

NEW ZEALAND MADE DAY

RETAILER'S BRIEF



ABOUT NZ MADE DAY

New Zealand Made Day is a celebration of New Zealand Made that falls on **21st November** every year. Established in 2019, hundreds of businesses across Aotearoa New Zealand get involved to share their NZ Made products, services, and the stories behind them. Kiwis are encouraged to get behind their favorite Kiwi business and support local in the lead-up to Christmas.

WHY GET INVOLVED

NZ Made Day is a chance for Kiwis to discover NZ Made products and for NZ Made brands to be seen and supported by shoppers. Kiwis love to support local businesses:

- **87% of Kiwis often consider whether a product is NZ Made**
- **86% of Kiwis are willing to pay a premium for NZ Made**

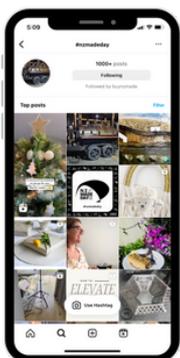
NZ Made Day generates a vast amount of content, engagements, and conversations on social media. NZ Made Day is also covered by mainstream media. In 2022 and 2023, it was featured on TVNZ's Seven Sharp, as well as other notable media publications. Small businesses have recorded a 10x sales increase across the day.



Watch Buy NZ Made Executive Director Dane Ambler on Seven Sharp.



NEXT STEPS



Explore #NZMadeDay

Sign up here to become a "New Zealand Made" Kiwi trademark retail licence holder from \$50 + GST per annum. You can access a toolkit of digital material, along with ideas on how you can build excitement and drive sales to ensure a successful NZ Made Day.

We will publicise and promote the list of retailers taking part in the lead-up and on the day in our PR kits which go out to all major media networks.

Note: retailers don't need to be a Kiwi trademark licence holder if they wish to celebrate NZ Made Day independently.