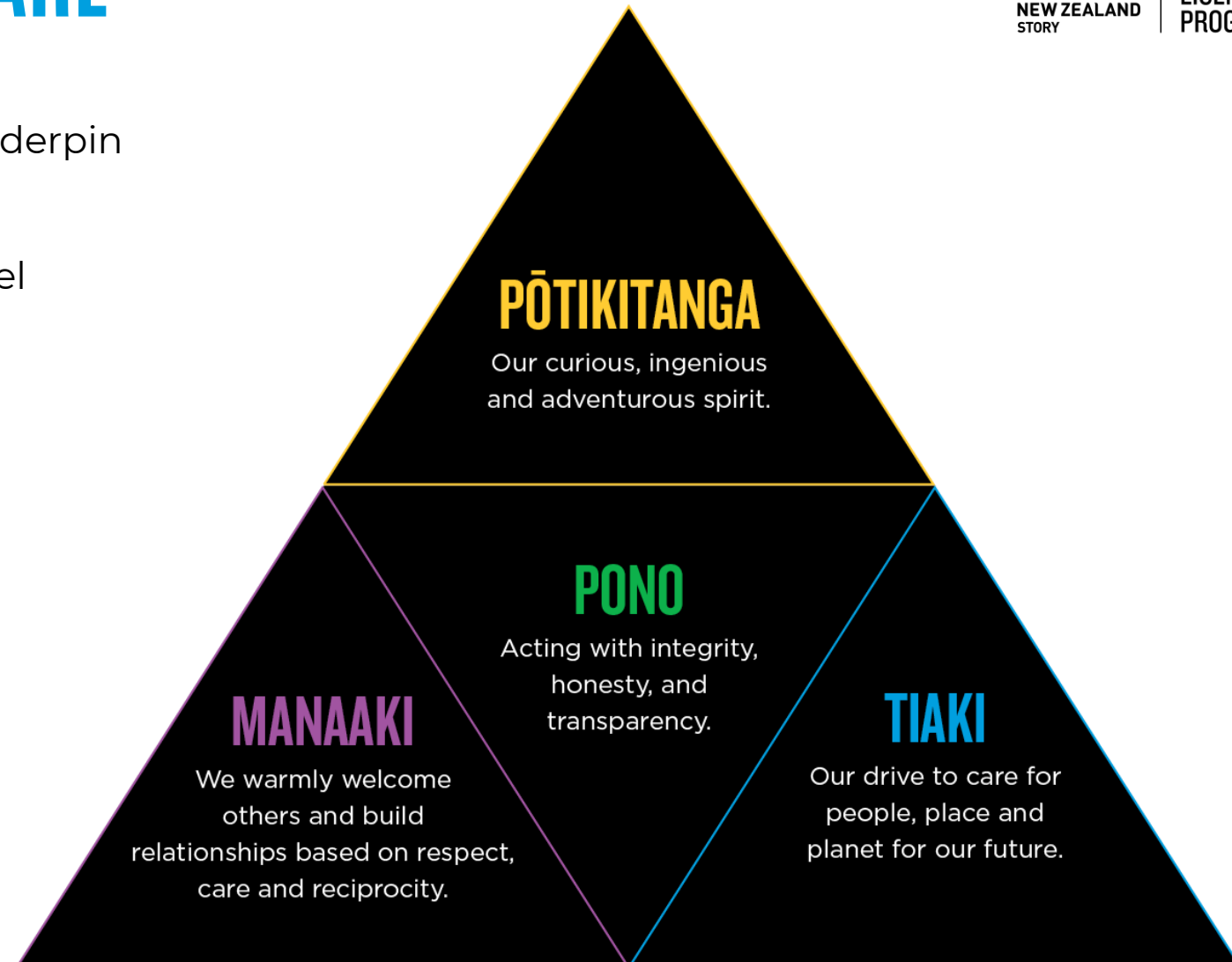
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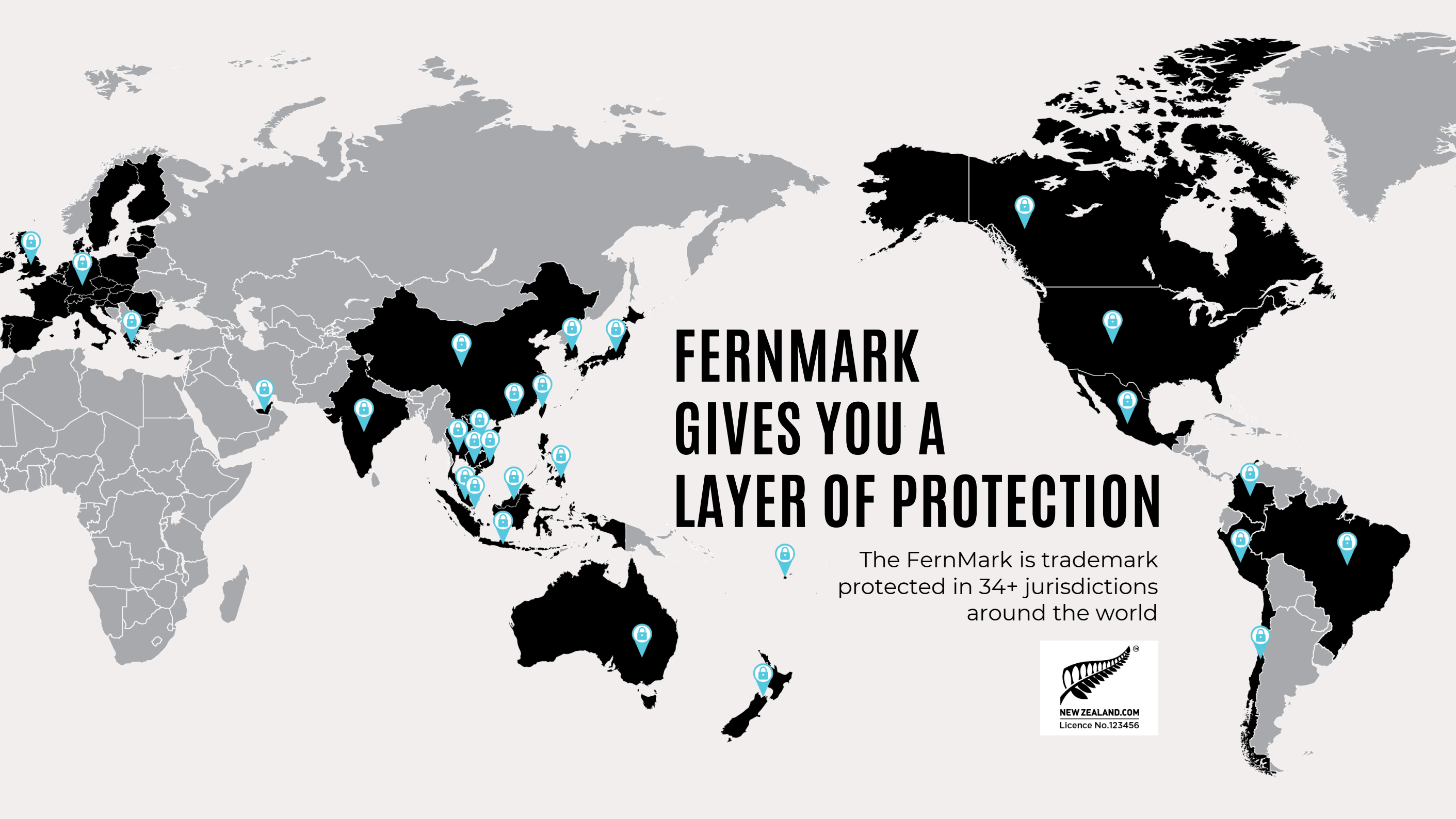
KO TĀTOU NEI **IT'S WHO WE ARE**

Ngā mātāpono, our core values, collectively underpin Aotearoa New Zealand's offering to the world.

Our FernMark Licensees are brands that we feel showcase these values globally.

**CARE FOR PEOPLE
AND CONNECTION TO PLACE
DRIVES OUR INGENUITY**





FERNMARK GIVES YOU A LAYER OF PROTECTION

The FernMark is trademark
protected in 34+ jurisdictions
around the world



HOW TO GET THE MOST FROM YOUR FERNMARK LICENCE

FERNMARK PACKAGE



Unique FernMark Logo Set

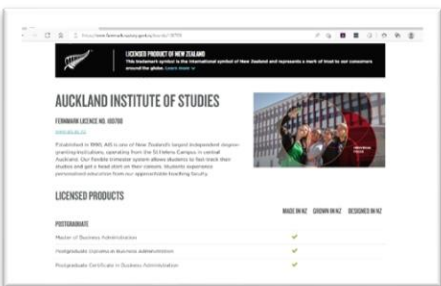
Horizontal and vertical AI and jpeg files of your logo in English and Chinese. unique FernMark Licence

Your FernMark Licence logo can be used on packaging or promotional materials.



FernMark Certificate

A framed copy of your FernMark certificate is sent to you in a presentation box and a digital copy of your FernMark Certificate emailed. You're welcome to upload the digital certificate to your website and link to your FernMark profile page.



Profile Page

Every licensee has their own profile page on the FernMark website with a company overview and a product listing.

Customers can check that you are a legitimate FernMark Licensee by searching your licence number or company name.



QR Code

Optional QR Code files for you to use alongside your Licence logo. When scanned, this will link directly to your profile page once it has been created.

We provide login details to the FernMark QR code dashboard, should you wish to see and use the analytics around this.



Storytelling

Opportunities for your brand to be promoted by New Zealand Story by social sharing, case studies and other promotional activities.

EXAMPLES OF USE - PACKAGING



**THE
NEW ZEALAND
FERNMARK
LICENCE
PROGRAMME**



EXAMPLES OF USE - DIGITAL





LICENSED PRODUCT OF NEW ZEALAND

This trademark symbol is the International symbol of New Zealand and represents a mark of trust to our consumers around the globe. [Learn more](#) ✓

NGAI TAHU SEAFOOD

FERNMARK LICENCE NO.100179

www.ngaitahuseafood.com

Ngāi Tahu Seafood holds a deep regard for the sea and the environment, alongside a belief in sustainability and responsible behaviour. Over the past 20 years, Ngāi Tahu Seafood has worked hard to establish a cherished reputation as a proven supplier of premium quality seafood in highly competitive markets.



LICENSED PRODUCTS

	MADE IN NZ	GROWN IN NZ	DESIGNED IN NZ
SEAFOOD			
Live Southern Rock Lobster		✓	
Frozen Southern Rock Lobster		✓	
Frozen Southern Rock Lobster Tail		✓	
Live Abalone		✓	
Chilled Abalone		✓	
Frozen Abalone		✓	
Live Blue Cod		✓	
Chilled Blue Cod		✓	
Frozen Blue Cod		✓	
Live Bluff Oysters		✓	

EXAMPLES OF USE - DIGITAL



Robert Allison | Ngāi Tahu Seafood | General Manager Business Development | 6 Bolt Place, Christchurch, New Zealand 8140 | PO Box 3787 | DDI:+64 3974 0349 | M:+64 2187 7518 | rob.allison@ngaitahu.lwi.nz | www.ngaitahuseafood.com

The logo for Ngāi Tahu Seafood, featuring the text "NGĀI TAHU SEAFOOD" in a bold, sans-serif font, with a stylized fish icon to the right.

The logo for New Zealand.com, featuring the text "NEW ZEALAND.COM" in a bold, sans-serif font, with "Licence No.100179" below it.

Mō tātou, ā, mō kā uri ā muri ake nei - For us and our children after us

Waea / phone: [+64 4 387 2750](tel:+6443872750)
Waea pukoro / mobile: [+64 27 202 8317](tel:+64272028317)
Imera / email: campbell@portnicholson.co.nz

The logo for Port Nicholson Fisheries, featuring the text "PORT NICHOLSON FISHERIES" in a bold, sans-serif font, with a stylized fish icon to the right.

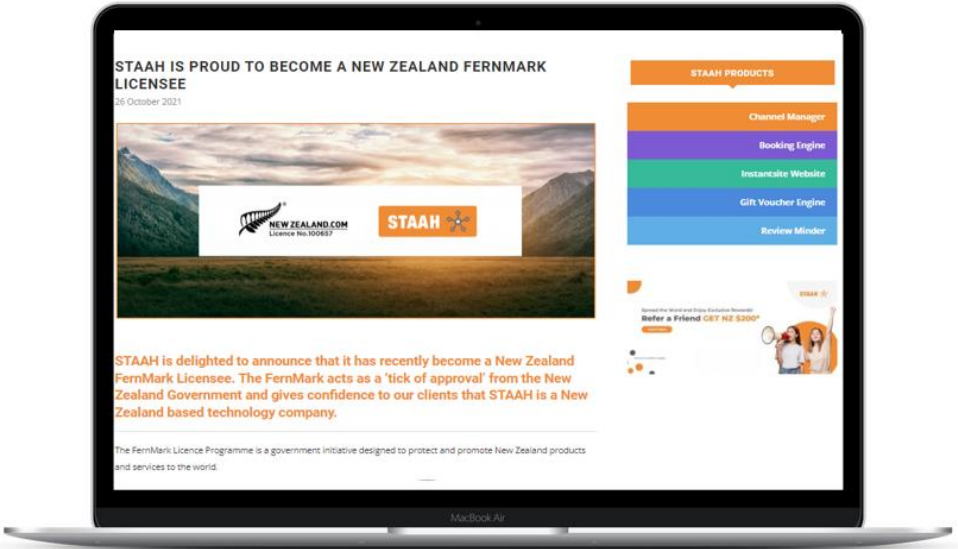
The logo for New Zealand.com, featuring the text "NEW ZEALAND.COM" in a bold, sans-serif font, with "Licence No.100173" below it.

A square QR code located at the bottom right of the block.

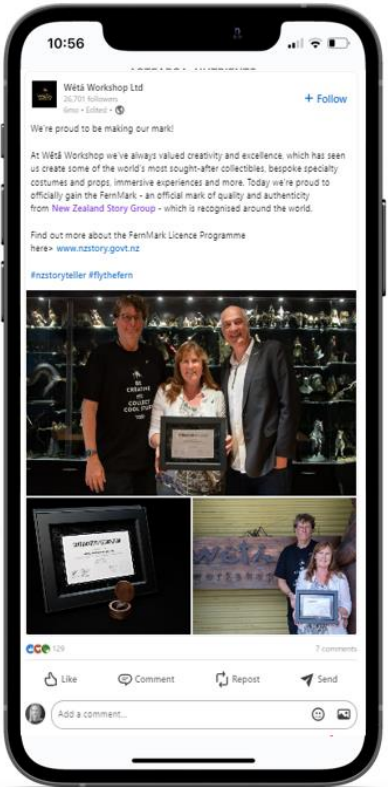
The logo for NIG Nutritionals, featuring the text "NIG NUTRITIONALS" in a bold, sans-serif font, with a stylized fish icon to the right.

The logo for New Zealand.com, featuring the text "NEW ZEALAND.COM" in a bold, sans-serif font, with "Licence No.100005" below it.

DIGITAL SIGN-OFF



CONTENT MARKETING



SOCIAL MEDIA

Goodnature
1,002 followers
1w

We're a company that's Kiwi to the core but getting more global by the day. For us the Fernmark was a beautifully simple way to communicate that with the world.

New Zealand Story Group
12,592 followers
1w

"Partnering with the FernMark program was a logical step for us at Goodnature. With design, development and production in New Zealand yet over 80% of our sales in export markets, the FernMark is a sign of quality that helps cement our position as the world's leading solution for humane pest control" - Dave Shoemack, CEO, Goodnature

New #FernMark Licensee. Born out of a passion for biodiversity and innovation, Goodnature are on a mission to tackle the global challenge of invasive predators by using their scalable smart technology to help ecosystems recover worldwide with the world's smartest rodent traps.

Interested in joining the Programme? Read more here #flythefern: <https://lnkd.in/dTA6nzU>

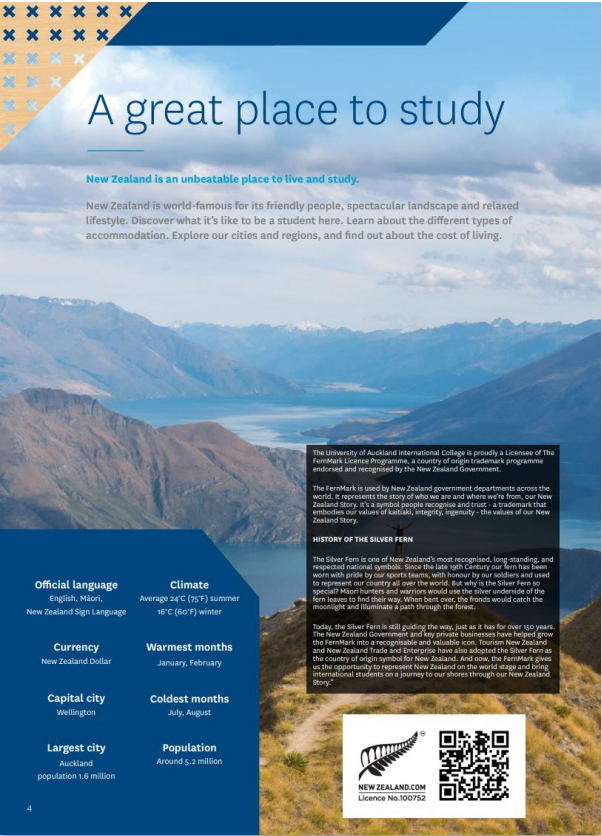
#Goodnature #NZStoryteller

An Instagram post showing a Goodnature trap. The trap is a white, rectangular device with a black top and a white bottom. It is placed on a wooden surface. The post includes the text "NEW ZEALAND.COM Licence No.100901" and a photo of the trap. Below the photo are the Instagram interaction buttons: "Like", "Comment", and "Share".

EXAMPLES OF USE - MARKETING COLLATERAL



TRADE SHOWS



BROCHURES



BUSINESS CARDS

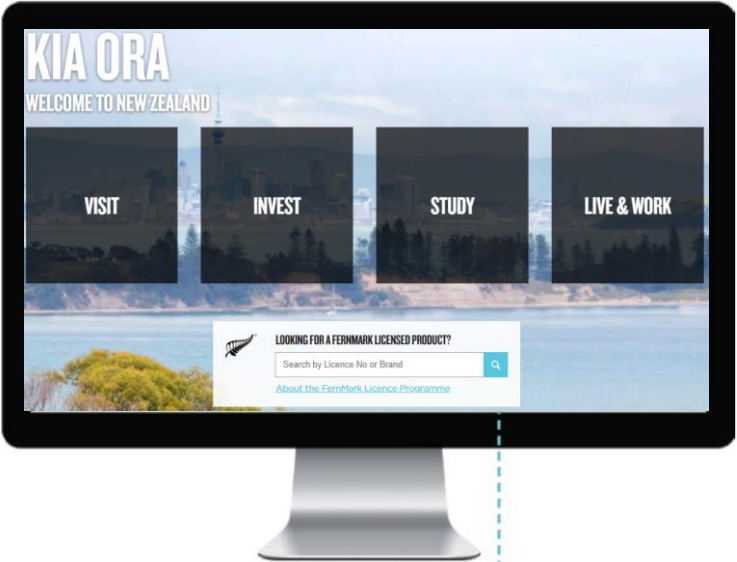
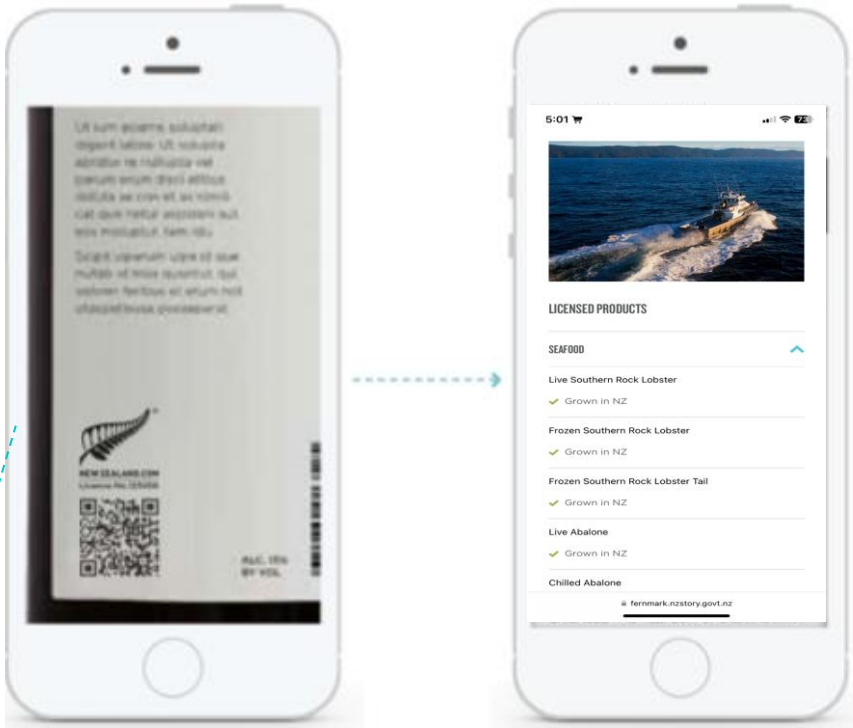
DIGITAL DISPLAY OF FERNMARK CERTIFICATE

Display your FernMark Certificate on your website or on social media.

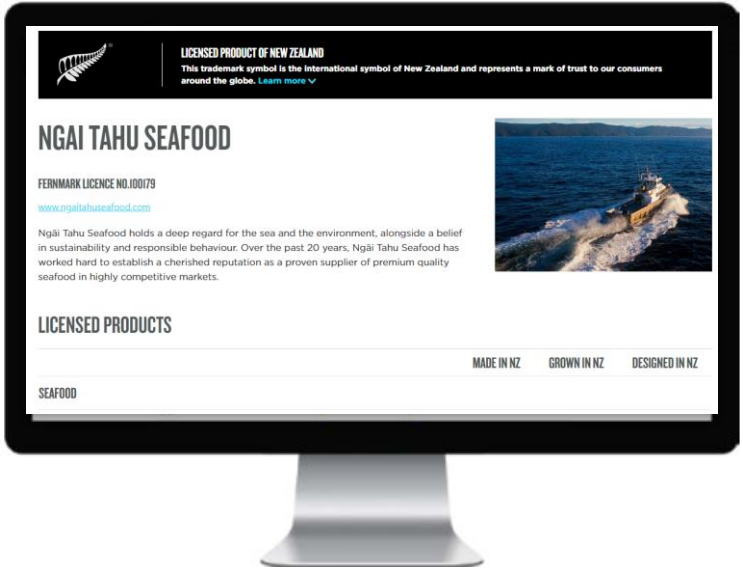
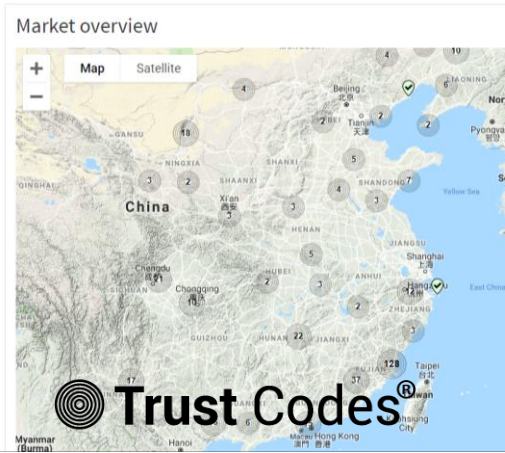
The Certificate of Recognition can be leveraged at a B2B level or direct to customers, as a type of visual accreditation from the New Zealand government.



QR CODE SCANNING AND REPORTING



Licensee page



AMPLIFYING LICENSEE STORIES



We also look for opportunities to share our FernMark communities stories with more people, through New Zealand Story channels, including the Flying the Fern podcast, social media and our newsletter.

WELCOME POSTS

We share news about FernMark Licensees.

PODCASTS

Our 'Flying the Fern' podcast shares the stories of twenty-four FernMark Licensees.



LICENSEE STORIES

We do monthly case-studies on FernMark Licensees to show-case the incredible export stories of our community.

The stories are kept on our website and promoted through our FernMark and New Zealand Story channels.

You can find our Licensee Stories [here](#).

EXPORT STORYTELLER



FernMark's cornerstone collective marketing programme, Export Storyteller, is a membership benefit for Licensees. Its purpose is to help New Zealand Export Businesses build capability in marketing essentials and to tell a compelling New Zealand Story.

MODULE 1

UNDERSTANDING YOUR MARKET

David Downs (New Zealand Story)

Connect to your customers through New Zealand's values and the FernMark. Using research-based customer insights, understand your customer, their world, and what it means for your export story.

MODULE 2

EXPLORING YOUR BRAND AND MARKETING STRATEGY

Mark Jenner (Jenner & Co)

Proven frameworks to define your consumer, capture your brand essence and decide on strategies and activations. The starting point to create rich stories and creative assets.

MODULE 3

CREATING YOUR BRAND WORLD

Mike O'Sullivan (Many Minds)

Using your market-led, insight-based brand narrative, we will help craft your brand manifesto, define your brand personality and develop stimulus materials for in-market focus groups.

MODULE 4

CONNECTING WITH YOUR CONSUMERS

Nathan Farmer and Lisa Errington (One Picture)

Elevate understanding of your audience by talking directly to your target international consumers via an in-market focus group. Gather contextual insights and pinpoint the most effective 'story' to tap into their needs and preferences to maximise the impact of your origin story.

MODULE 5

LEVERAGE MODERN MARKETING

Craig Osborne (Ghost Partners), and Izzie Guo (New Zealand Story)

How to create valuable and relevant content that boosts brand awareness and credibility. Review paid, owned, and earned media and how to use each most effectively to achieve goals, and measure ROI. Help build online communities and learn how to make your brand stand out on social media.



Find out more here: [Export Storyteller \(nzstory.govt.nz\)](https://nzstory.govt.nz)

NEW ZEALAND STORY RESOURCES



NZ Story channels contain a wealth of free assets for you to use, whether you're promoting your business offshore, searching for marketing assets or research insights.



NEW ZEALAND'S FOOD & BEVERAGE STORY MADE WITH CARE

[Food & Beverage](#)



TOOLKIT ASSETS

[For royalty free images, videos,
infographics and presentations click here](#)



NEW ZEALAND'S VALUES

["How-To" guide for exporters click here](#)

COLLECTIVE STORYTELLING MAKES US ALL STRONGER



New Zealand's story is at it's most powerful when all of us use it – presenting a united front to the world and a clear vision of what New Zealand represents. Our combined energy and resources make a much larger impact than any one of us can alone.

**YOUR
BUSINESS'
VOICE**

**YOUR
SECTOR'S
VOICE**

**ALL NZ
BUSINESS'
VOICES**

**ALL
6M NZ'ERS
VOICES**



THE
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NGĀ MIHI NUI THANK YOU



THE
NEW ZEALAND
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