

THE KIWI TRADEMARK



The iconic Kiwi trademark is licensed to businesses by the Buy New Zealand Made Campaign.

As a registered trademark, it has a strict set of rules (Code of Practice) governing how it can be used.

Re-established in 1988, this trademark is used as a significant marketing tool for businesses.

WHY LABEL WITH COUNTRY OF ORIGIN?

97%

of Kiwis are supportive of buying New Zealand Made

87%

of New Zealanders recognise the iconic Kiwi trademark

70%

of licence holders say sales increased since signing on.

THE NZ MADE DIFFERENCE

STAND OUT

Join a community of 1400 Kiwi businesses that use the logo to differentiate their products and services in NZ and beyond.

INSTANT RECOGNITION

With 30+ years as one of NZ's most recognisable brands, your businesses will be supported and respected by consumers.

EXCLUSIVITY

We carefully audit and approve applications to ensure we hold ourselves to a high standard of genuinely NZ Made.



BUSINESS PROMOTION

A KIWI ORIGINAL

Video and audio business interviews on A Kiwi Original drives the brand marketing engine across all social channels.

SHOPKIWI

Launched in 2020, ShopKiwi helps businesses be seen through various social media campaigns.

1.4 + MILLION
BRAND VIEWS

250+ BUSINESS
FEATURES

100+
INTERVIEWS

WHY USE THE KIWI TRADEMARK?

- ▲ The trademark provides accountability for New Zealand Made products.
- ▲ Using the trademark may give you a competitive edge, consumer loyalty and helps to promote growth.
- ▲ You join a community of NZ Made businesses.

ANNUAL FEE

0-5 Staff	\$275	61-100 Staff	\$950
6-10 Staff	\$350	101-250 Staff	\$1850
11-30 Staff	\$450	251-400 Staff	\$2850
31-60 Staff	\$550	400+ Staff	\$5000

GST exclusive. Registration & Custom URL set up fee is \$180 + GST.

CONTACT US

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