

DESTINATION



Auckland

Place DNA™ Report

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The Challenge – rational and emotional

Quality

Auckland is ranked:

- **3rd** on the annual global Mercer Quality of Living Survey (2018)
- **4th** in the “Best Sport City’ Sport Business Ultimate Sports Cities Awards (2016)
- **9th** on the Oyster ranking, most multicultural cities
- **12th** in the most livable cities index – The Economist (2018)
- **23rd** out of 101 in the best Student Cities ranking
- one of the world’s greenest big cities on the planet (80 per cent renewable energy) – Bloomberg 2018

Reputation

Auckland is ranked:

- **17th** on the Ipsos Top Cities Index (2017), Auckland’s comparatively high position is mostly due to its popularity as a place to live, **not** as a place to visit or work.

This ranking also offers details on the evaluations given by different generations. Auckland scores **9th** both for the **Baby Boomers** (born between 1945-65) and Generation X (1966-1979) but has a weak appeal to Millennials (1980-1995) and Gen Z (1995...)

- **36th** out of 50 on the Anholt Roper Index (2016). This survey measures the power of your reputation and is regarded as the leading brand ranking.
- **Not** ranked in top **56** on the WorldRepTrakTM ranking (2018) – three Antipodean cities in Top 20: Melbourne, Sydney and Gold Coast.
- In Resonance Consultancy’s Best Cities Report (2018), Auckland ranked **79th** overall, scoring best in the Place Category (22nd), indicating that the City’s natural and built environment is rated comparatively well. The report considers Auckland’s performance considerably worse in the categories of **Promotion (108th)**, **Product (123rd)**, **Programming (133rd)** and **Prosperity (136th)**.



Background Desk Research



- Brand Auckland, 2008
- Brand Auckland, 2014
- AK2 Study James Hurman, 2014
- Tourism New Zealand Brand Guidelines, 2015
- TRA report on value proposition, 2015
- Wealth, Creators Journey Map, 2016
- The F&B sector initial interviews – ATEED, 2016
- Brand Auckland, 2016
- Global Auckland Project, Background Paper, 2015
- Feedback from Greg Clark, 2016
- Auckland Value Proposition, 2016
- The Global Auckland Story, 2016
- New Zealand Story, 2018
- National Mood Index, 2018
- ATEED digital development discovery phase, 2018
- Auckland Music Strategy 2018-2021
- Tino Platform of the Independent Māori Statutory Board

What is DNA?

1

The core identity of
your place.

2

The sense
of place.

3

The epicenter of all
experiences and
stories that your
place generates.

DNA process



Place DNA™



Projected DNA

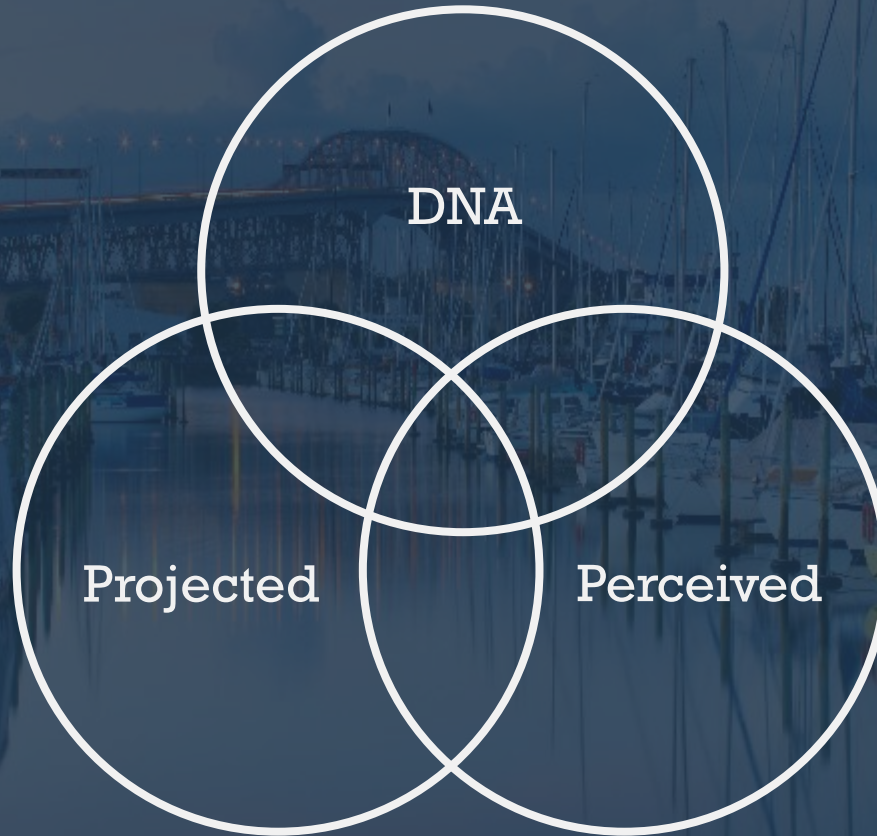


Perceived DNA

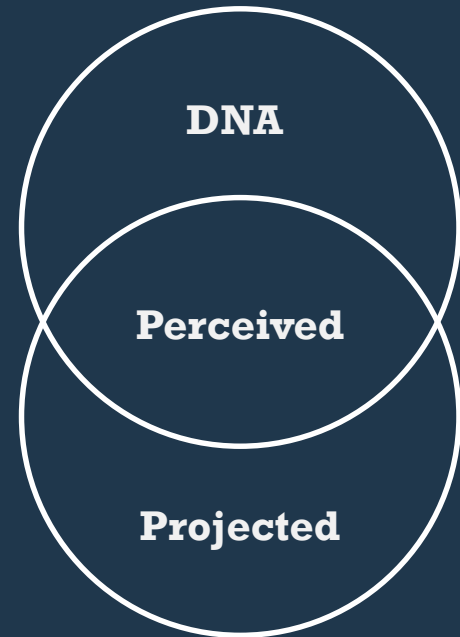
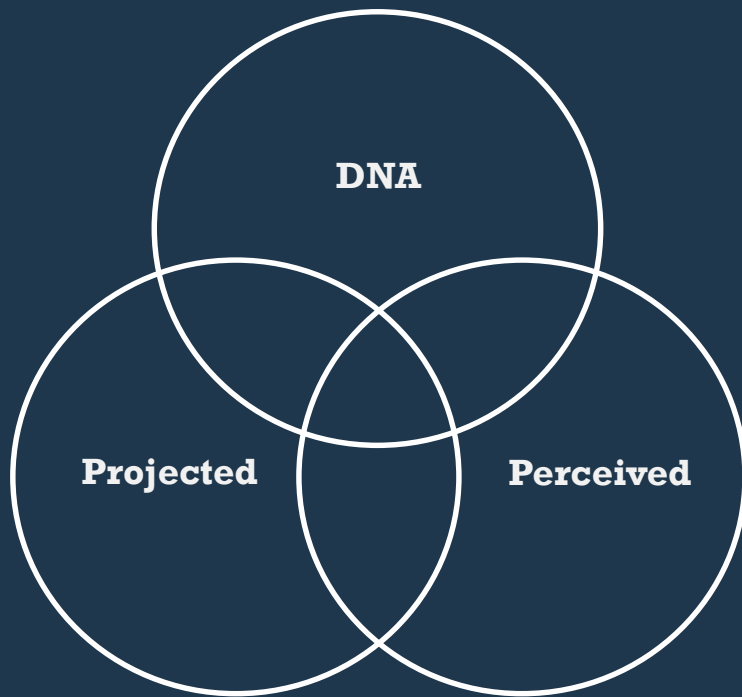


Gap Analysis

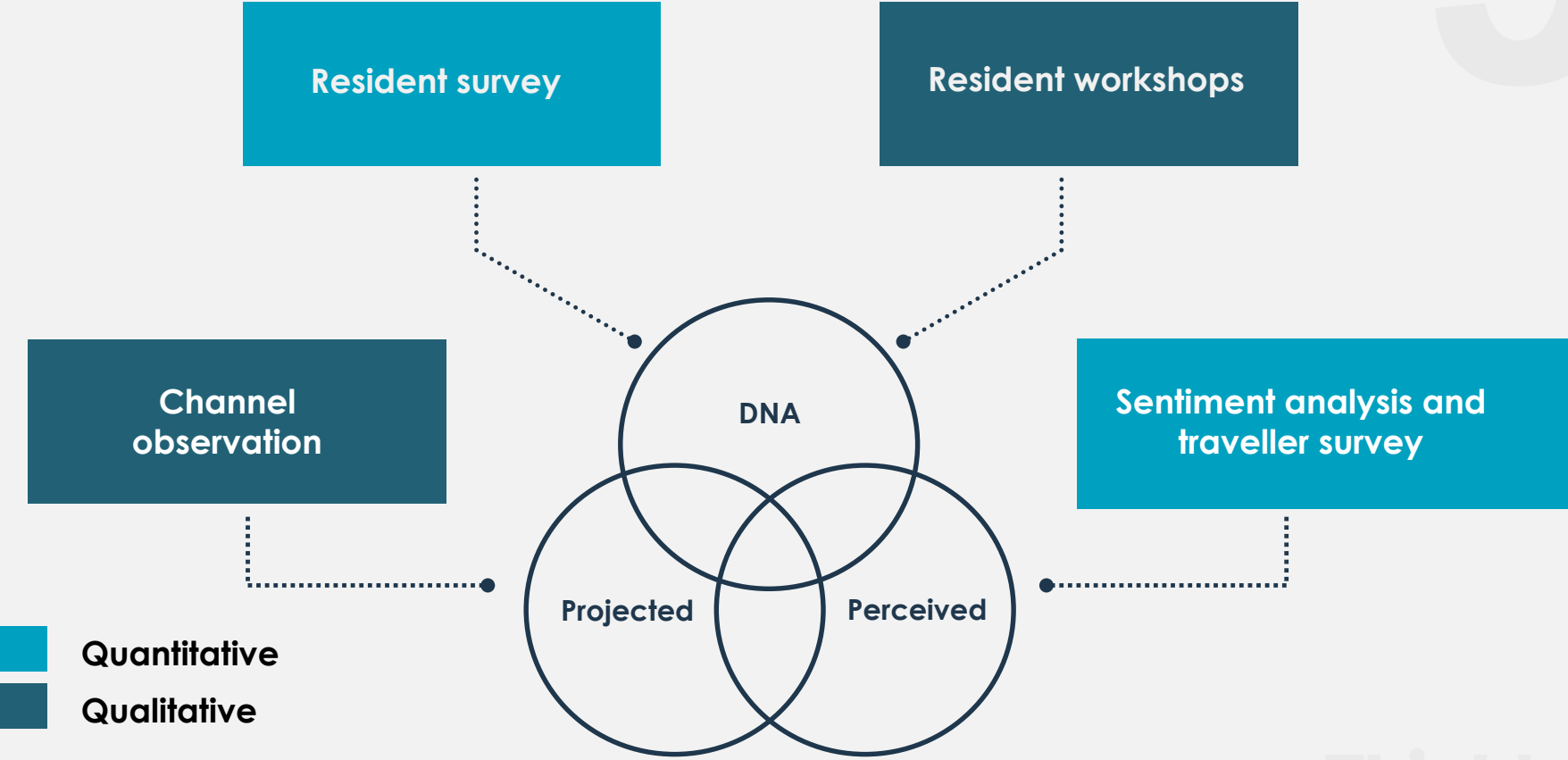
3. DNA introduction



The more alignment, the stronger
your reputation



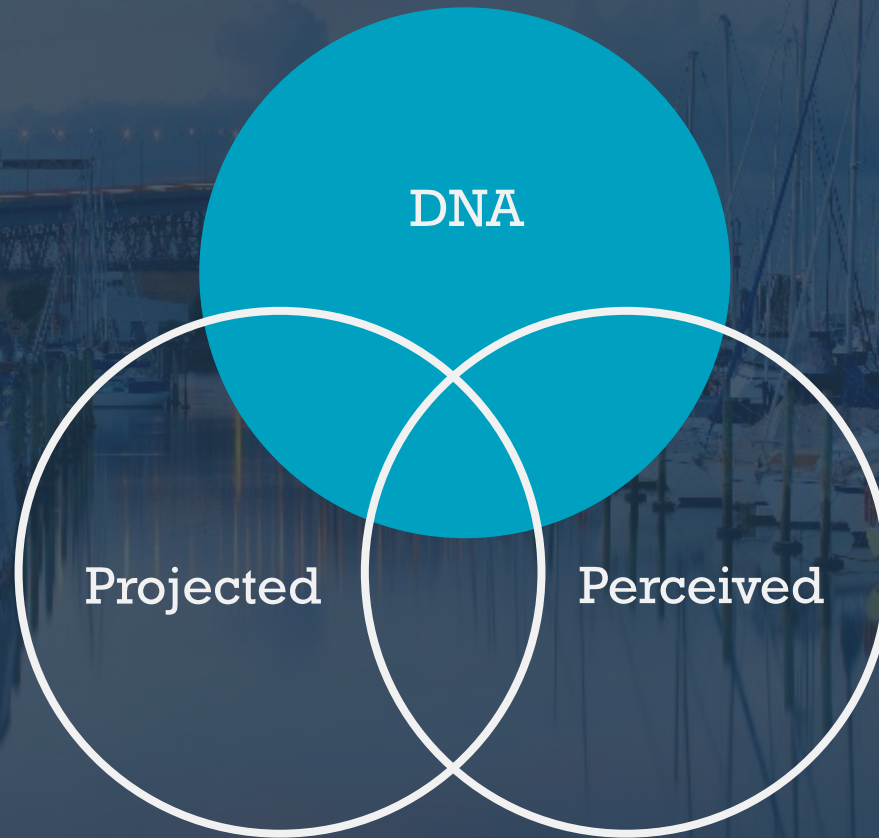
DNA research process



Auckland Brand & Narrative Development



4. DNA



What?

The focus of this part of the research is on delivering insights into the perceptions and drivers of Auckland's reputation through the eyes of those who live there.

How do people who live in Auckland experience Auckland?

DNA – Residents Survey: Overview

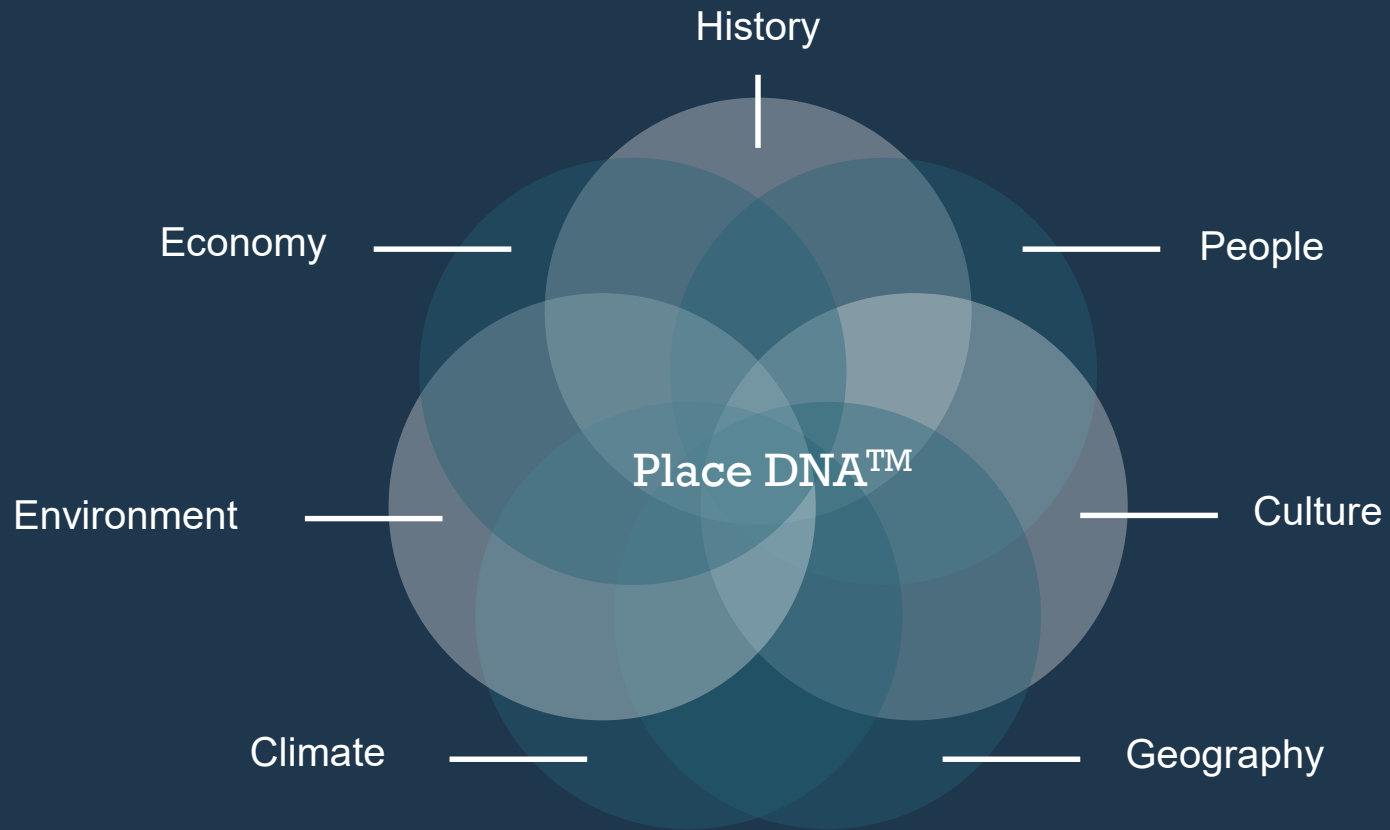
Survey

Residents of Auckland were asked for their opinions on Auckland through an online survey (live from September 2018).

In total, 410 residents responded to the survey. This met the quota that was set for 384 responses, assuming a normal division of 50%, a margin error of 5% and a confidence level of 95%.

DNA – Survey: Assets

What is Auckland for its residents?



Place DNA™ elements



Environment

The impact of all living species, climate, weather, and natural resources on a place.



Infrastructure

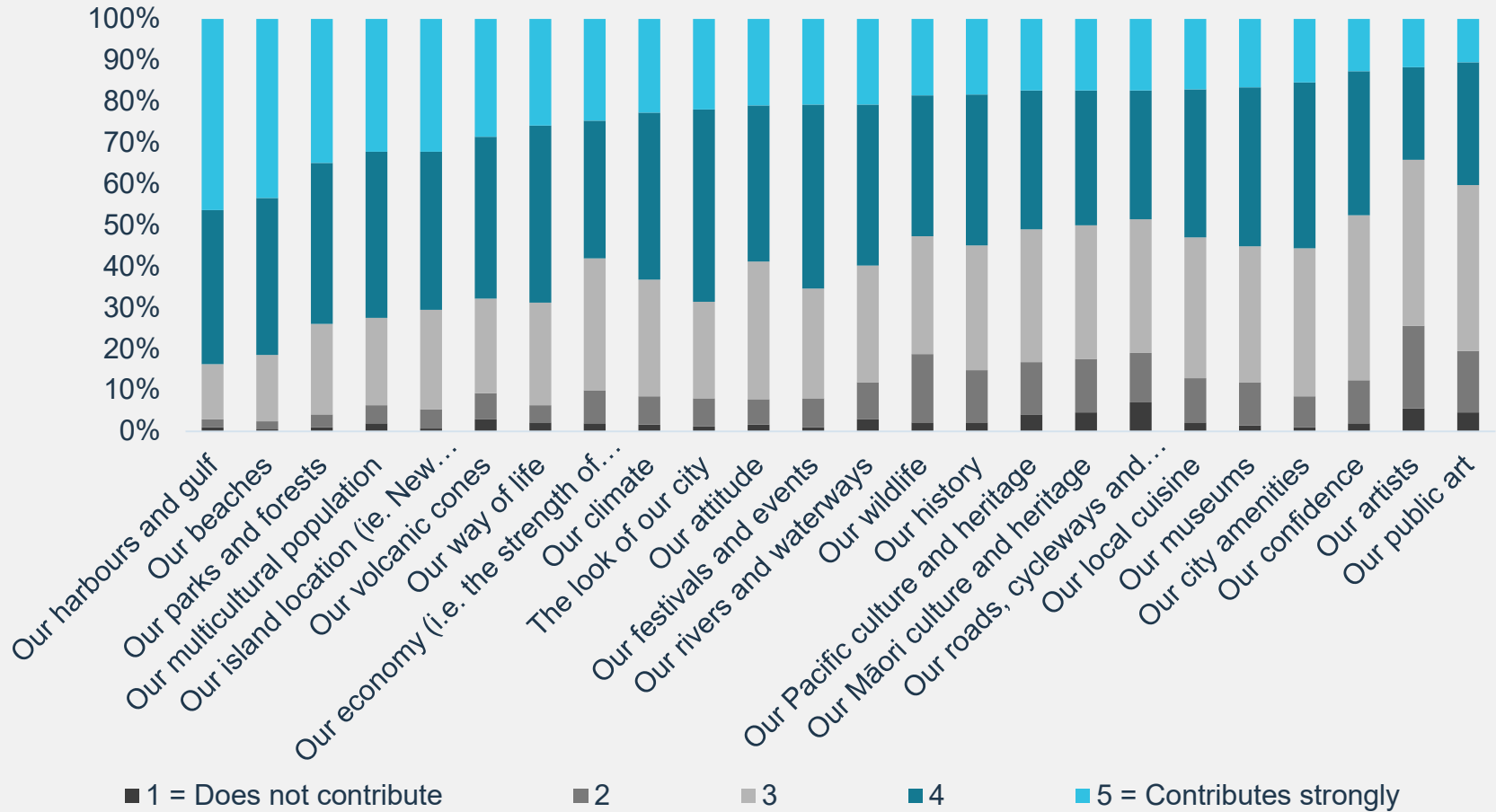
The impact of physical structures and facilities built by humans on a place.



Society

The impact of people's values, history, norms and behaviors on a place.

What makes Auckland, Auckland?





1 - Our gulf and harbours



2 - Our beaches



3 - Our parks and forests



4 - Our multicultural population



5 - Our island location



6 - Our volcanic cones

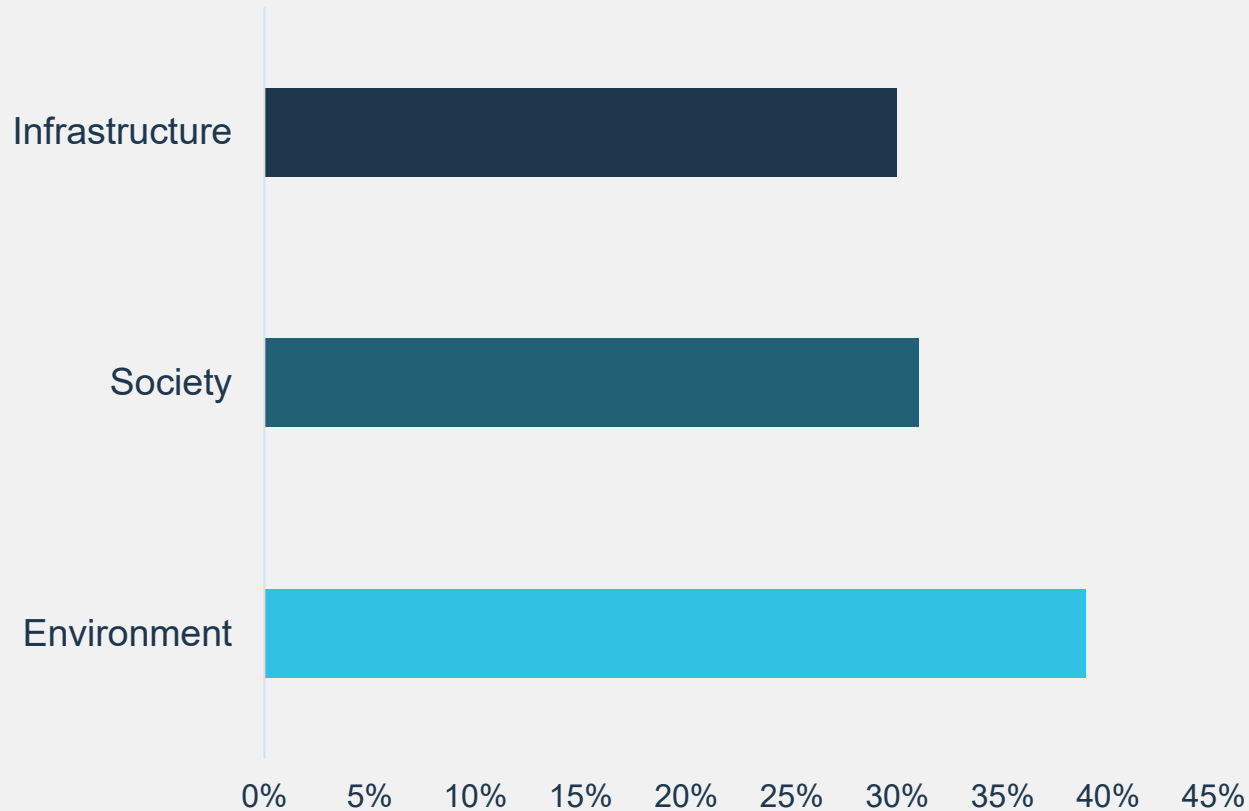


7 - Our way of life



8 - Our economy

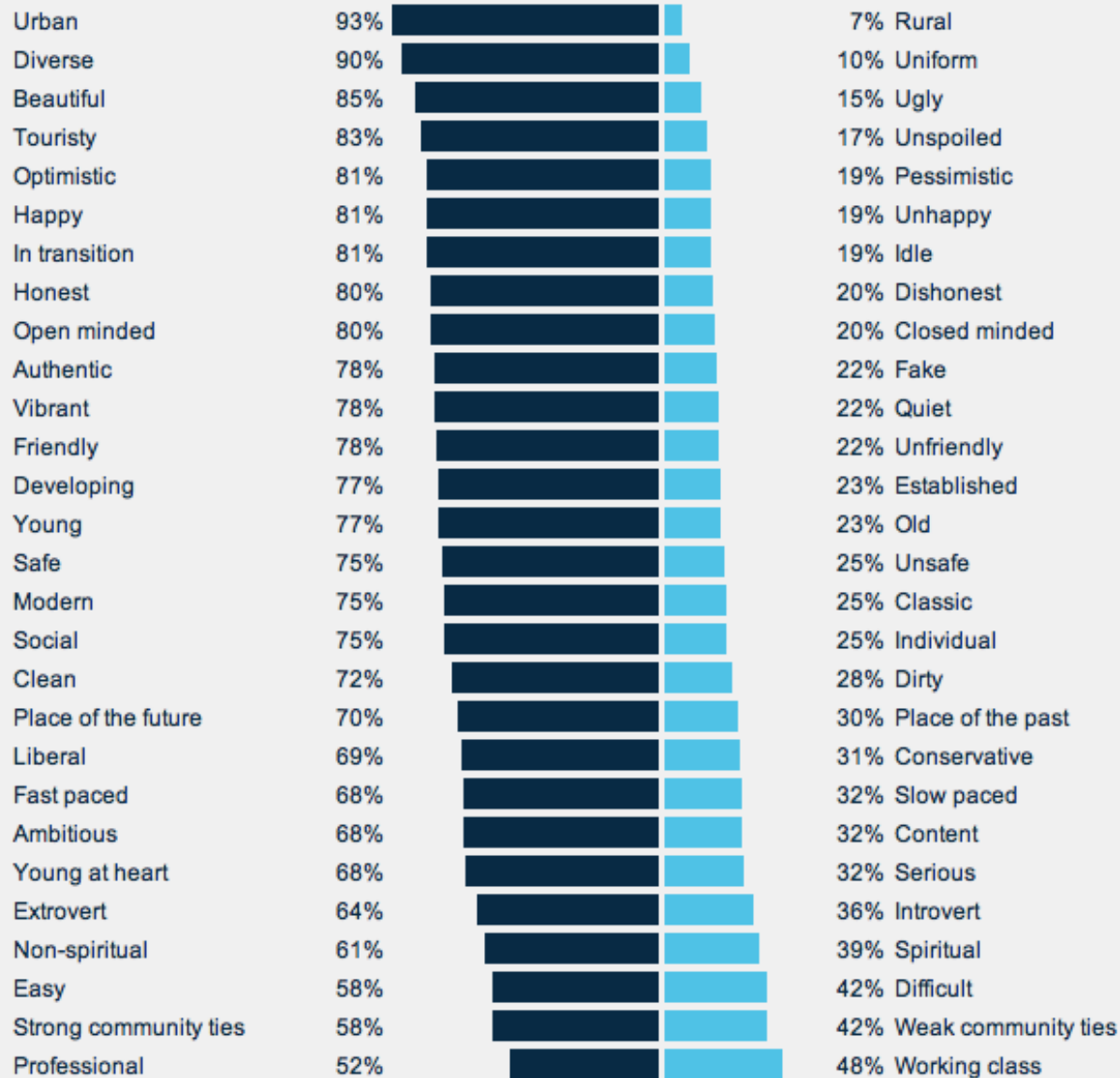
What makes Auckland, Auckland?



DNA – Survey: Attributes

How is Auckland for residents?

Auckland's Attributes



Spectacular urban

How urban?	Percentage
Urban	93%
Rural	7%

How diverse?	Percentage
Diverse	90%
Uniform	10%

30

Other urban drivers

How vibrant?	Percentage
Vibrant	78%
Quiet	22%

How open?	Percentage
Open minded	80%
Closed minded	20%

31

Confidence

How beautiful?	Percentage
Beautiful	85%
Rural	15%

How authentic?	Percentage
Authentic	78%
Fake	22%

32

Community

Optimistic?	Percentage
Optimistic	81%
Pessimistic	19%

Happy?	Percentage
Happy	81%
Unhappy	19%

Honest?	Percentage
Honest	80%
Dishonest	20%

33

Two to watch

Touristy?	Percentage
Touristy	83%
Unspoiled	17%

Social coherence?	Percentage
Strong community ties	58%
Weak community ties	42%

34

DNA – Resident's Survey: Place personality

Who is Auckland?

Five types of place personality



Agreeable (Dublin)



Neurotic (Hong Kong)



Extravert (Amsterdam)



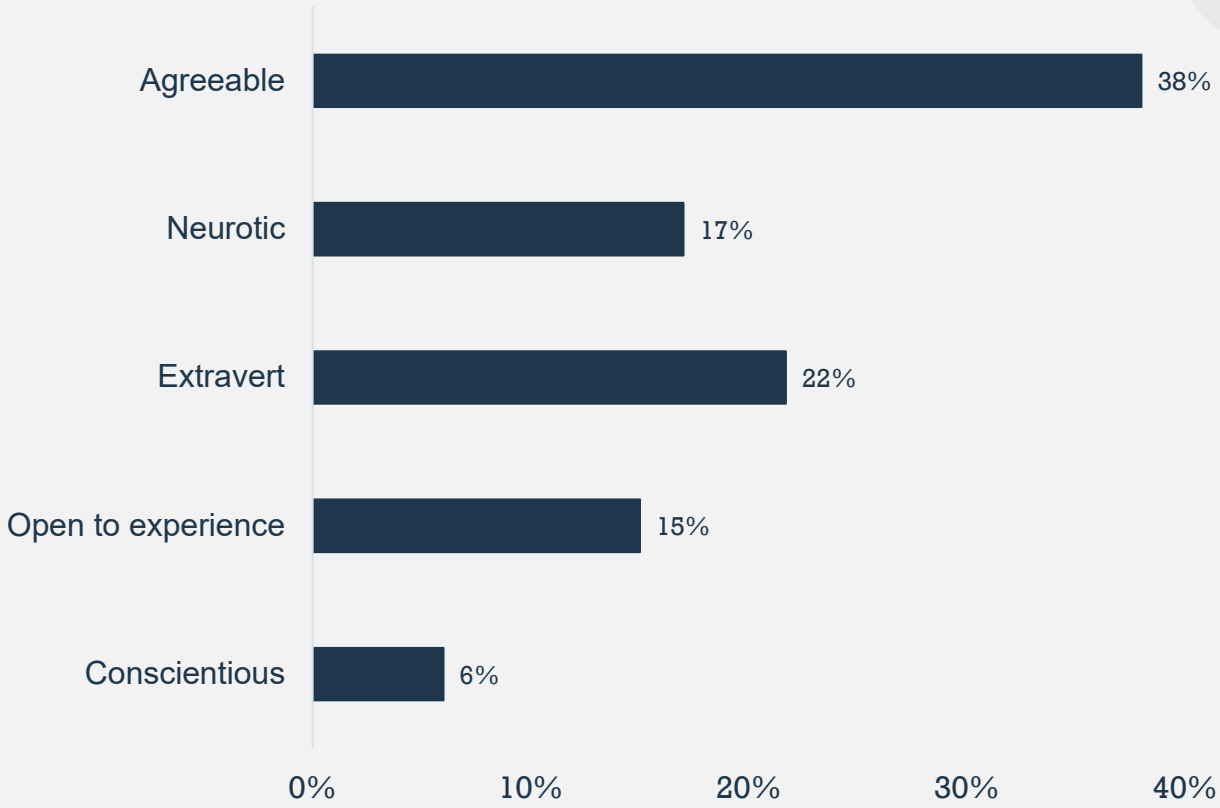
Open to experience (Montréal)



Conscientious (Vancouver)

Personality type of Auckland

37



Dominant personality of Auckland

38

“ Most people in Auckland value getting along with others. They are generally considerate, kind, generous, trusting and trustworthy, helpful and willing to compromise their interests with others.

Aucklanders also have an optimistic view of human nature. ”

Agreeable as dominant trait

39

- Considerate
- Kind
- Trustworthy
- Helpful
- Willing to compromise
- Weak transformational skills
- Strong transactional skills

DNA – Resident's Survey: The citizen's voice

What the residents in Auckland say about Auckland

What would people miss?



A vibrant economic and social landmark of the country. One third of the country stays here and that speaks for the importance Auckland has in New Zealand. It's a city that is New Zealand's gateway to the world and its loss will set New Zealand back socially and economically in the world.

Wow - a huge amount. Our economy, our beauty, beaches and parks. Our vibrant restaurant scene. Our diversity and culture.

A cosmopolitan city. Major events. Economic growth. Personality.

Auckland is the most forward thinking, open-minded and multicultural city in New Zealand. I imagine that Wellington would be a close second. Auckland is the closest thing to a "big city" that we have in NZ, so we would miss out on a lot of entertainment, nightlife, dining, etc.

'Māori people and culture'
'Cultural diversity and acceptance'
'The great diversity of cultures'.

Not much. Auckland doesn't engender a sense of pride. Its playing catchup on many aspects of its infrastructure. Has become a less personal and less friendly place to live. Auckland has lost its sense of individualism and spirit.

That's impossible to answer, Auckland contains most of the people, business and infrastructure in New Zealand so we'd be lost without any of that, not to mention the unique geographical nature of the area.

A backbone! Auckland is the powerhouse. The thinking might happen further down the island but the action happens in Auckland. You can see it and feel it.

How does it feel to live in Auckland?



It's fast paced & exciting no two days are alike and something is always happening. But it's still New Zealand in that you can always find an incredible piece of nature close by with a diverse population and opportunities.

Hard. The cost of living here has gone up a lot quicker in the last few years than wages that it's difficult to have any quality of living. Add in the number of people that are moving out to improve their lives that it makes it hard to have a support network close to get you through the tougher weeks.

Good place to be Plenty of things to do for both young and old. Only problem is the traffic.

Auckland is always busy with substandard transport infrastructure. It has a very diverse population which has lead to a wide range of modern shopping options for rich/poor and different cultures.

Auckland is still on its way to developing into. I'm mostly wishing for extended hours and more activities to do at night across the city, and more shopping choices.

Proud to be part of a city that actively pushes for equal rights for all, and actively fights discrimination. From marches to rallies, it makes me feel at home amongst a diverse community.

I feel like I am a mouse running inside one of those wheels, always working hard but not getting far. Too much time spent stuck in traffic.

'Safe and people are friendly and helpful.' 'Love the cultural diversity.' 'Māori culture sets us apart'.

How is Auckland changing?



It's getting bigger and better

Very fast and very multicultural

Auckland becomes more innovative and adds more value.

As it gets bigger, it's trying to find an identity for itself, often feels like it is trying to hard and trying on a lot of hats. Because it's so large, it's difficult for it to have a coherent identity, and should just embrace being a bit of a mish-mash.

It's getting worse

Too slow vs vibrant Asia

Haven't seen much changing.

It feels exciting to finally see major development in this city, that has been lacking for decades. It feels good to contribute to what will be a great place to live for future generations. And if most of us who have lived here before any developments, can be there to see the end product, then that will be really special.

'Increasingly diverse, expensive and sprawling'.
'More people, more options and the pace of life continues to speed up as do peoples expectations around convenience'.

It's getting a new face, more things to do, more places to go, more tastes to appreciate (cuisine level).

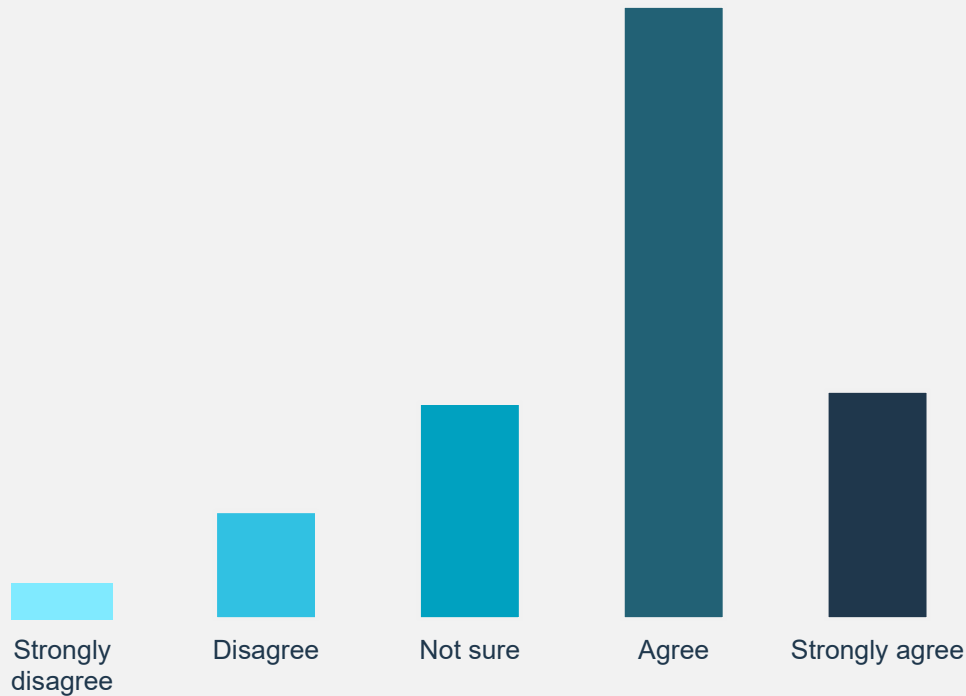
Auckland has lost its old values of being neighbourly and being supportive to one another. Now everybody is out for themselves and dont care about others.

It is becoming more divisive. Lots of different cultures but little integration. Residents are increasingly angry. Access to natural beauty is increasingly more difficult.

DNA – Resident's Survey: Pride

Proud of Auckland

48



Proud*

Strongly disagree	3%
Disagree	9%
Not sure	18%
Agree	51%
Strongly agree	19%

*No significant difference between newcomers and people that have lived in Auckland for more than ten years.

DNA – Resident Workshops

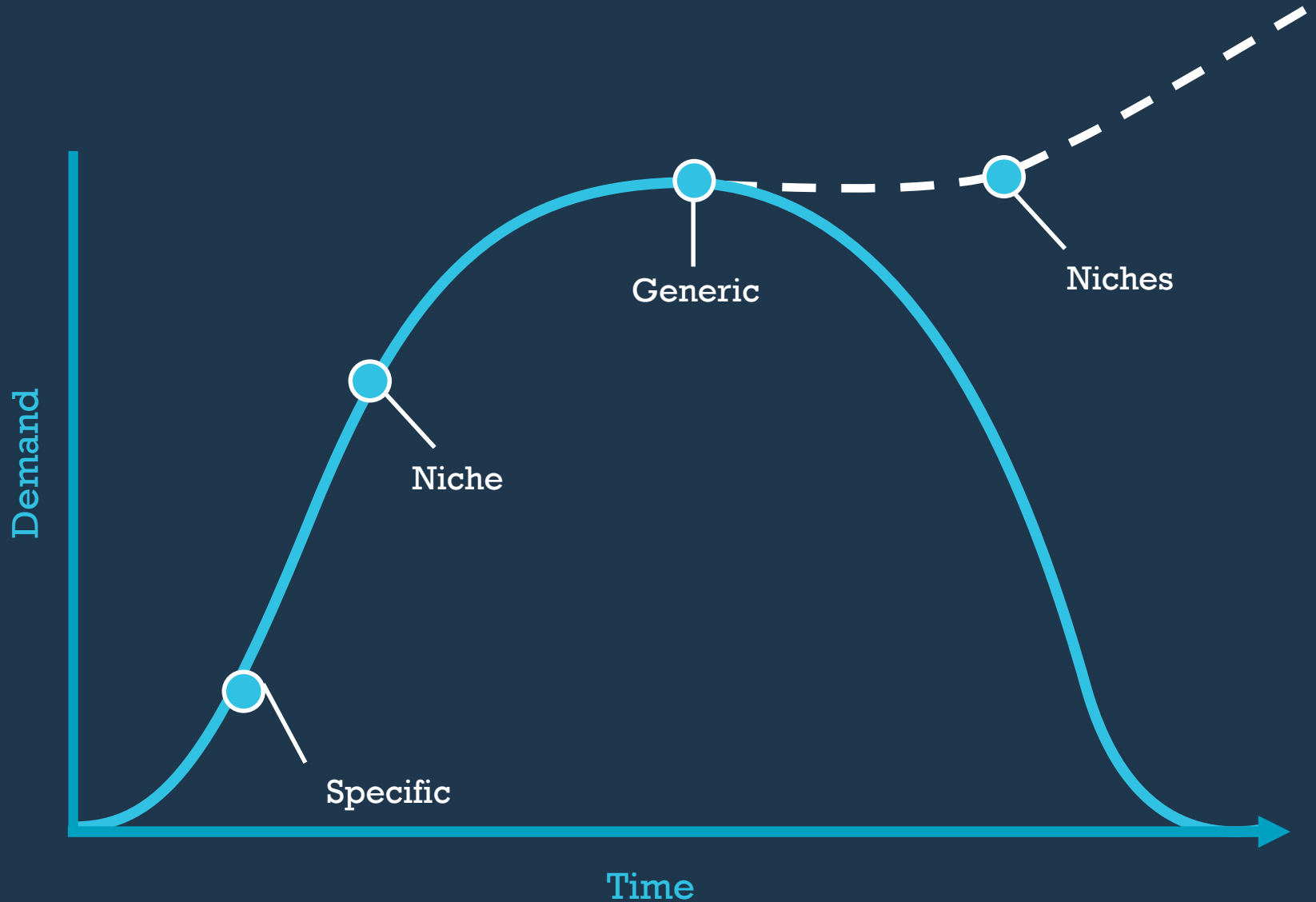
DNA workshop

During the week of October 29th, Auckland were selected to attend one of three workshops in different regions of Auckland. DestinationThink! also ran a workshop on December 11th with an Auckland marae collective. In total 100+ Auckland, residents participated.

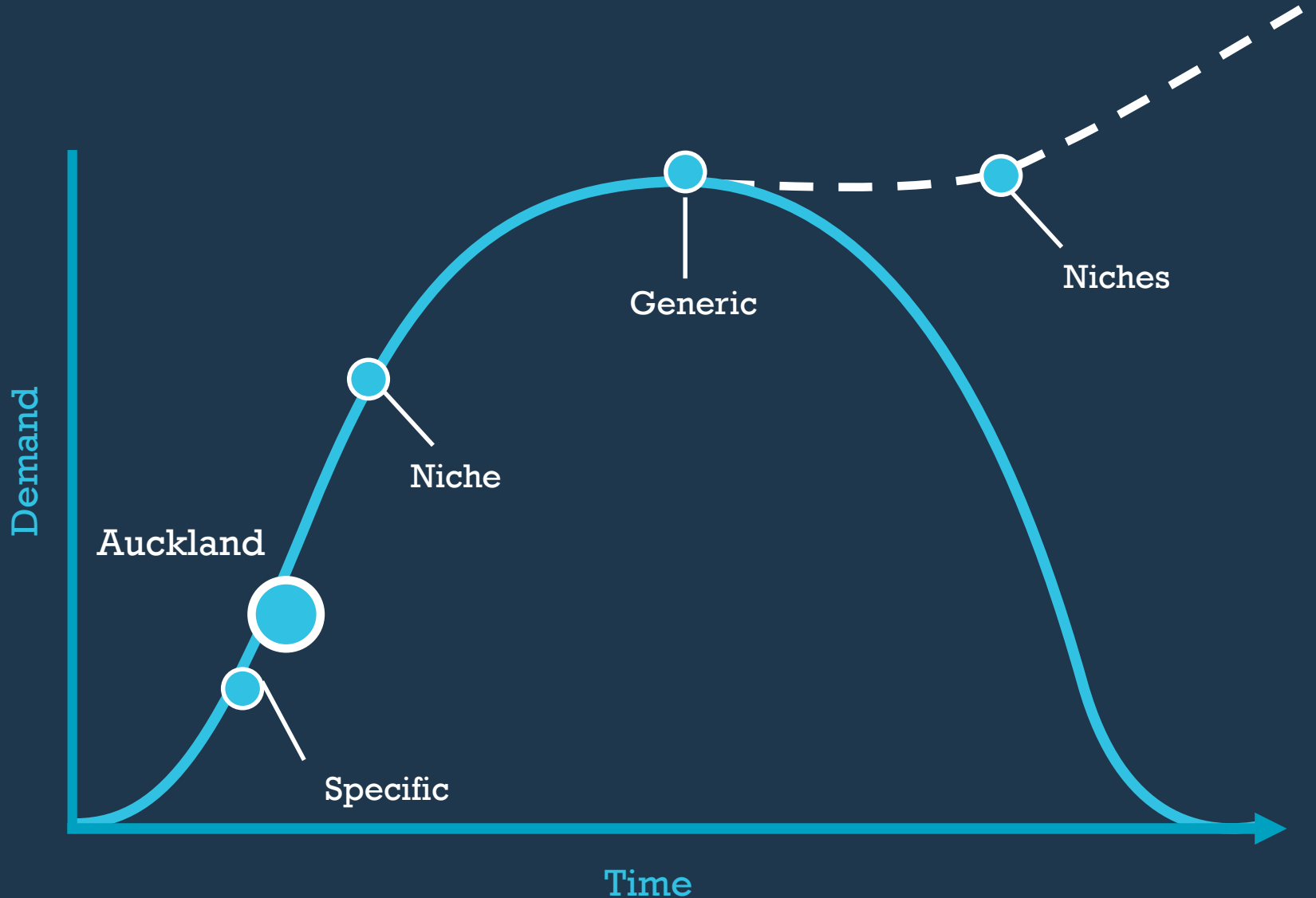
Participants were divided into random groups to work on different topics that included, elevator pitch, brand personality, product experiences and positioning.

DNA – Resident Workshop: Place Lifecycle

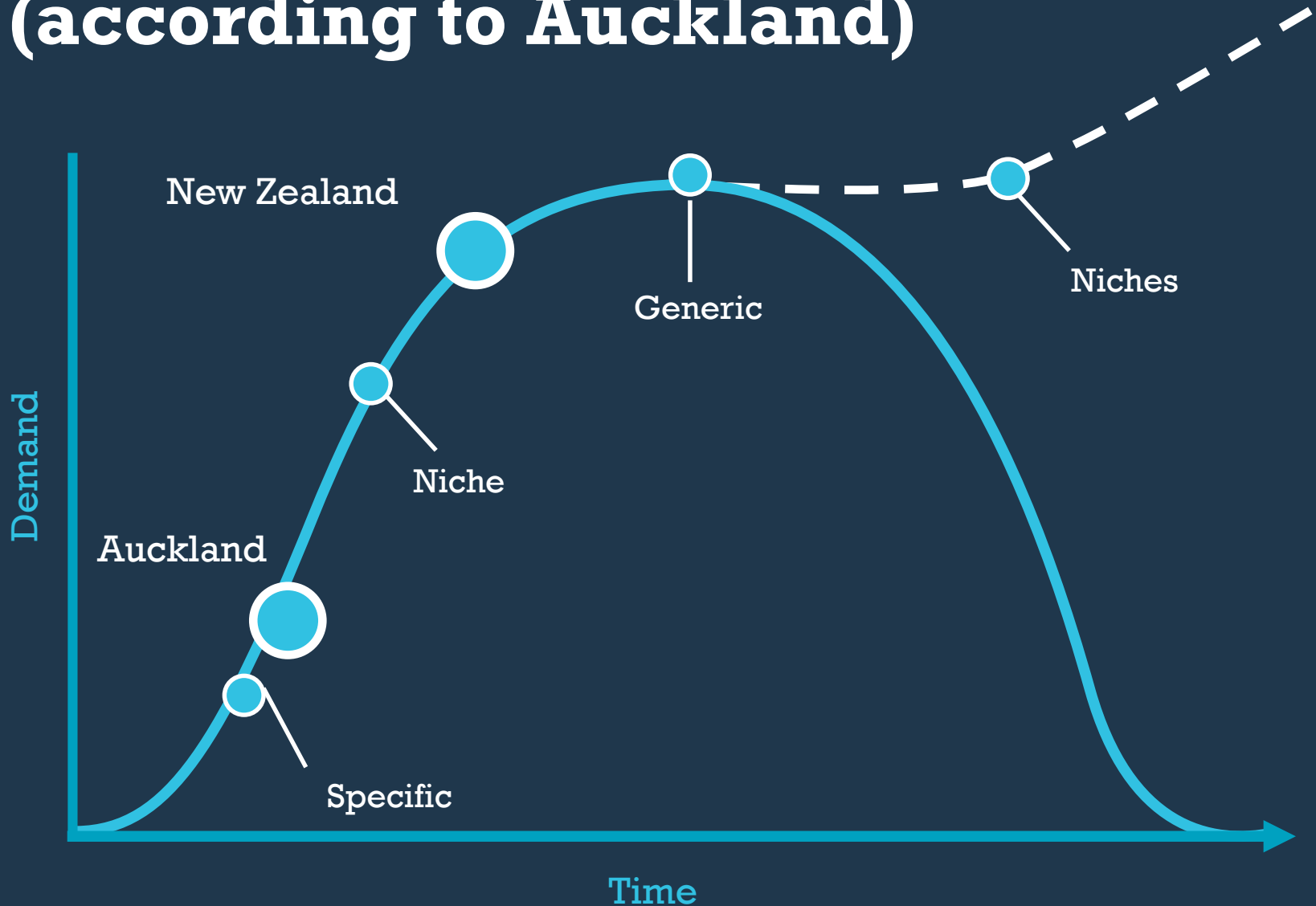
Place Lifecycle



Auckland Place Lifecycle

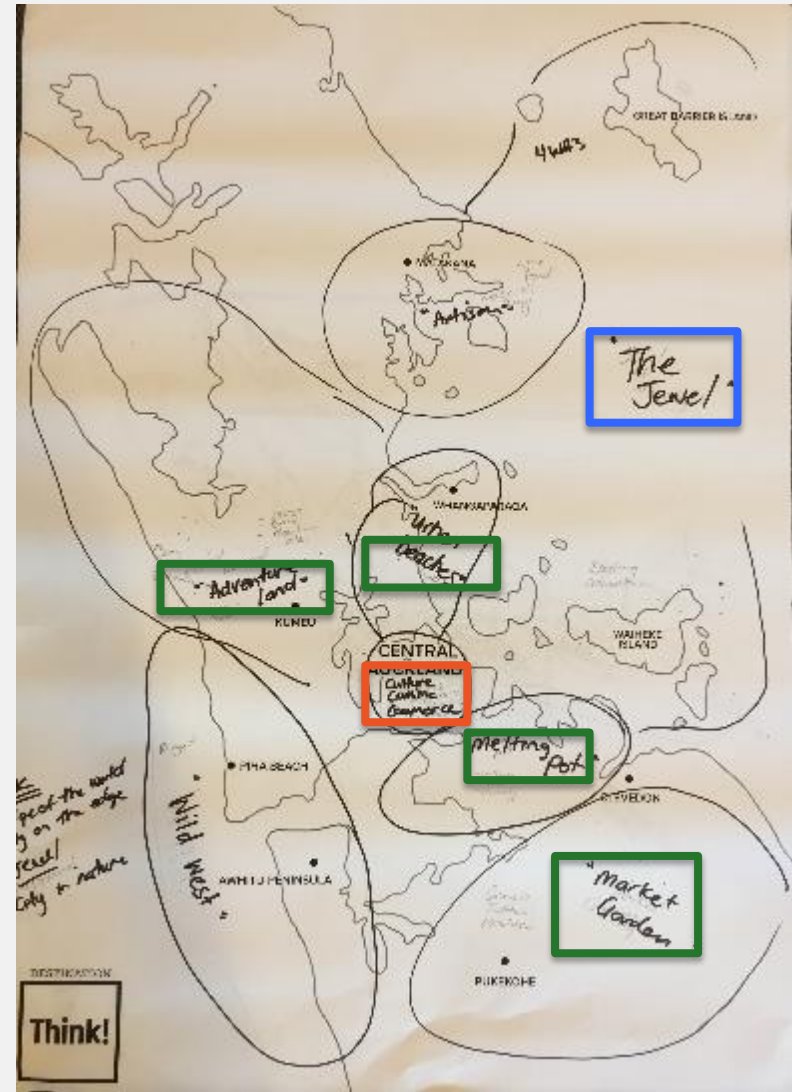
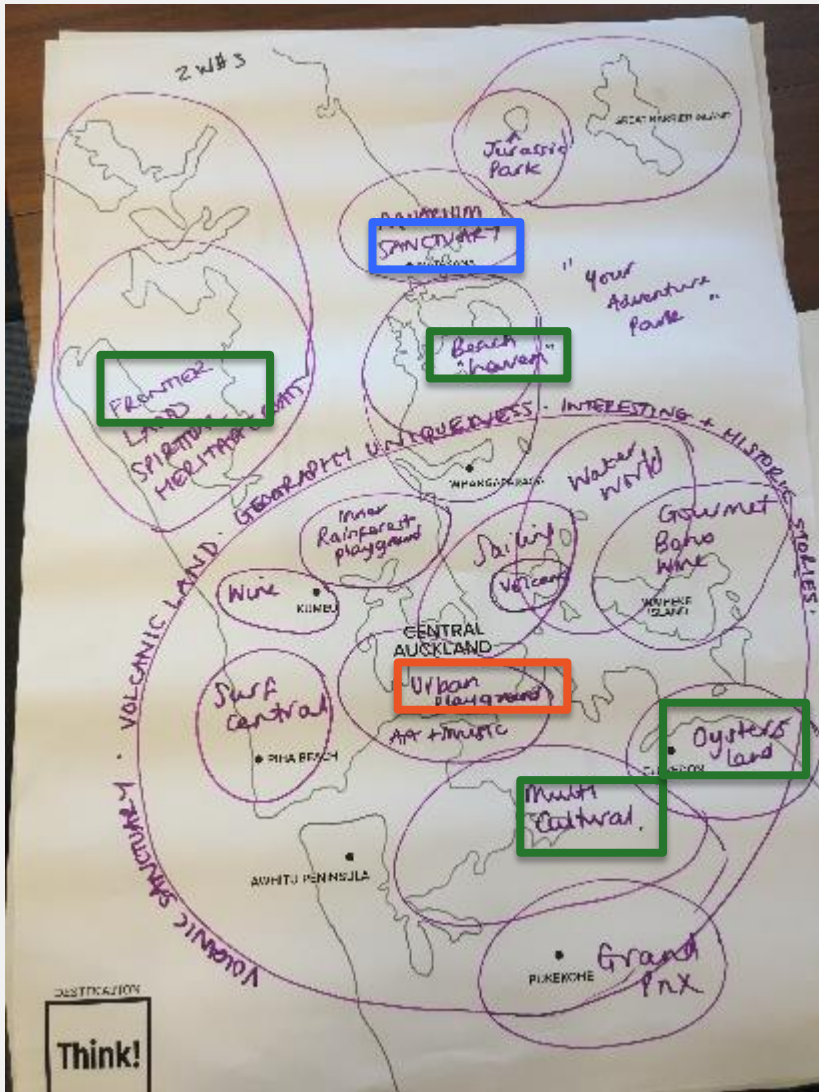


New Zealand Place Lifecycle (according to Auckland)

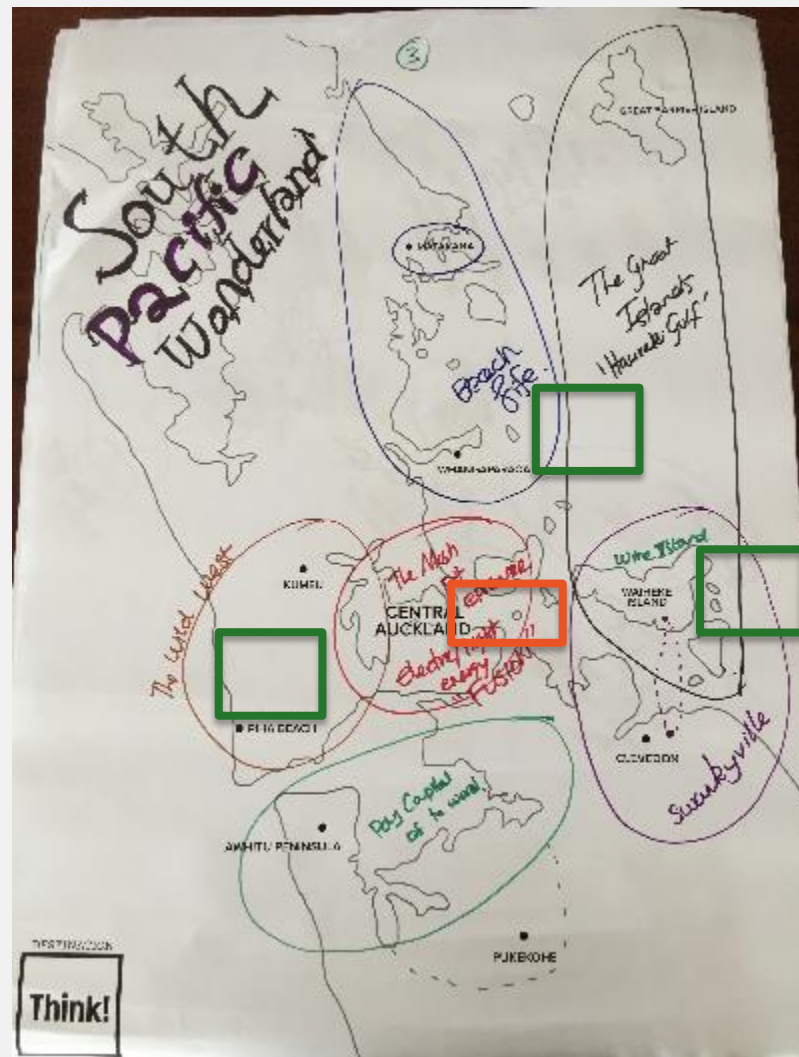
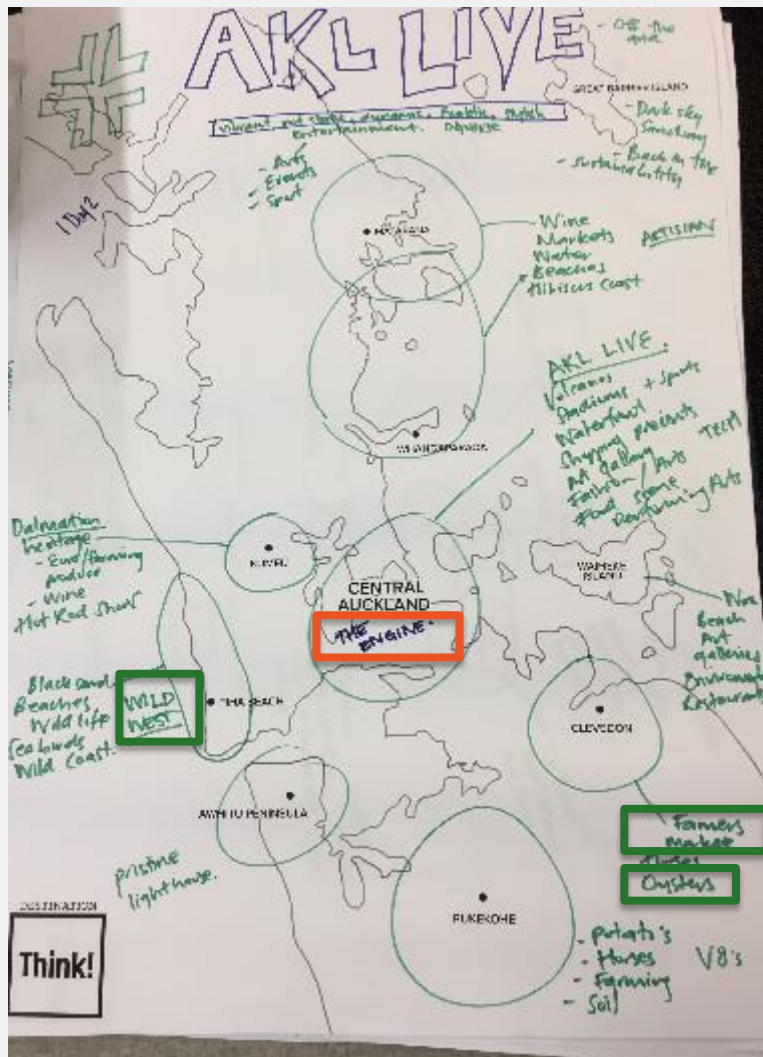


DNA – Resident Workshop: Theme park (experiences)

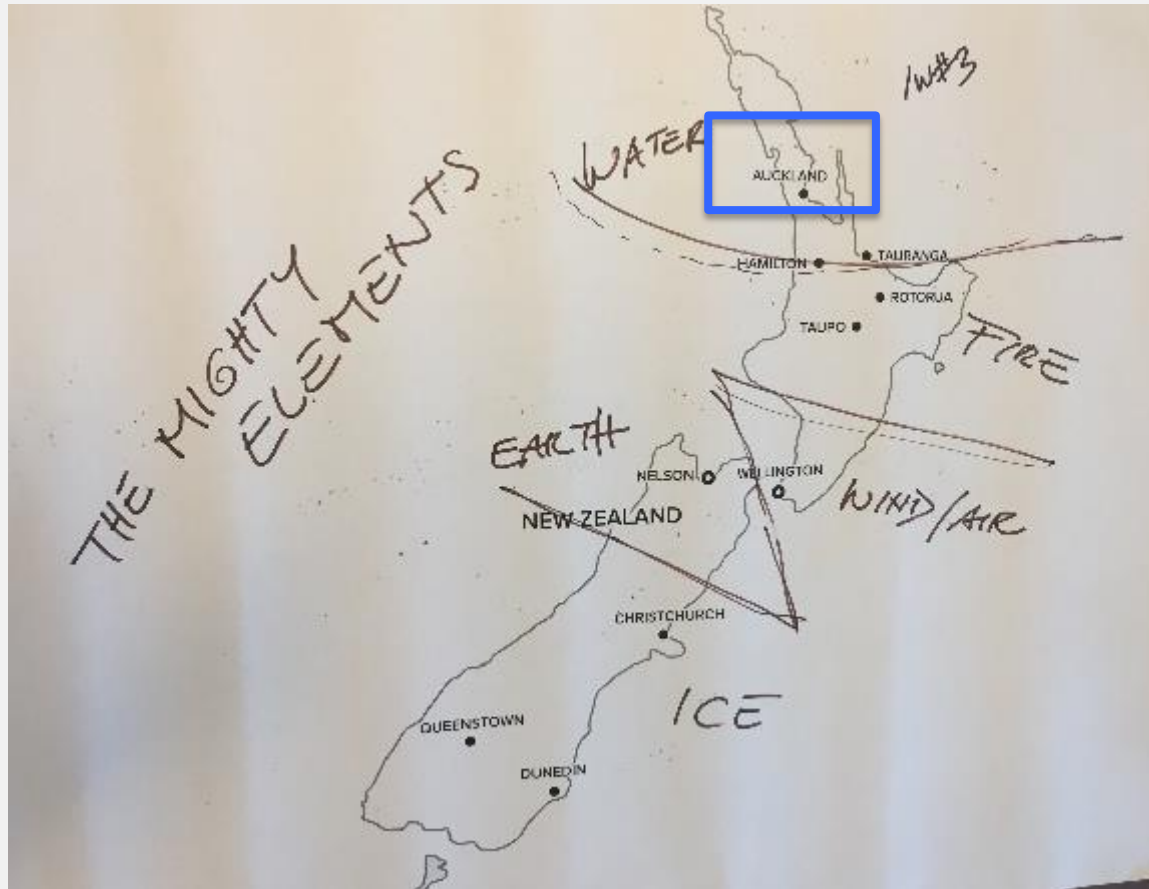
Describe Auckland as a Theme park



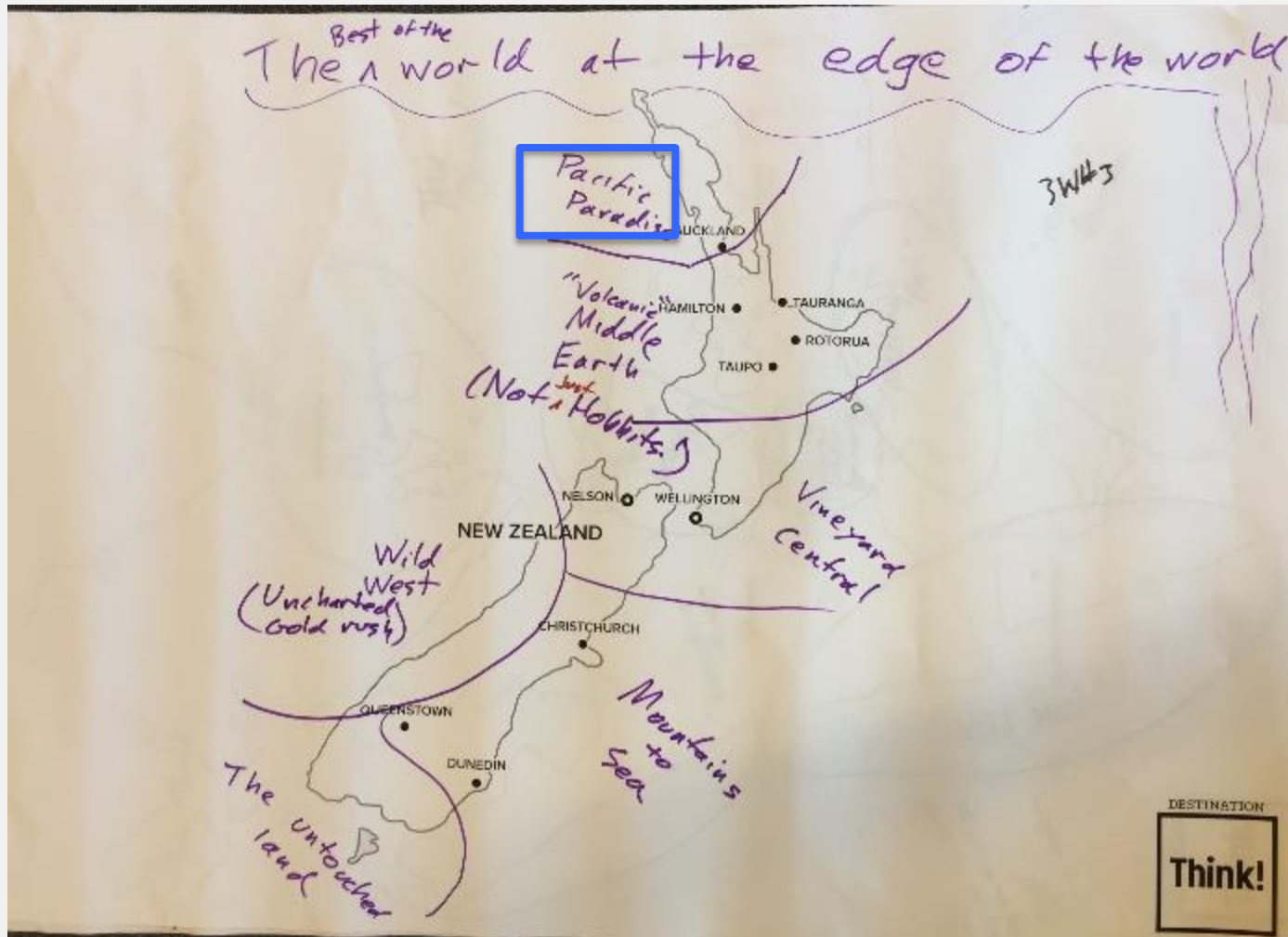
Auckland – As a Theme park



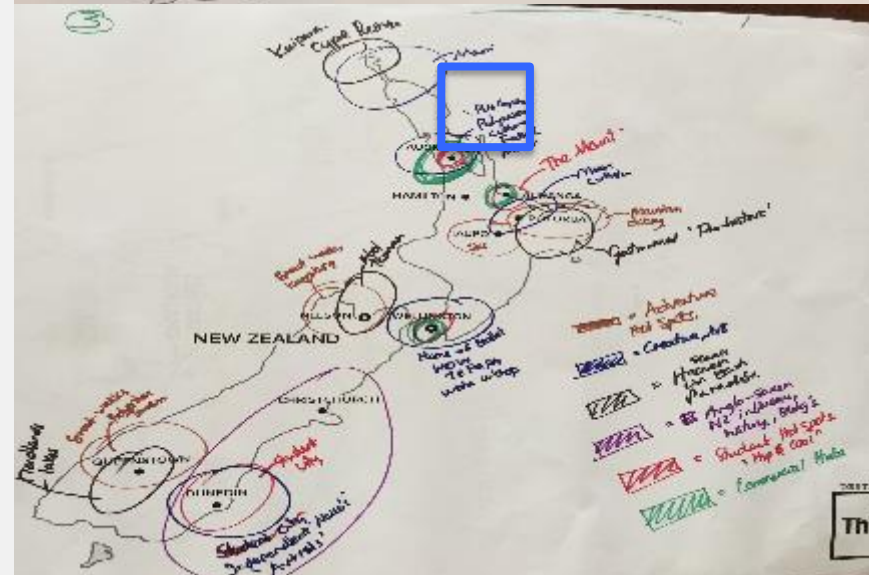
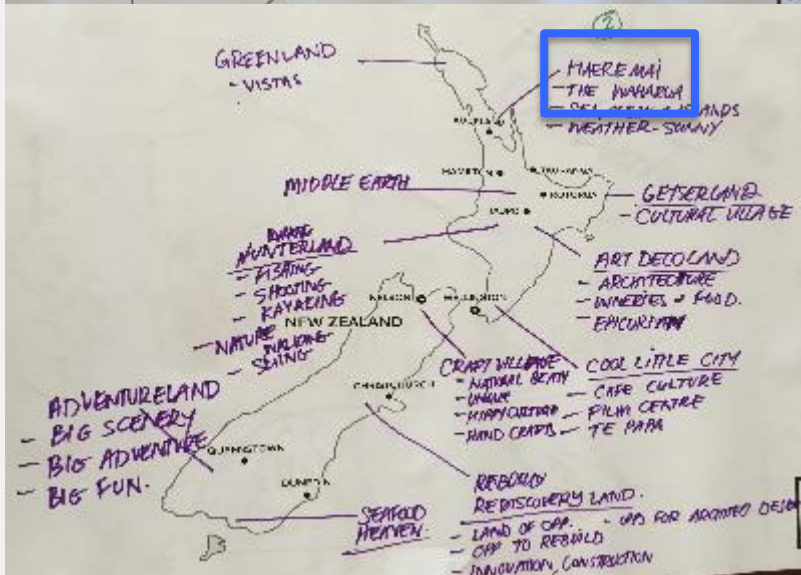
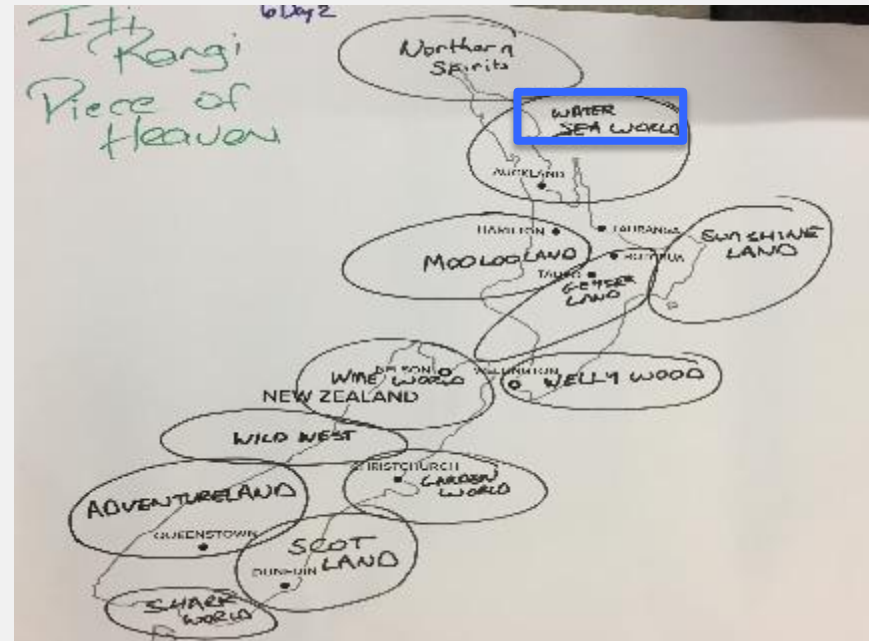
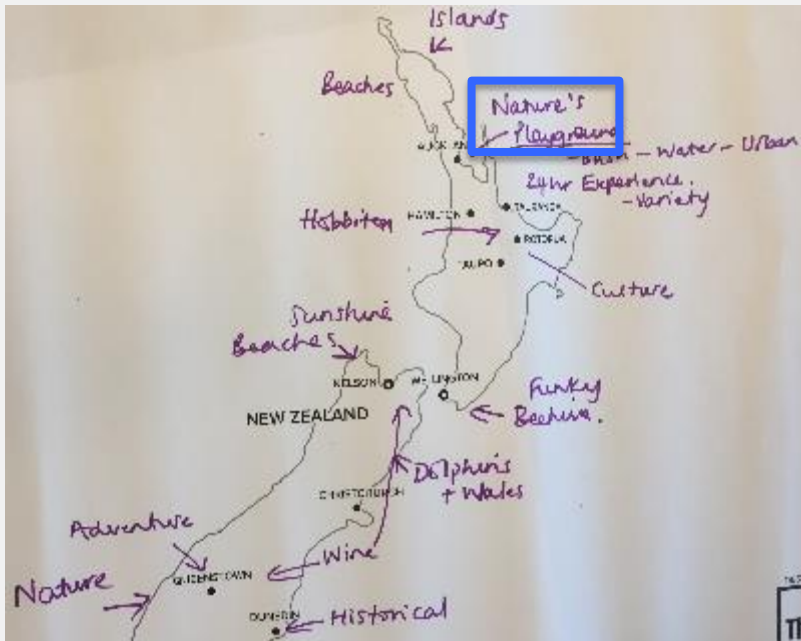
New Zealand – Theme park



New Zealand – As a Theme park



New Zealand - As a Theme park



DNA – Summary



Quotes are from
Workshop
participants

What shapes Auckland?

- People
 - “Tangata Whenua”*
 - “Māori culture”*
 - “Where Polynesian cultures meet”*
- Demographics
 - “One third of New Zealanders are Aucklanders, and one third of Aucklanders are born overseas”*
 - “Younger”*



Quotes are from
Workshop
participants

What shapes Auckland?

- Stunning surroundings

“You can live a peaceful life, surrounded by volcanoes”

“Is there a better view on the planet than looking at downtown and the ocean from the Domain?”



Quotes are from
Workshop
participants

How does Auckland look?

- Colourful, beautiful, connected with Mother Nature

“Auckland has shades of blue-ombre green”

“From Kahurangi till Kakariki”

“The plain sense of nature”



Quotes are from
Workshop
participants

Who is Auckland?

- Stubborn, youthful, feminine.
“We are like “Emma Watson” “Jennifer Lawrence” “speaks her mind” “celebrates diversity” “disruptive” “upcoming”
- A prototype / A teenage city
“The world would miss the opportunity for global business to test ideas before you scale them up”



Quotes are from
Workshop
participants

How does Auckland feel?

- Friendly. Crowded. Multicultural.
“We are like the Lime bikes, we don’t clash.”
- Agile, playful, welcoming.
“We are like a dolphin, connected with nature and welcoming to other beings”
“It’s a place full of mana. You can feel Auckland flow through your body”



Quotes are from
Workshop
participants

How does Auckland feel?

- Easy, economically successful
“We are a ‘two degrees of separation’ city.”
“We are the world’s easiest place to do business”

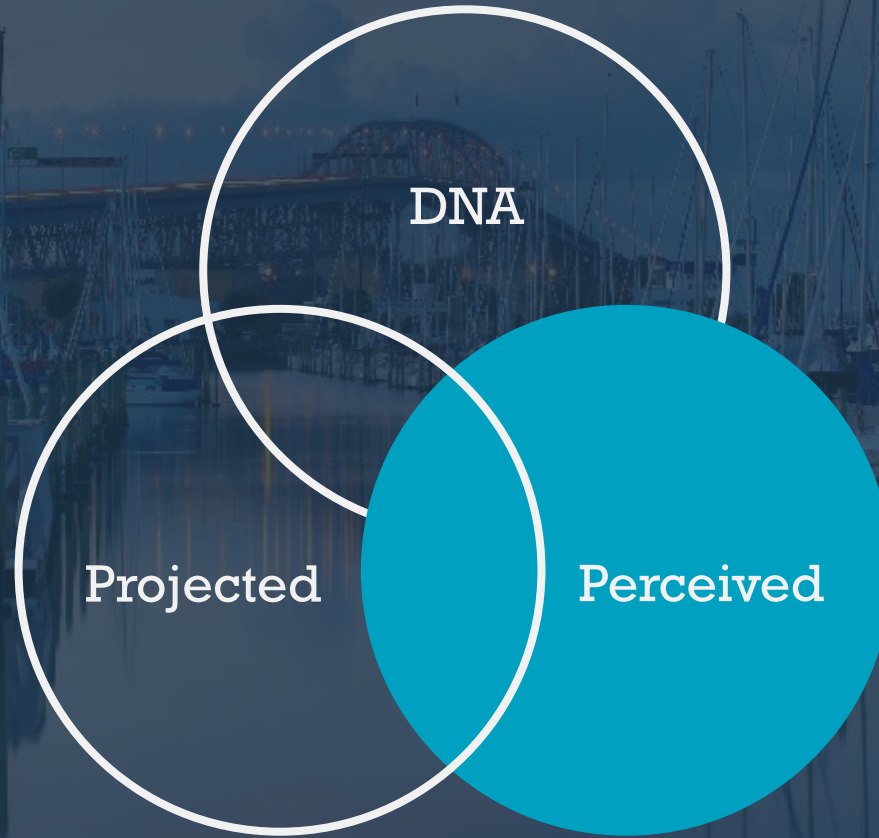


Quotes are from
Workshop
participants

How is Auckland changing?

- **Culturally**
“Going from bicultural to multicultural has consequences.”
- **Socially**
“Who will be able to afford a house in Auckland in ten years?”
“Our neighbourhoods are not known. We are so much more than downtown and the waterfront.”
- **Economically**
“New businesses are finding new ways, yet people are still rooted in our unique Kiwi culture and our values.”

5. Perceived



Traveller survey

Survey

Travellers (those who had and had not visit Auckland) were asked for their opinions on Auckland through an online survey (live from September 2018).

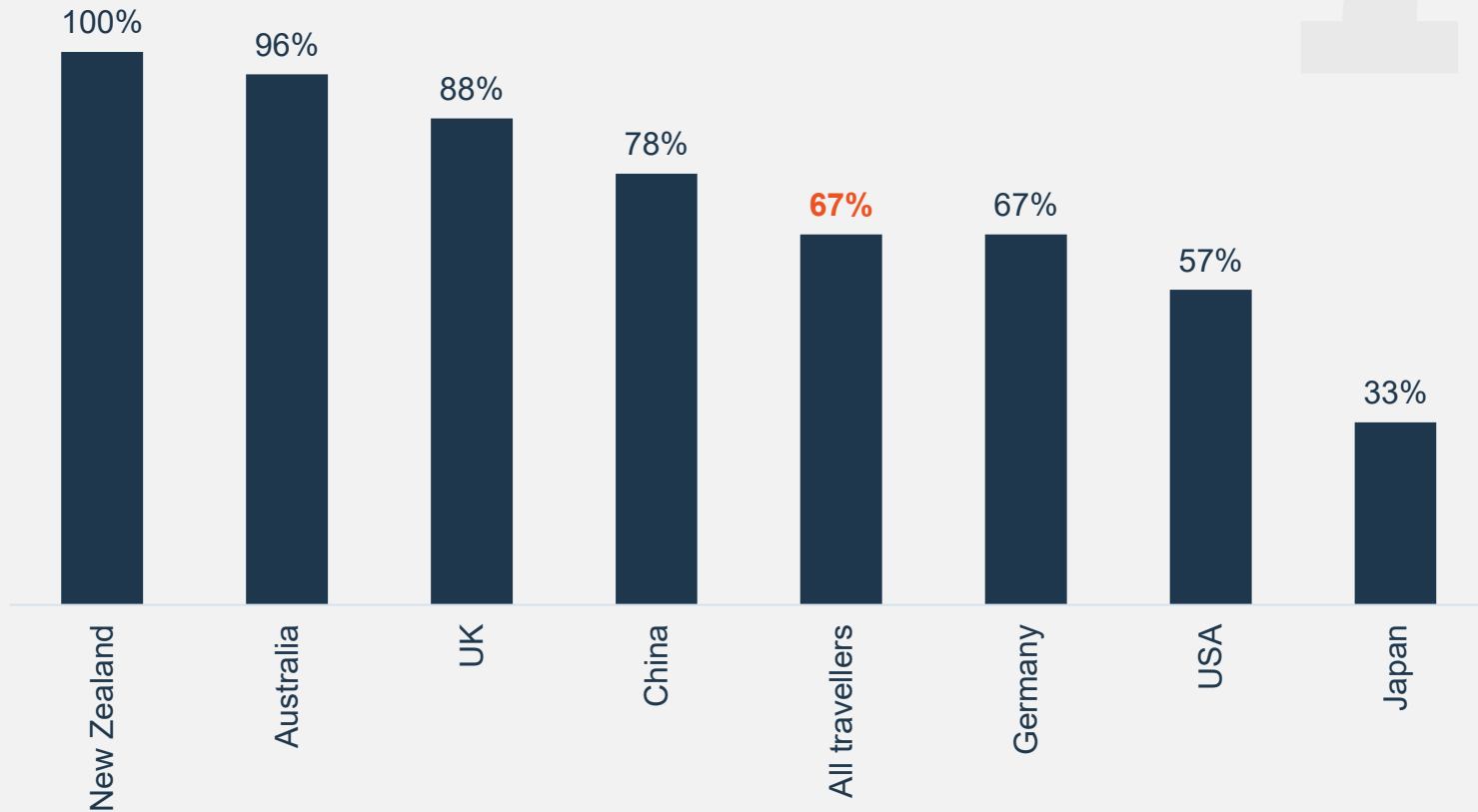
In total, 2,524 people responded to the survey.

New Zealand	410	Germany	358
Australia	218	China	273
UK	227	Japan	673
USA	365		

All Travellers

Have you heard of Auckland?

73



74

All travellers

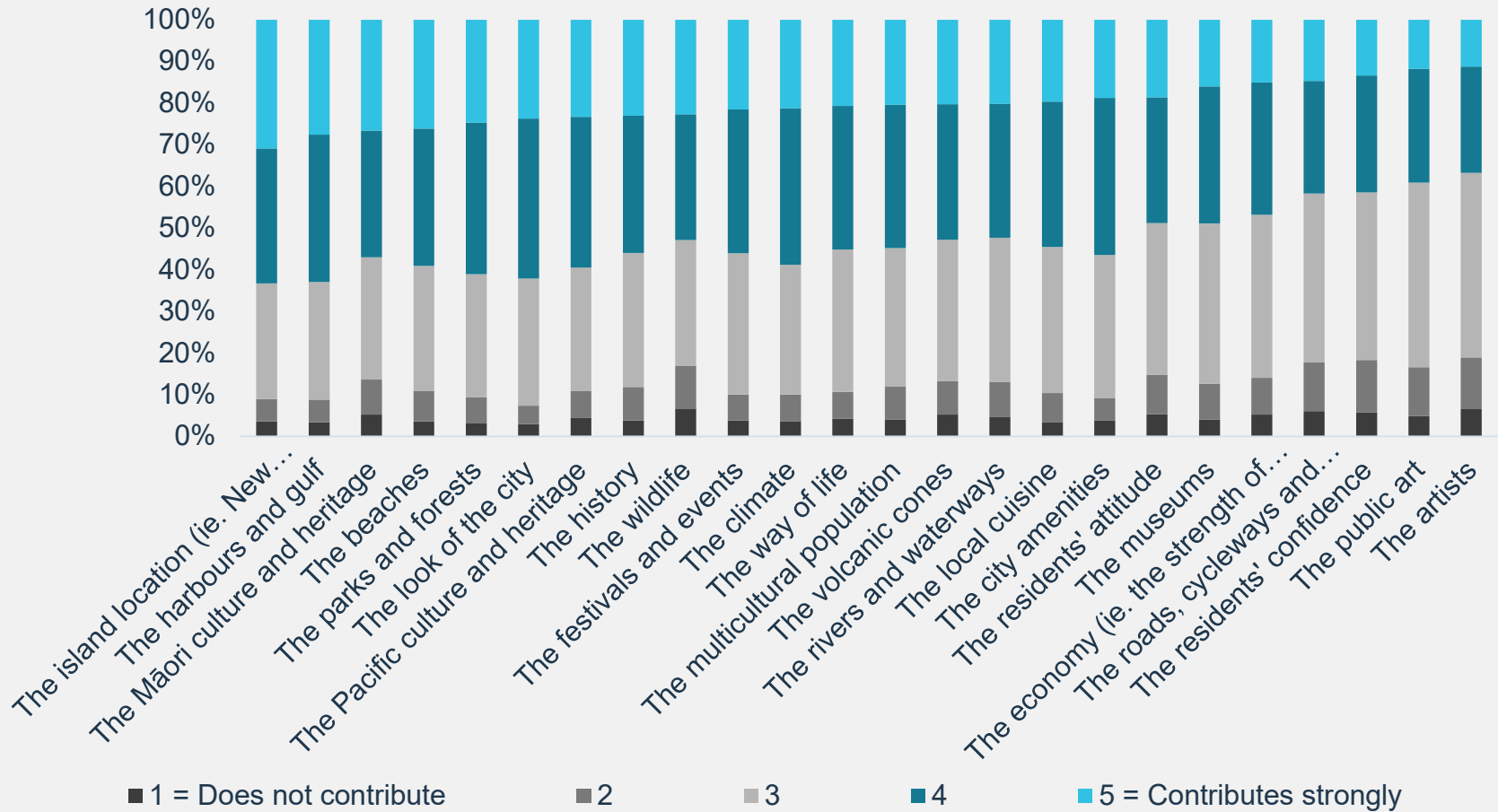
Have you ever visited Auckland?	Percentage
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Yes	41%
No	59%

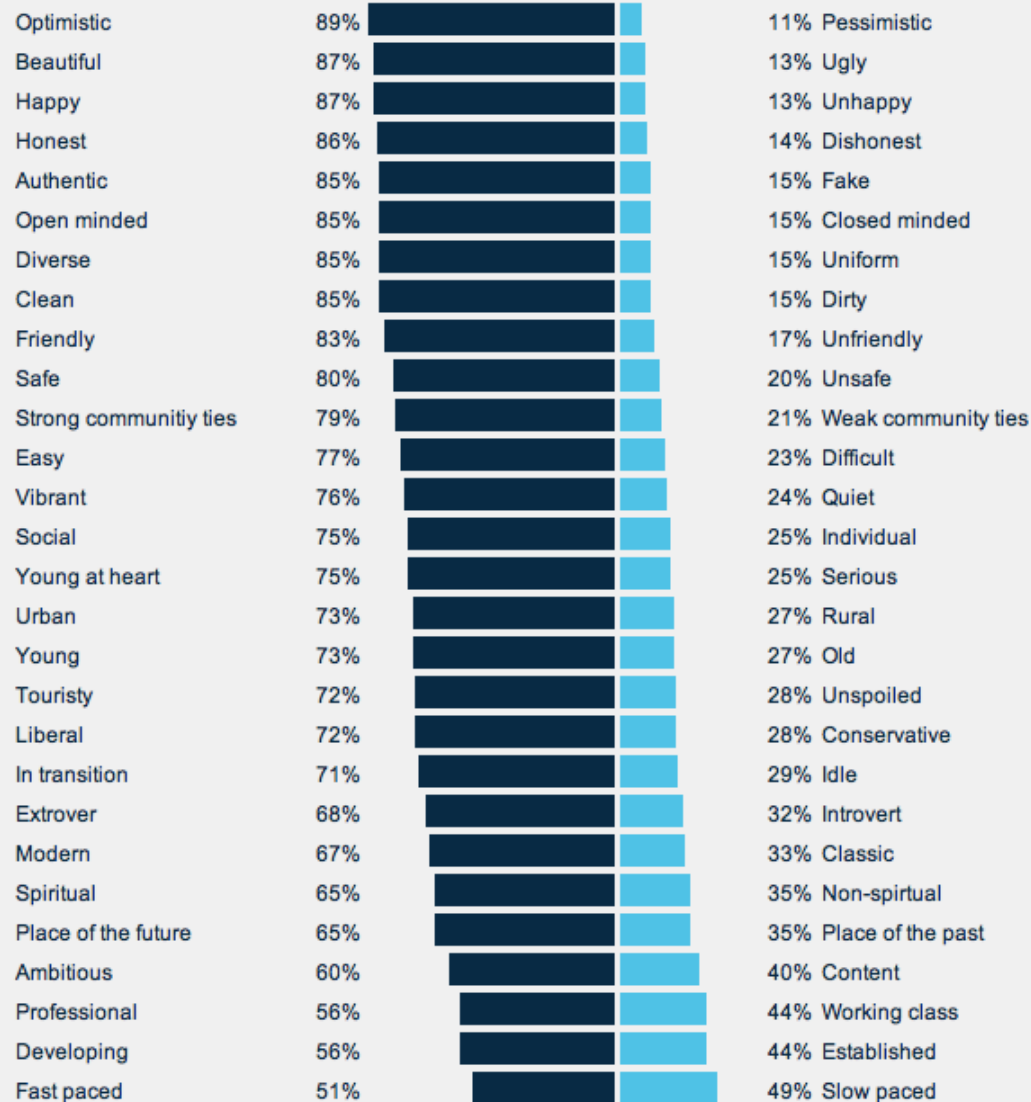
Will you come back?	Percentage
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Never	17%
Within the next year	31%
Within the next few years	21%
Not sure	31%

All travellers – Auckland's assets

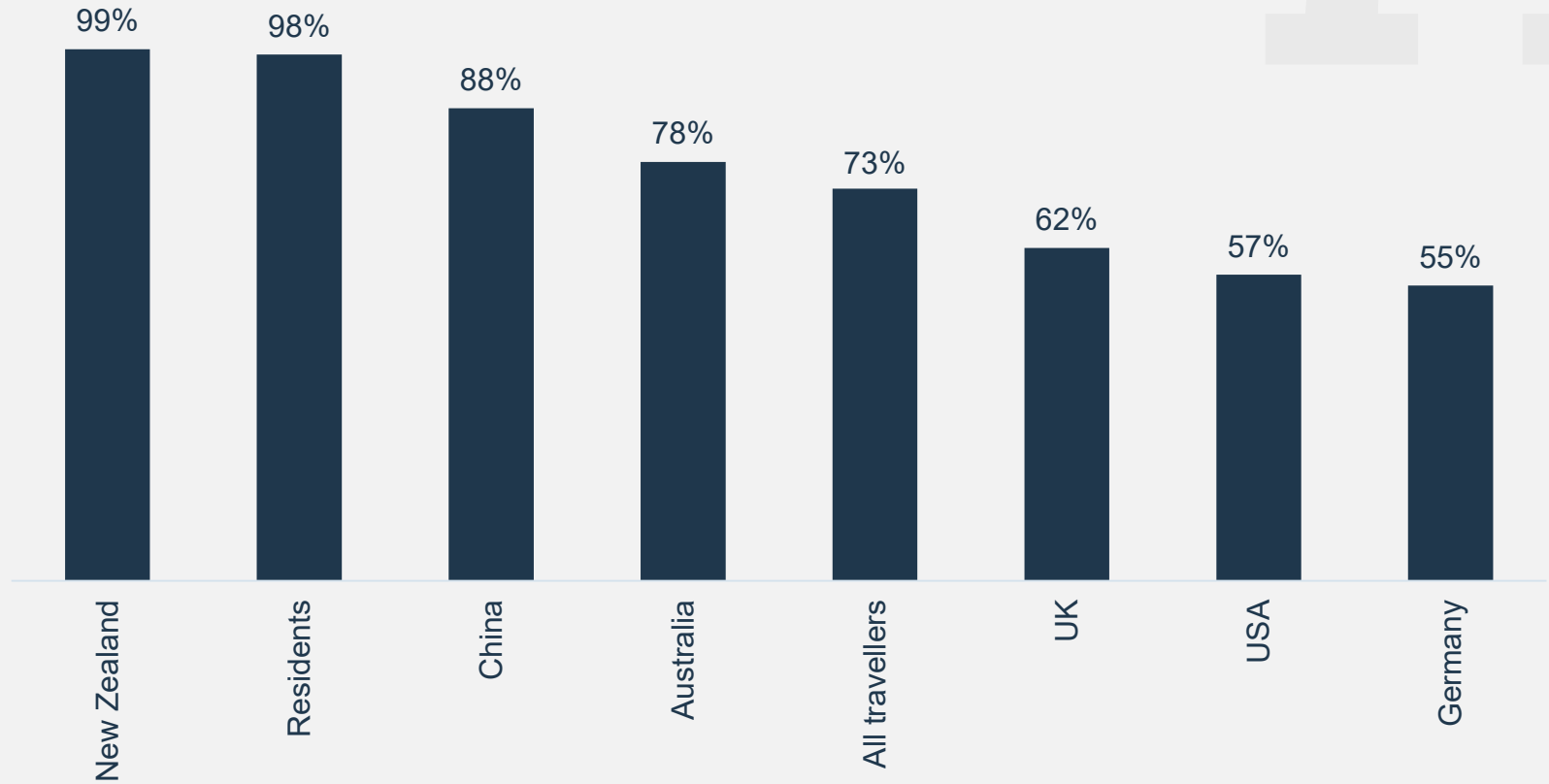


All travellers – Auckland's attributes



76

Urban



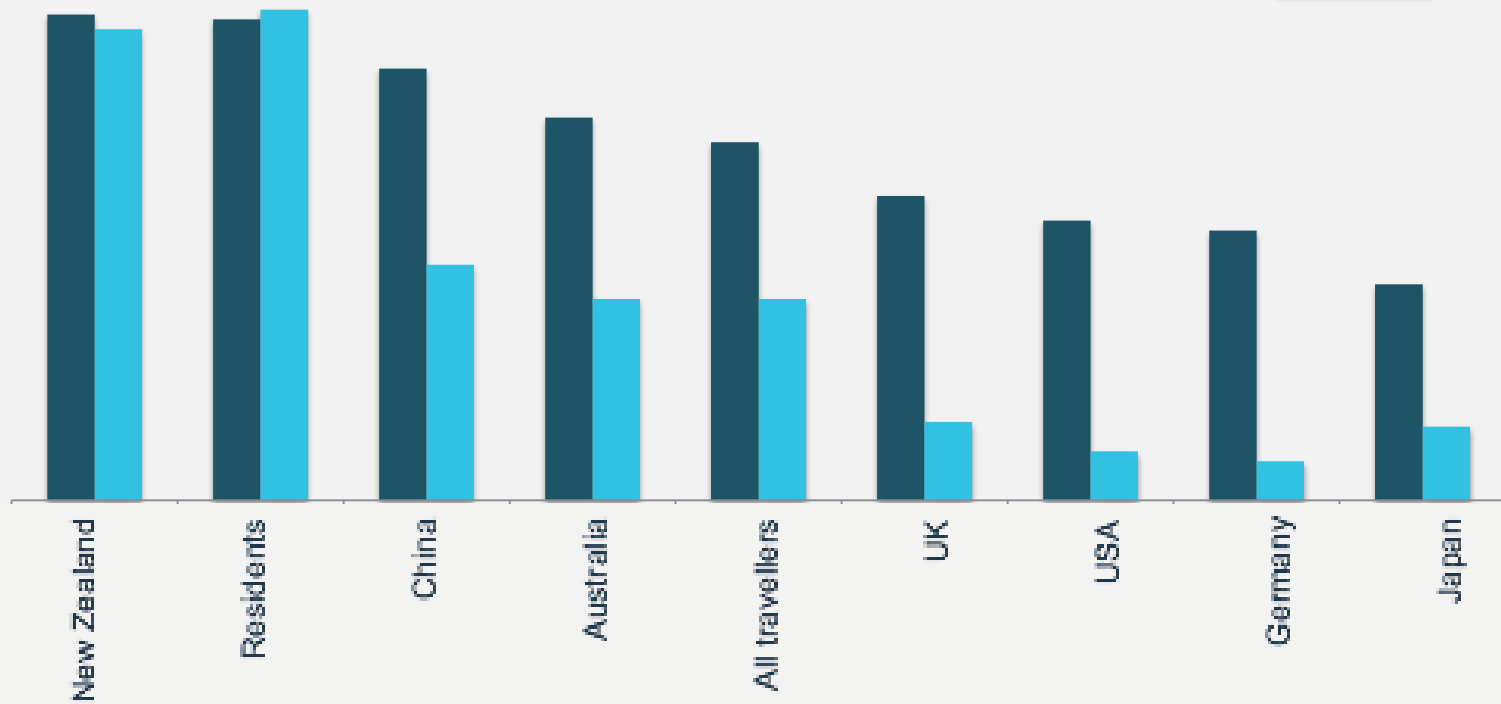
● 64% minus New Zealand

● 61% minus Oceania

● 54% minus China

Urban vs visit penetration

78



Comparing residents and travellers

Diverse	Percentage
Residents	90%
Travellers	85%

Open-minded	Percentage
Residents	80%
Travellers	85%

Touristy	Percentage
Residents	83%
Travellers	72%

Resident vs traveller

Spiritual	Percentage
Residents	29%
Travellers	65%

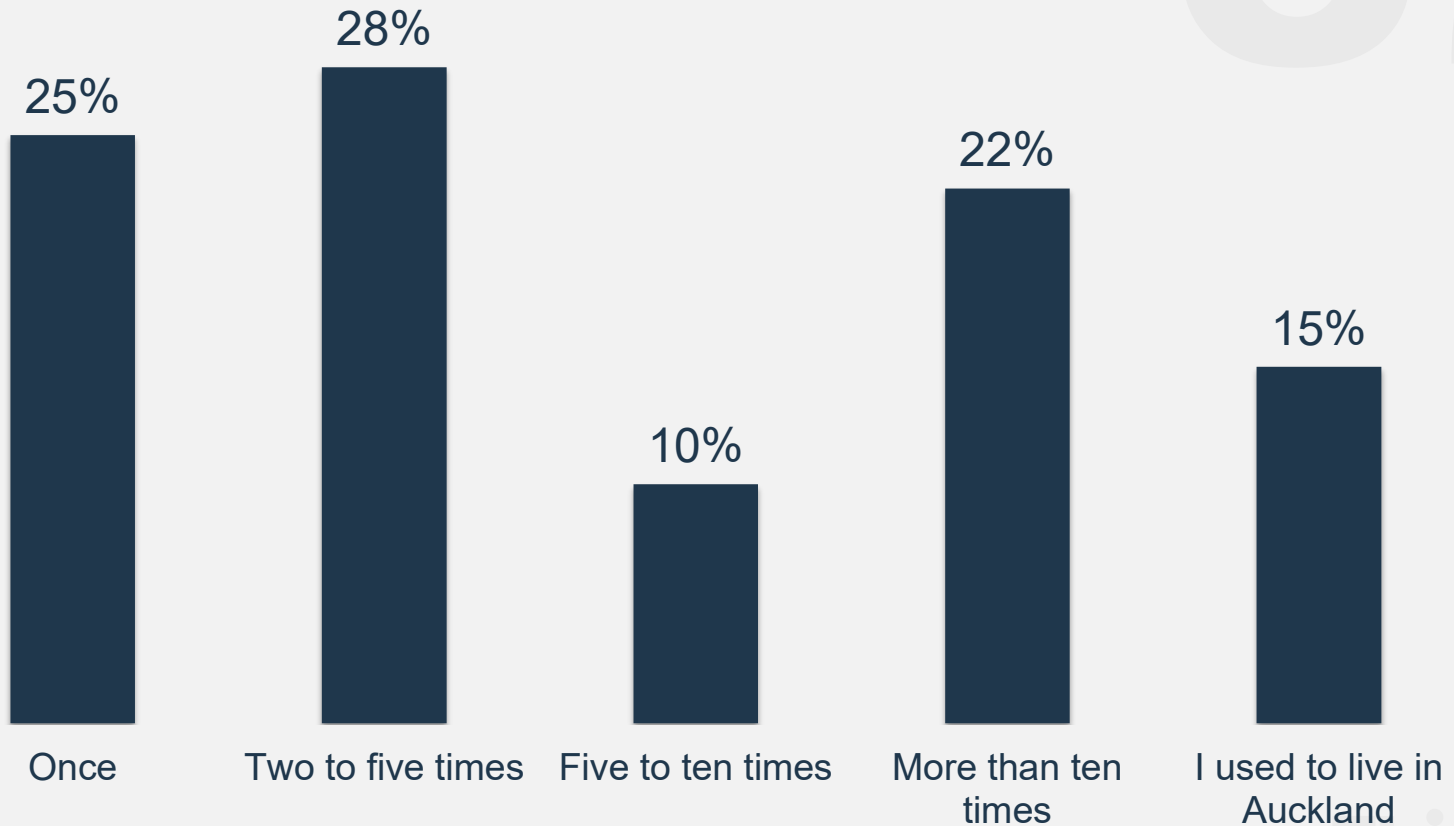
Strong community ties	Percentage
Residents	58%
Travellers	79%

80

Travellers

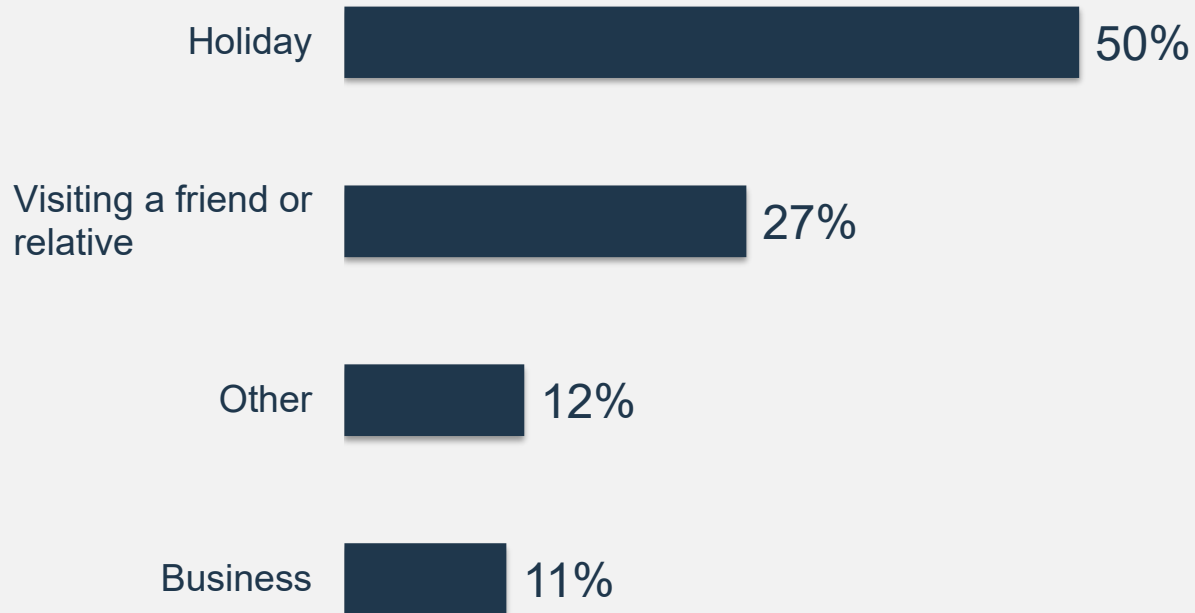
How many times have you visited?

82

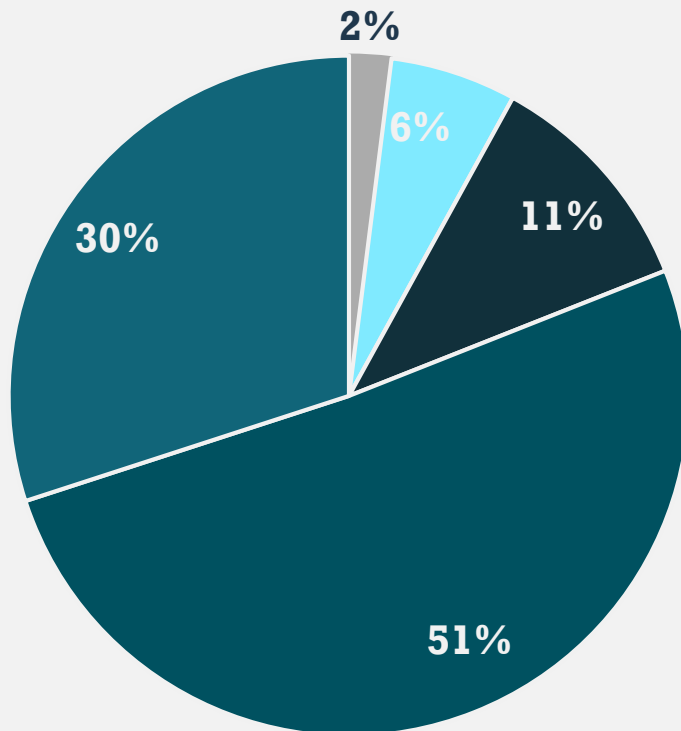


Why?

83



Would you recommend Auckland?



Recommend	Percentage
Definitely not	2%
Would not	6%
Not sure	11%
Would recommend	51%
Definitely recommend	30%

N = 666

Describe what it was like to visit Auckland?

A unique ecosystem due to geologically special topography, location and ocean current. Harmony between indigenous culture and Western culture, friendship. Development of the port. A rich fishing ground. Because of these things, I can enjoy human warmth and plentiful nature.
(JAPAN)

I liked that it's such a small city and not as busy as Melbourne. There was beautiful scenery nearby.

Pretty uneventful. Auckland is a nice place. I refer to it as Sydney-lite. I don't think it's too different from any other large city however.
(AUSTRALIA)

A livable city, very suitable for human habitation. The environment is beautiful, the air is fresh, the Māori culture is free and inclusive.
(CHINA)

The city is very big and busy but there is a lot to do and see. I would say they aren't as friendly as people in Wellington or other towns but they aren't not nice.
(NEW ZEALAND)

I love visiting Auckland to experience the diverse cultures. My children's father is an immigrant and it is good for them to experience the diversities. The beaches and markets are enjoyable.
(NEW ZEALAND)

Laid back ambience, although things [buses, ferries, etc] ran more or less on time. Spent much time on islands in harbour, impressed with cleanliness. Paving surfaces in city centre need attention but a lot less than others in a pleasant place to be.
(UK)

It was full of fun and excitement 😊. I met a lively and small city, very open minded towards individual with no animosity towards foreigners. I hope to return back there in the coming year
(USA)

Wonderful...the landscape the beaches and best is the culture. The locals are so open and friendly like nowhere else. I can't wait to travel back there
(GERMANY)

Describe what it would feel like to visit Auckland?

'A little nervy coming for a small town to a large city'
Stressfull'
'Lost'
'Chaotic'
'Busy. Noisy. Full on'
(NEW ZEALAND)

All I'm thinking about is that it will be cold. It's more a place to fly in and out of than seeing sites. I feel the real New Zealand is outside of Auckland for example the scenary, mountains, waterways etc. I feel Auckland is just a small city with little to offer than a airport , your usual shops and restauants. What every other city pretty much offers.
(AUSTRALIA)

'I would be able to interact with nature.'
'I would be able to experience various cultures, starting with European.'
'I could enjoy nature'
(JAPAN)

'Opening up horizons, contemplation about your life'
'I would probably be able to relax. No big crowds like LA but much nature, time to think and gain a peaceful feeling'
(GERMANY)

'New Zealand is somewhere I have always wanted to visit and Auckland seems the perfect place to start from'
'Very like northern Ireland, green and fantastic scenery'
'Like Australia'
(UK)

No idea. The only thing I know about Auckland is that Johnny Carson once said that a guy in an airport boarded a plane for Auckland and didn't realize until hours later that he had made a mistake...he thought the plane was bound for Oakland.
(USA)

' I must go to see the city of sailing, the developed economy and the fascinating scenery. Feel Auckland is the most beautiful and livable city'
'Beautiful. ' 'Relaxing and happy'
(CHINA)

I really have no idea. All I know about New Zealand is that it has penguins, wine, kiwis, echidnas, and sheep. I know nothing about individual places in NZ, except for Christchurch after the earthquake. I think of NZ as a place like England between the wars. Quiet and self-contained.
(USA)

Sentiment Analysis

What?

The focus of this research is delivering insights into the perceptions and drivers of Auckland's reputation, through the eyes of those who do not live in Auckland.

What does the world tell us about Auckland?

The power of word-of-mouth

Your brand is what other's say it is
when you aren't in the room.

- Jeff Bezos

Methodology



[View More on Instagram](#)



49 likes

aucklandlocal Tuesdays, better than Mondays I guess? 🤔
#canoneos750d #canon #travel #newzealandguide
#travelnewzealand #newzealand #amateurphotography #nz
#nztravel @tourism_nz #destinationnz #newzealandvacations
#amateur #auckland #visitauckland #ig_auckland #skytower
#reflection #nofilter #ouraki

The numbers

This analysis was completed using a custom, text-based algorithm focused on conversations around Auckland, Wellington, New Zealand, Melbourne, Sydney and Vancouver. For each destination we analysed the following number of online conversations:

Auckland: 3,030,054	Melbourne: 18,813,912
Wellington: 478,635	Sydney: 9,170,755
New Zealand: 20,509,125	Vancouver: 16,007,940
Hong Kong: 20,028,290	

Total conversations analysed for this report: 91,068,765

Sources

More than 500,000 different sources were included in the analysis, including online media sites, forums, reviews and social media networks (Twitter, Facebook, Instagram, Tumblr, YouTube and TripAdvisor).



Calculations + Metrics

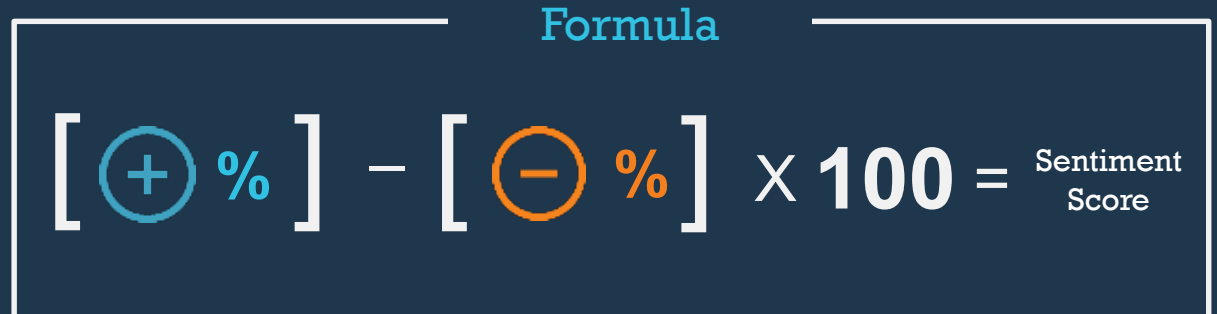
Gathering sentiments

The Sentiment score allows us to understand in a single snapshot the overall attitude of conversations around your destination through the eyes of its visitors and provides a performance benchmark to track over time. Throughout the report, attitudes will be marked as promoter, passive or detractor.



Applying the formula

Once scanning, monitoring and analysis of all online conversations happening around the world related to your destination are complete, we apply the Sentiment Score formula.



Calculations + Metrics



Destination promoter

Those actively recommending or speaking positively about your destination to others

Headed to Auckland soon? Here's a list of amazing places to eat, visit and stay! <https://t.co/pnkYlytn7o> #TravelTuesday #Auckland #NewZealand #NZMustDo #TravelBlogger #TravelBlog #TravelTip <https://t.co/lzn4iSyjQv>



Destination passive

Those speaking about your destination from an indifferent point of view

.@Louisepoppy on #Periscope: Coffee Auckland Domestic Airport 🌐 New Zealand #travel #food ... <https://t.co/ecuUsdnpo0> <https://t.co/XkOgadNeGq>



Destination detractor

Those actively discouraging or speaking negatively about your destination to others

RT @rnz_news Dirty Auckland beaches 'not acceptable in 2018' <https://t.co/be8rImM1Ze>



Audience overview

(who is talking about Auckland)

Geographic distribution



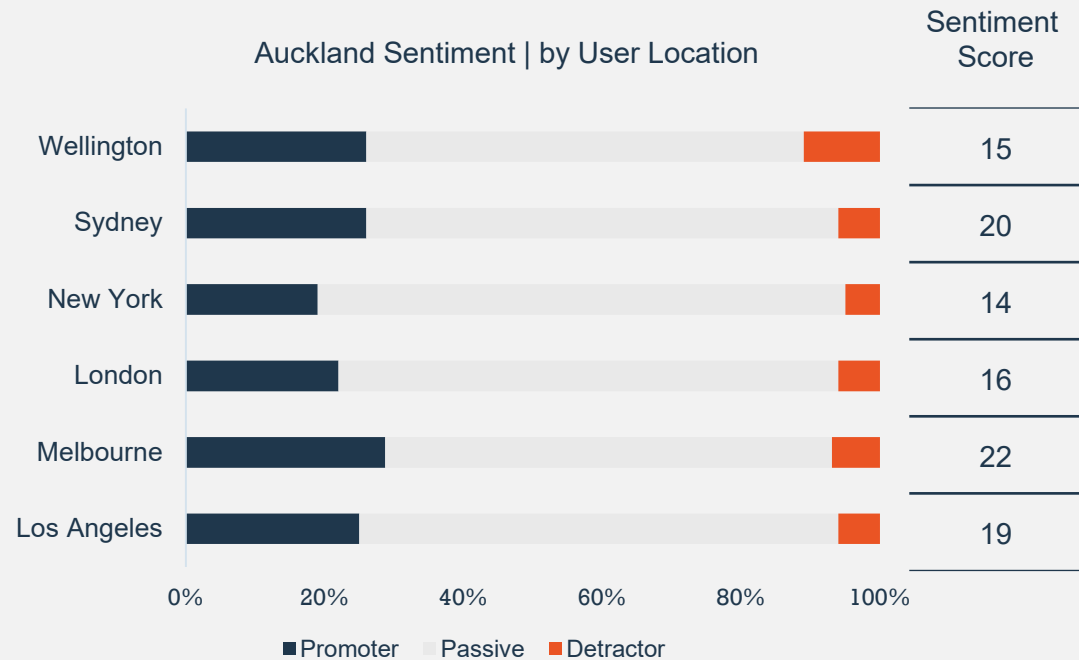
We analysed the user data from 157,494 unique online users across the world to better understand who is driving online conversations about Auckland and where they are having the conversations. Geographically they are distributed as follows:

Wellington	20%
Sydney	14%
New York	11%
London	10%
Melbourne	10%
Los Angeles	7%
Hamilton	6%

Geographic sentiment



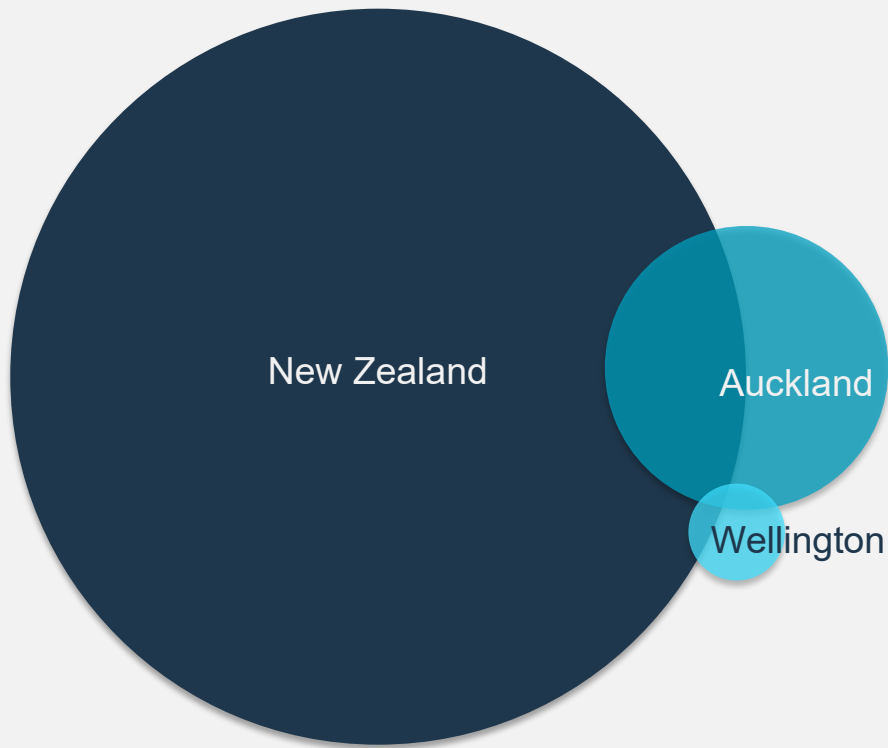
Through isolating the IP addresses of the conversations around Auckland, we are able to calculate the variance in sentiment by user location.



New Zealand: Overview

(a high level look at Auckland, Wellington and New Zealand's online brand reputations)

Size and scale

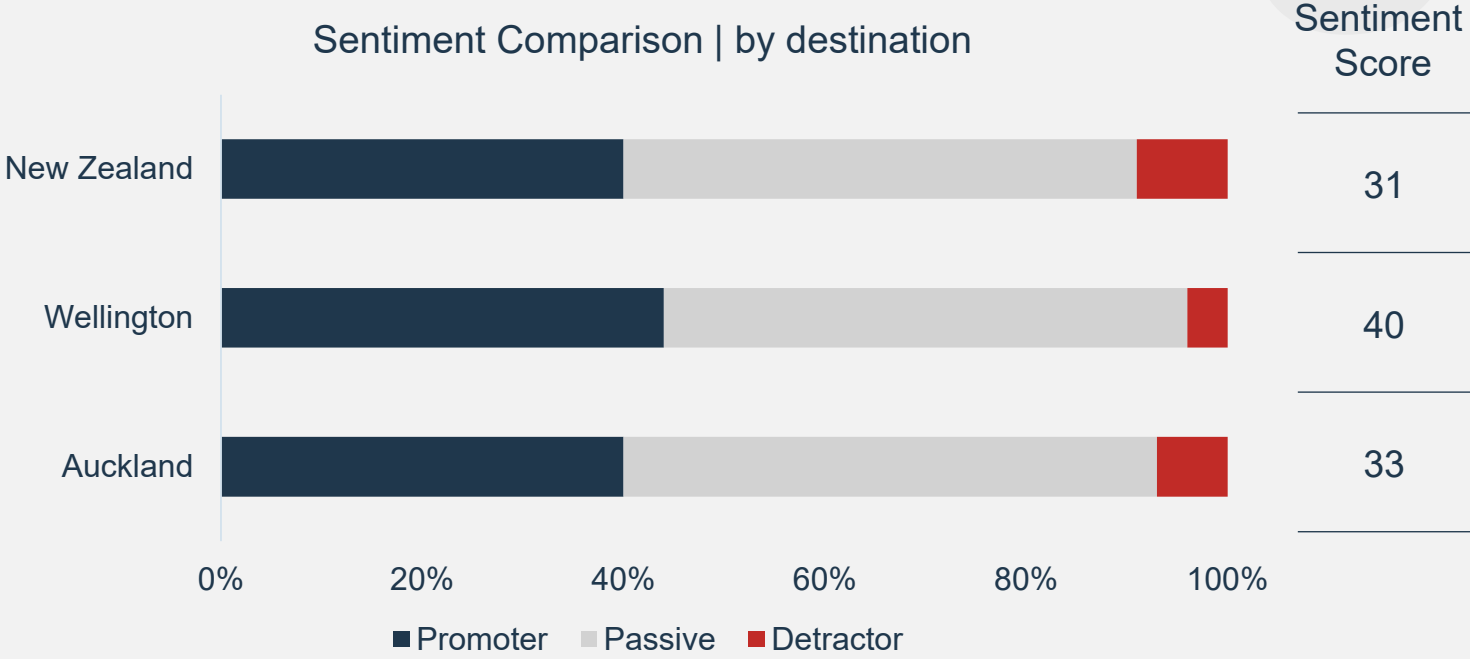


Overall, we see that the volume driven by the New Zealand brand is generating approximately 6.5x more conversations than Auckland.

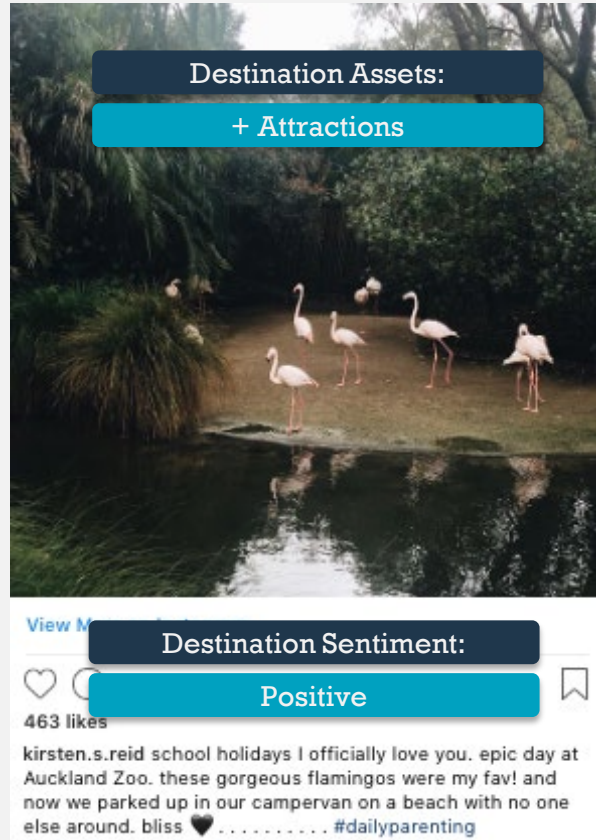
Approximately 50% of conversation around Auckland mention or reference New Zealand.

Sentiment comparison

98



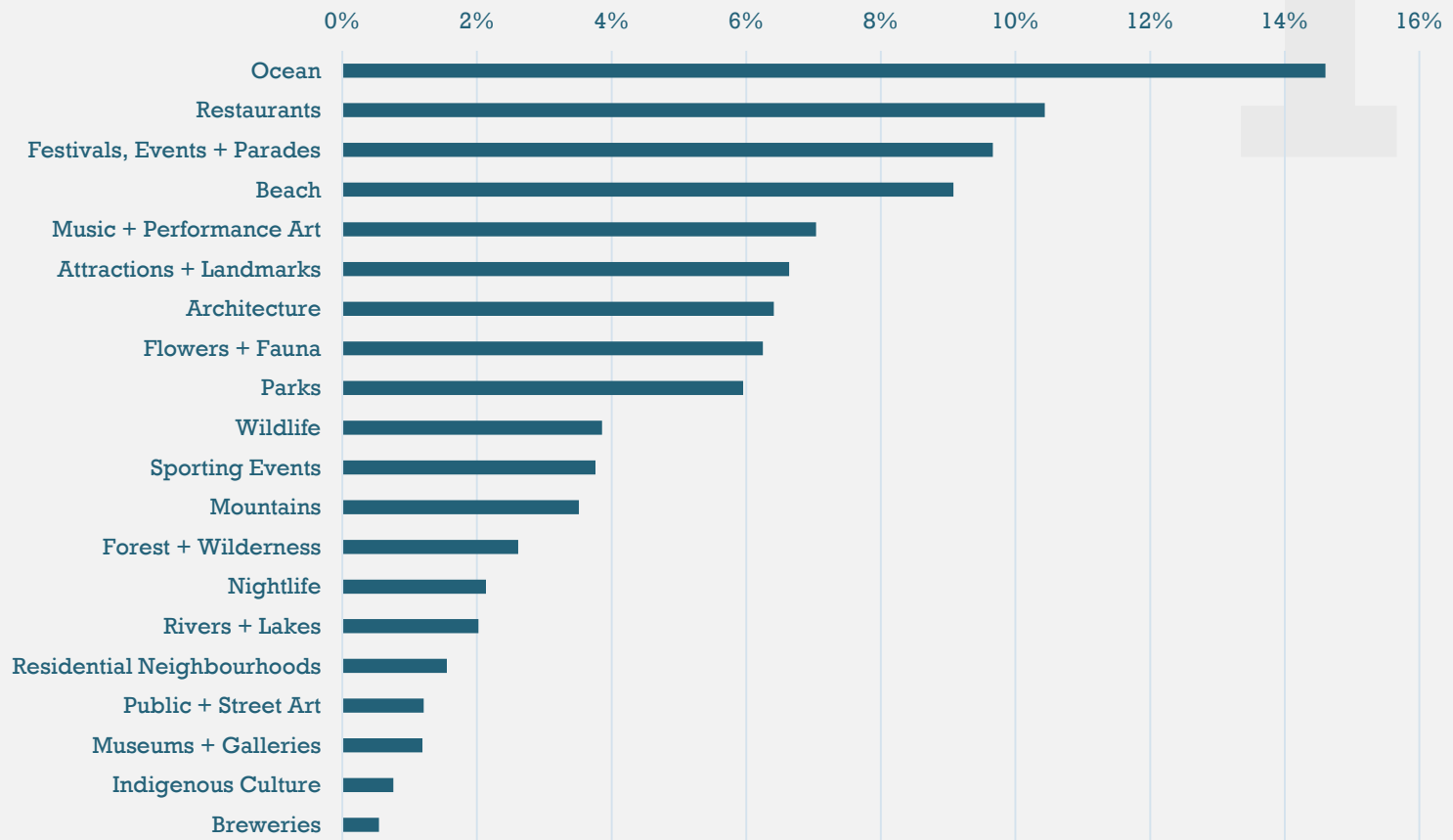
Section overview



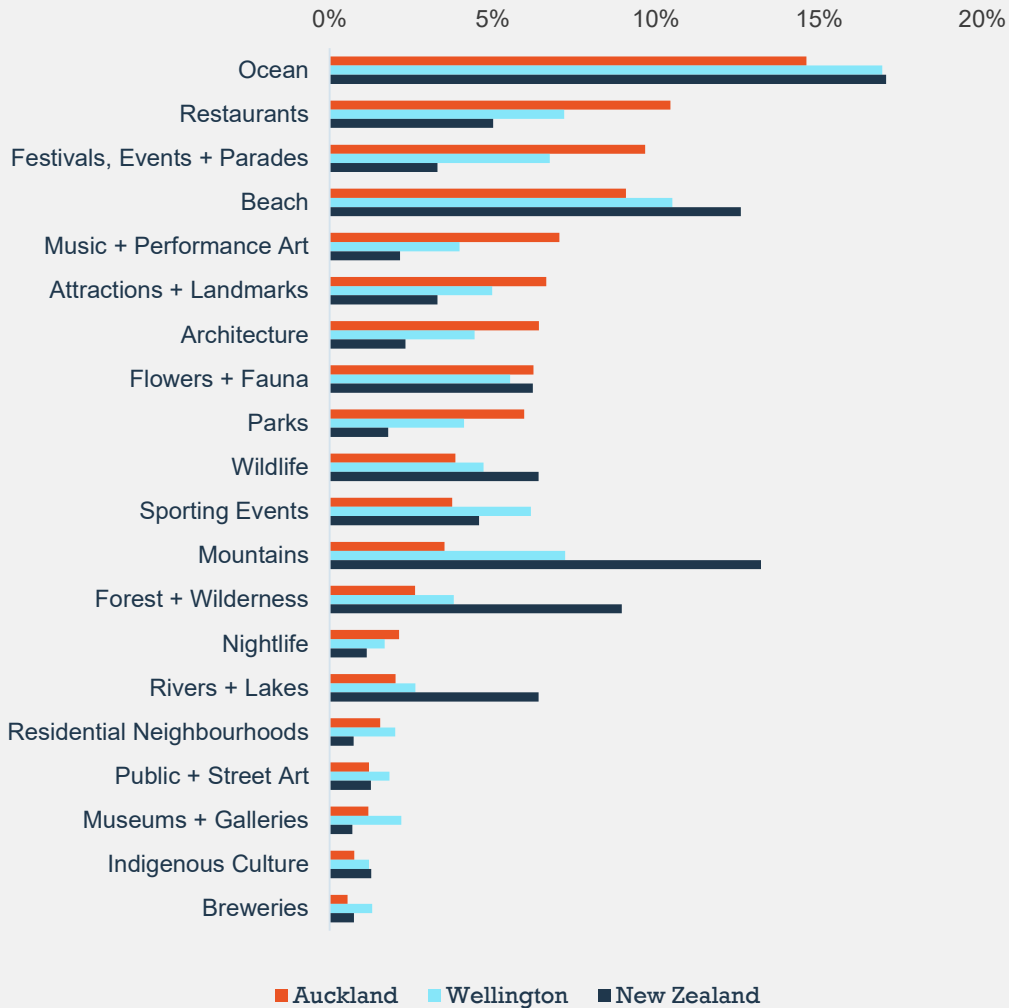
In this section, we focus on discovering what aspects of Auckland visitors feel are **share-worthy**. These share-worthy moments within the destination give us insight into what people see as unique, special or distinct about the place they are in.

Using a custom key-word/image analysis framework, we pulled the most shared assets within Auckland that are driving the **online brand reputation**.

Auckland: Destination assets



Asset comparison: Competitive average (NZ and Wellington)

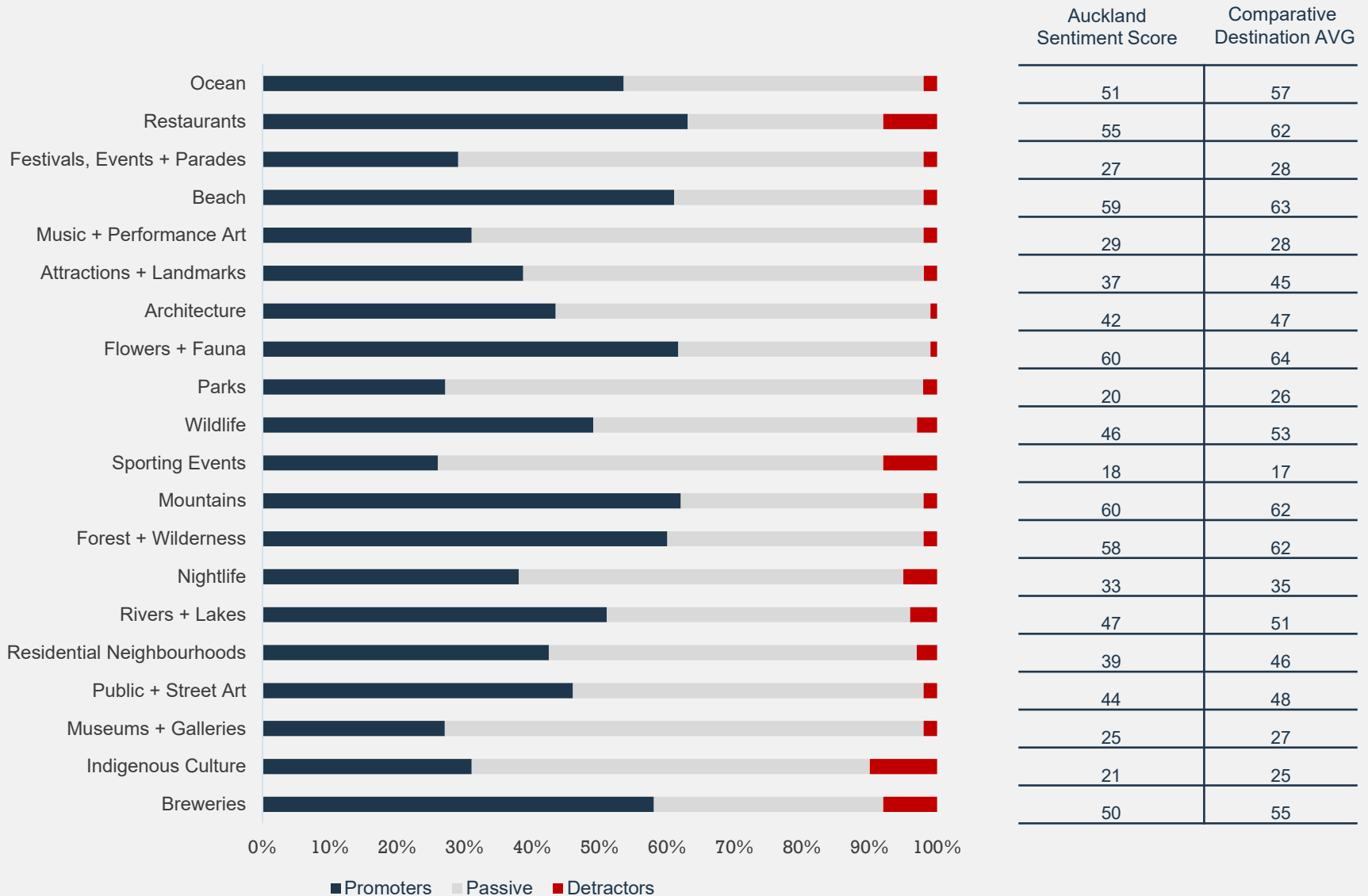


To gain context of the performance of Auckland’s brand assets relative to Wellington and New Zealand, we compared and contrasted the share of conversation of all three destination brands.

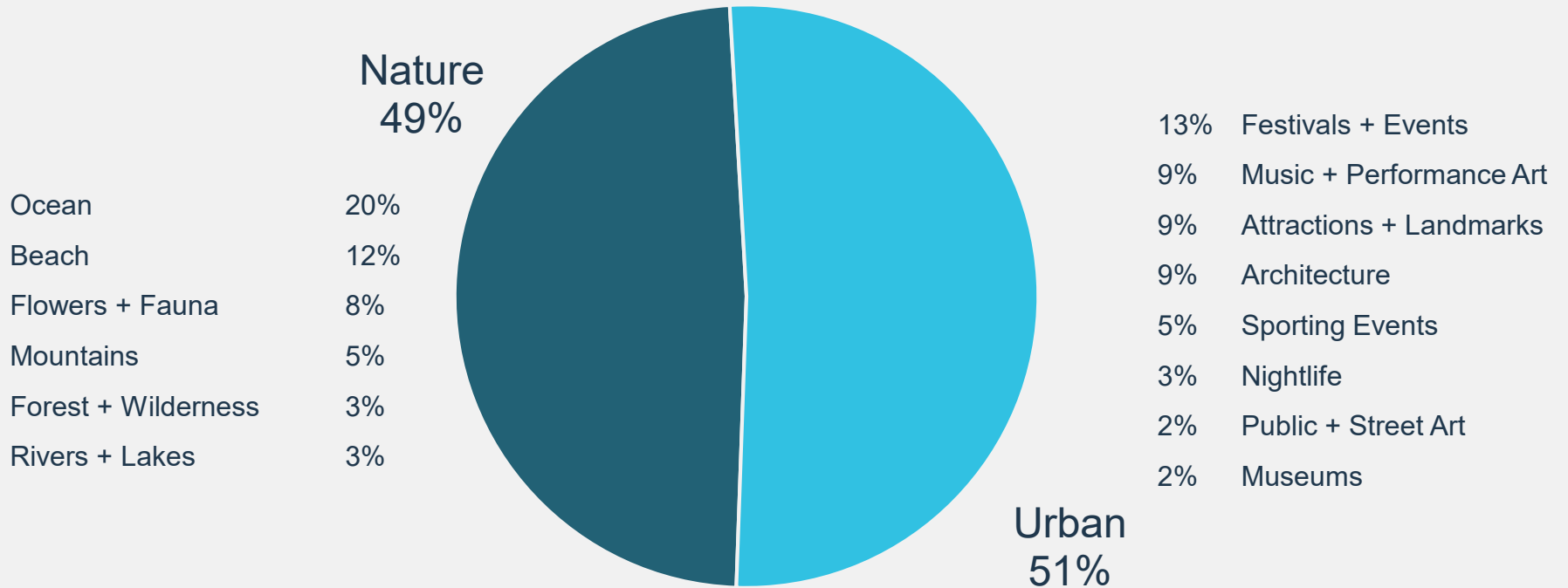
From this analysis we can see that Auckland’s relative differentiators come from its urban elements including **Restaurants, Festivals + Events, Music + Performance Art, Attractions + Landmarks and Architecture.**

As well, we can see a clear distinction between the New Zealand brand conversation compared to that of Auckland.

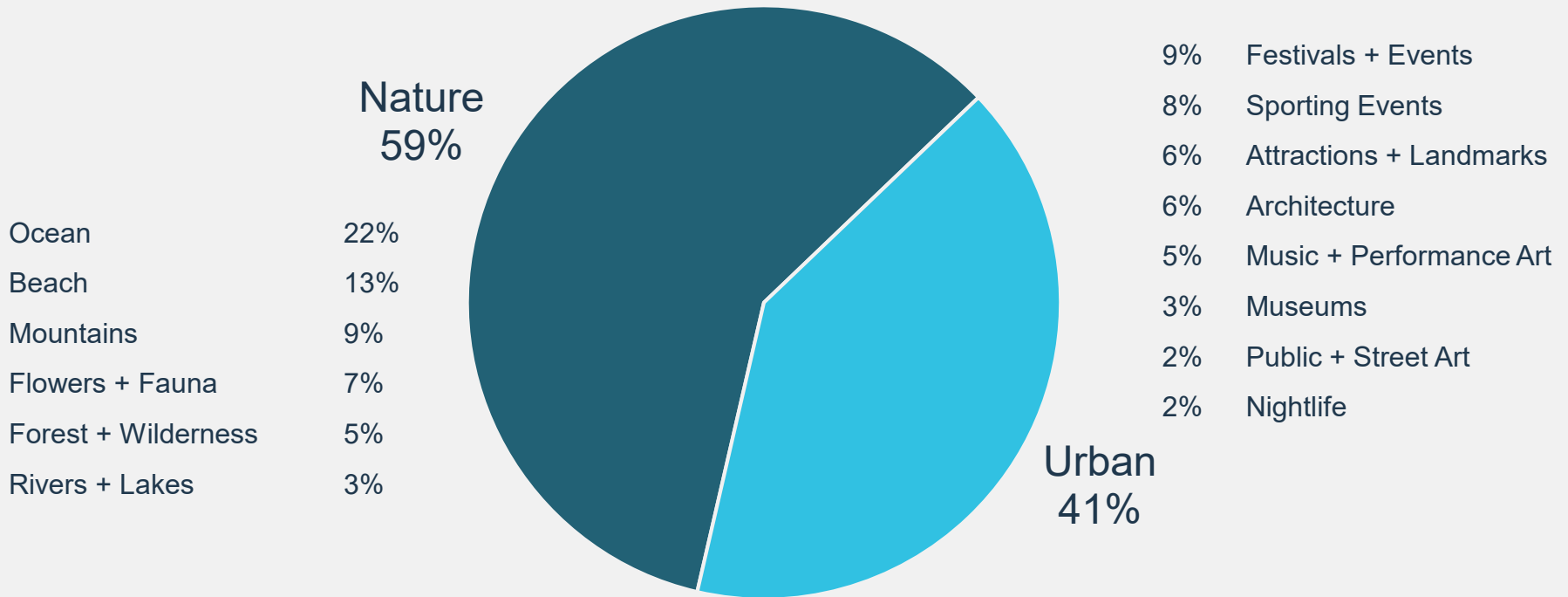
Asset comparison: Competitive average



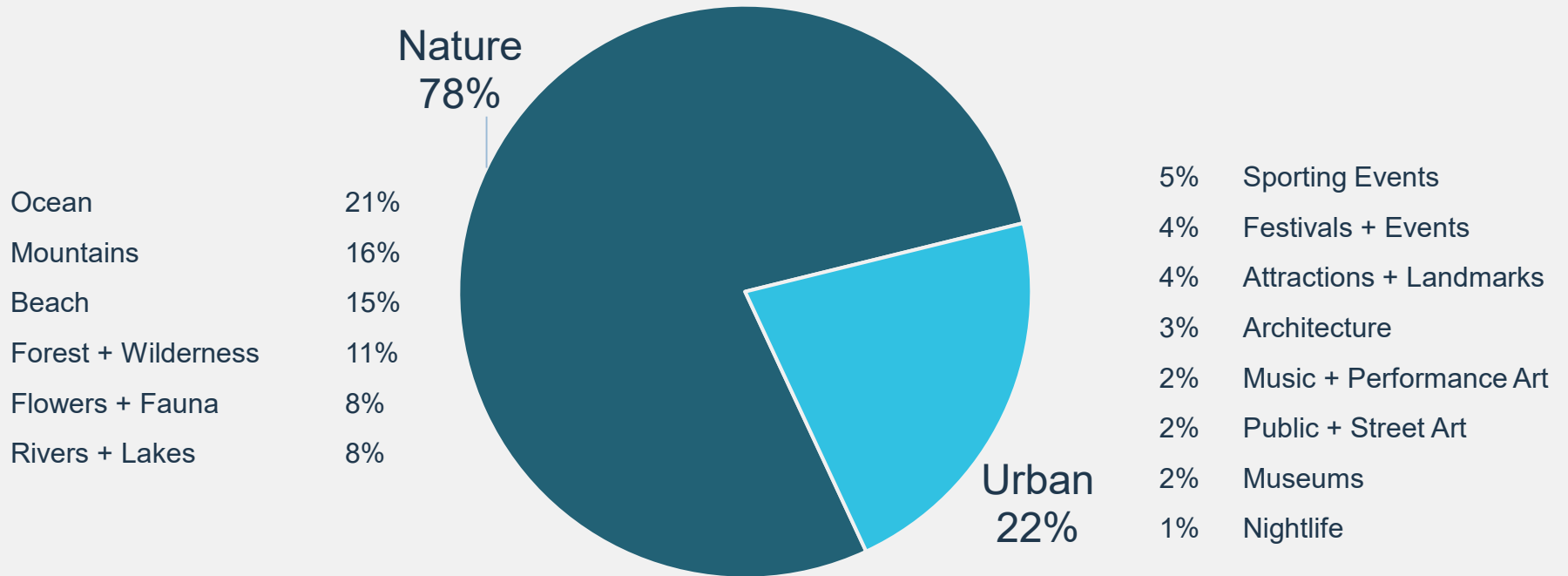
Auckland: Urban vs. Nature



Wellington: Urban vs. Nature



New Zealand: Urban vs. Nature



Auckland: The natural environment



Accounting for approximately one in two of all online conversations around Auckland, the natural environment in which Auckland is situated is an important aspect to its online sentiment.

This stems from:

- 20% Ocean
- 12% Beach
- 8% Flowers + Fauna
- 5% Mountains
- 3% Forest + Wilderness
- 3% Rivers + Lakes

Auckland: Urban environment



From a size and scale perspective, Auckland is the predominate urban destination in New Zealand.

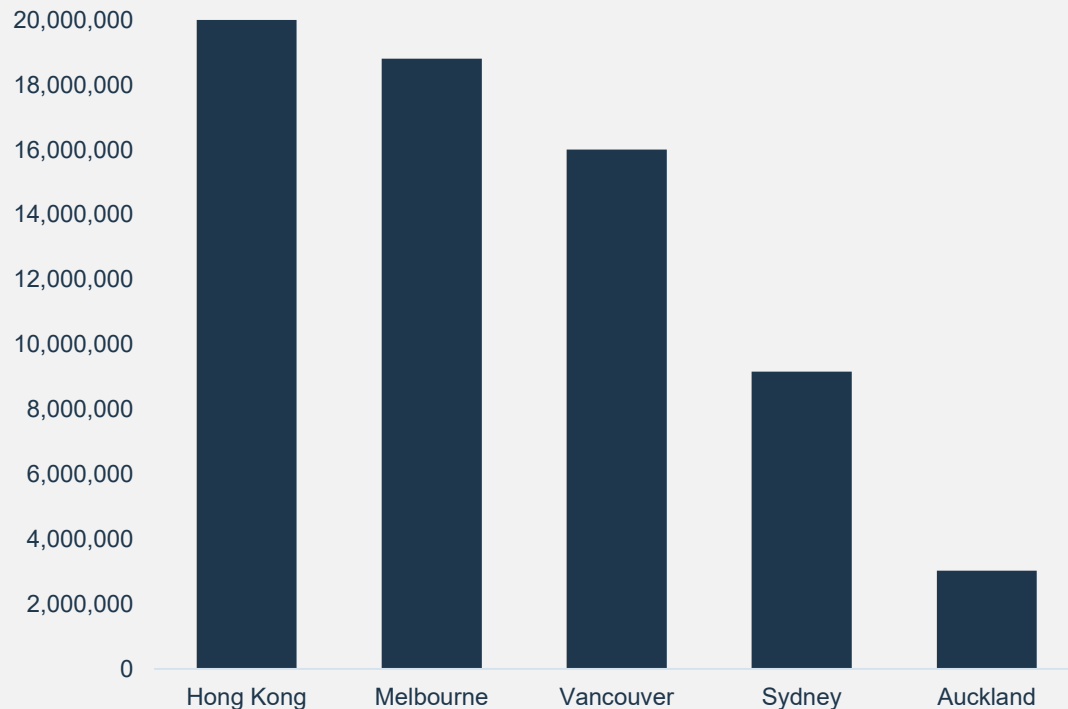
This is mainly driven from:

- 13% Festivals + Events
- 9% Music + Performance Art
- 9% Attractions + Landmarks
- 9% Architecture
- 5% Sporting Events
- 3% Nightlife
- 2% Public + Street Art
- 2% Museums

Competitive Cities: Overview

Size and scale

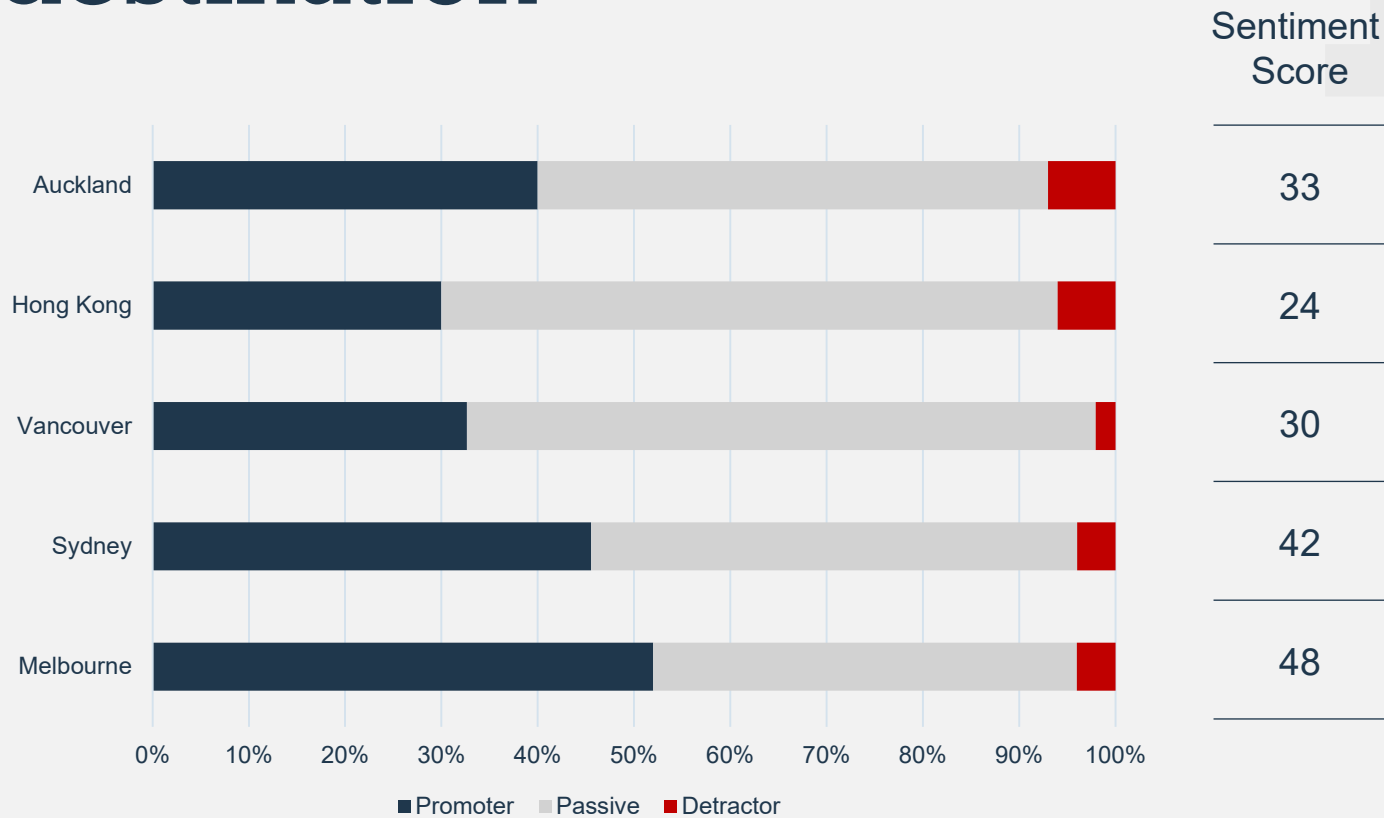
Destination Conversation Volume



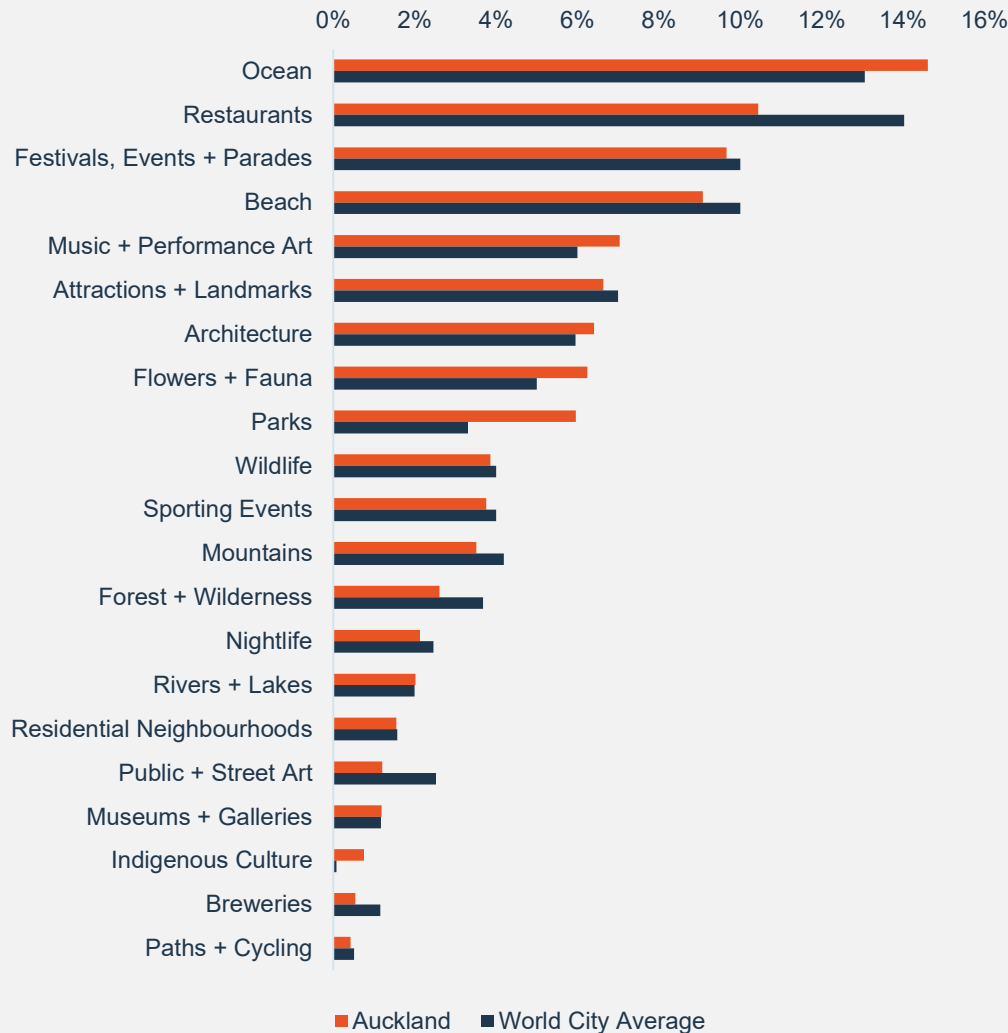
Overall, we see a gap in size and scale of Auckland when compared to the global city comparison.

Melbourne and Hong Kong generate approximately 6x more online conversation annually than that of Auckland.

Sentiment comparison – by destination



Asset comparison: Competitive average

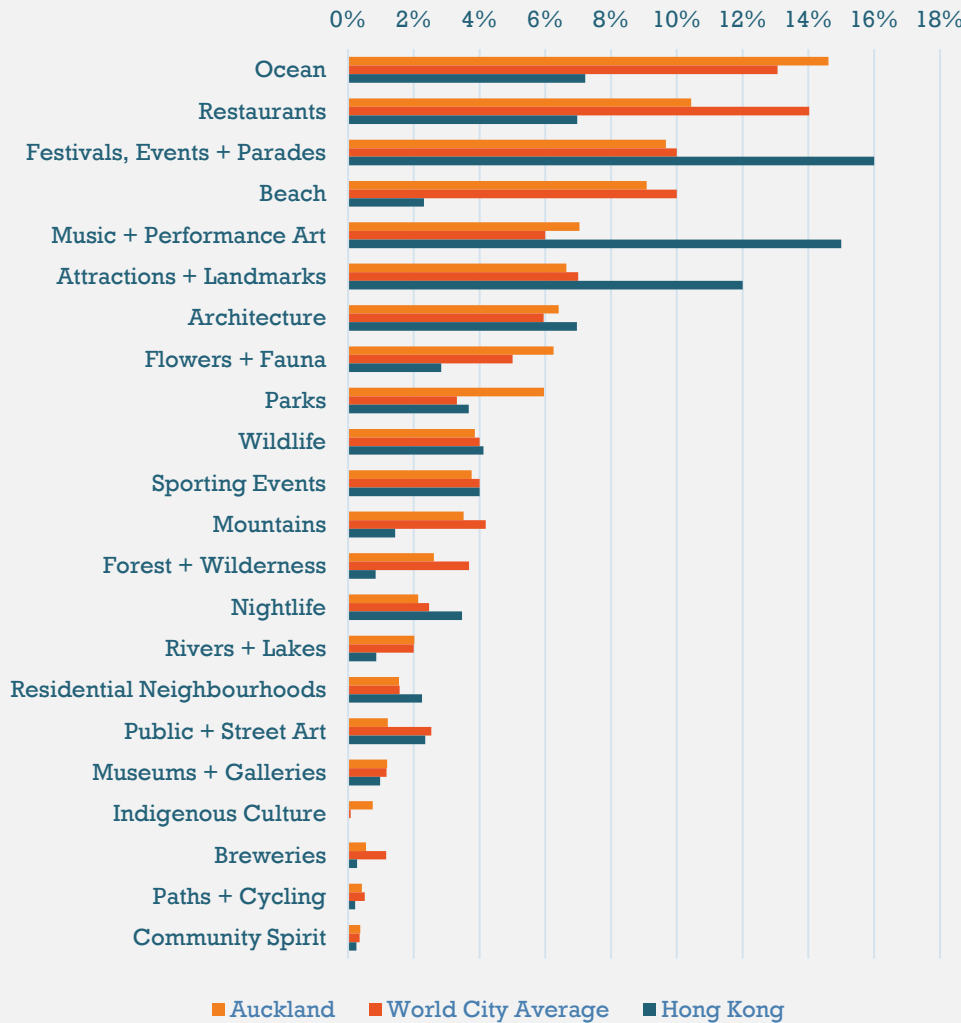


To gain context of the performance of Auckland's brand assets on a global scale, we compare and contrast its conversation profile to that of Sydney, Melbourne, Vancouver and Hong Kong.

In this set, all destinations are coastal cities that are close to mountain ranges. Because of this, we see very similar characteristics in their conversation profiles.

However, we are able to see that the comparative average is often higher in the urban aspects of the destinations.

Asset comparison: Competitive average

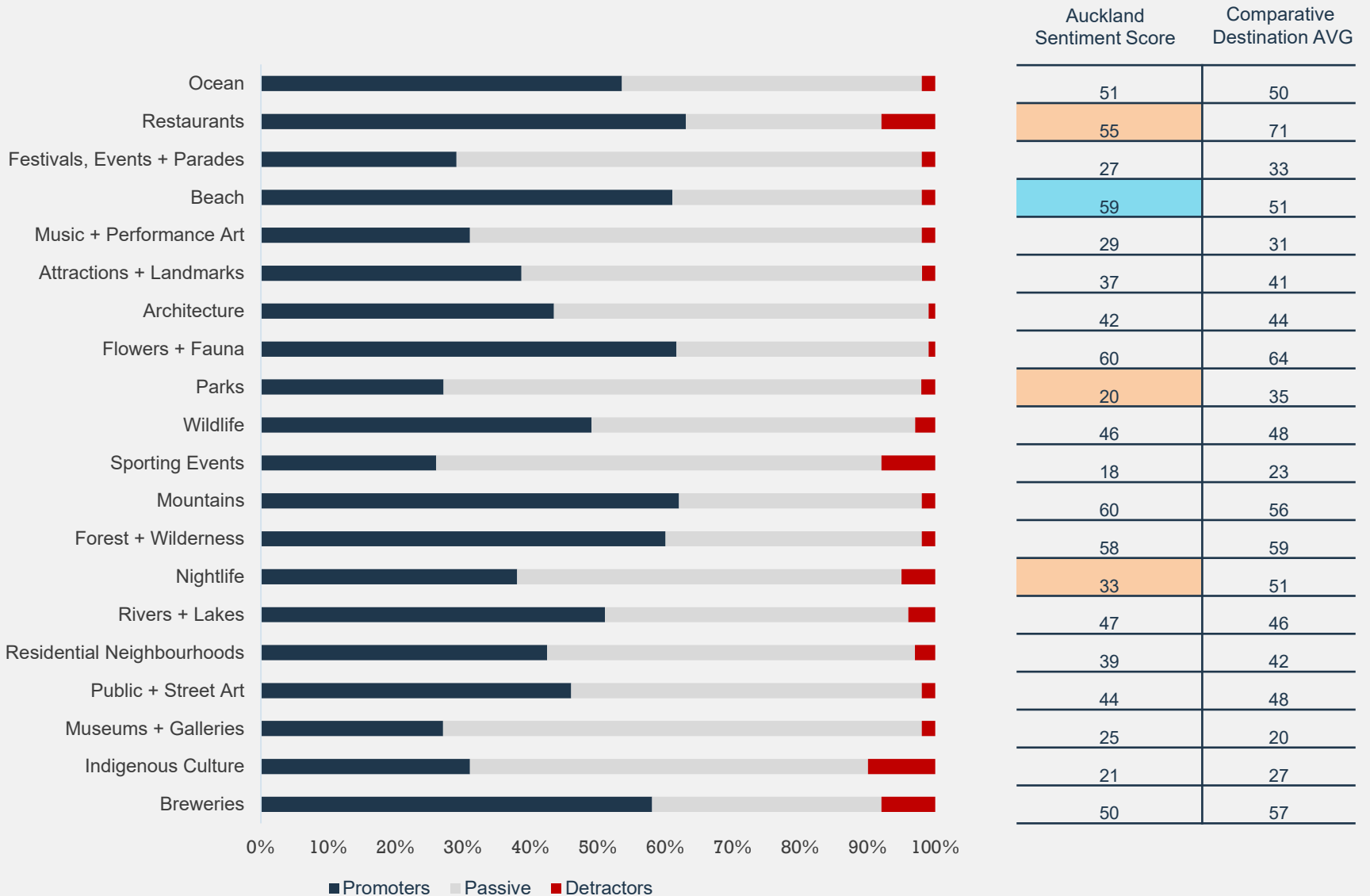


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However, we are able to see that the comparative average is often higher in the urban aspects of the destinations.

Asset Sentiment: Competitive average



Global city destination comparison:

Size and Scale:

When compared to coastal urban centres from North America, Australia and China, Auckland is generating less conversation volume overall. This gap represents a challenge when considering Auckland's brand globally.

Conversation Profile:

With the addition of Hong Kong to the comparative set, we see the Auckland is much more aligned from a tourism asset profile with Melbourne, Sydney and Vancouver. All destinations are major coastal urban centres, close to mountain ranges. Because of this, we see very similar characteristics in their conversation profiles. This unique combination of urban and nature is a unifying theme across all three of these destinations.

Looking at Hong Kong, we see a very different profile, being driven more by the urban elements of the destination (Attractions, Festivals and Music). The tourism experience and offering very different than that of Auckland.

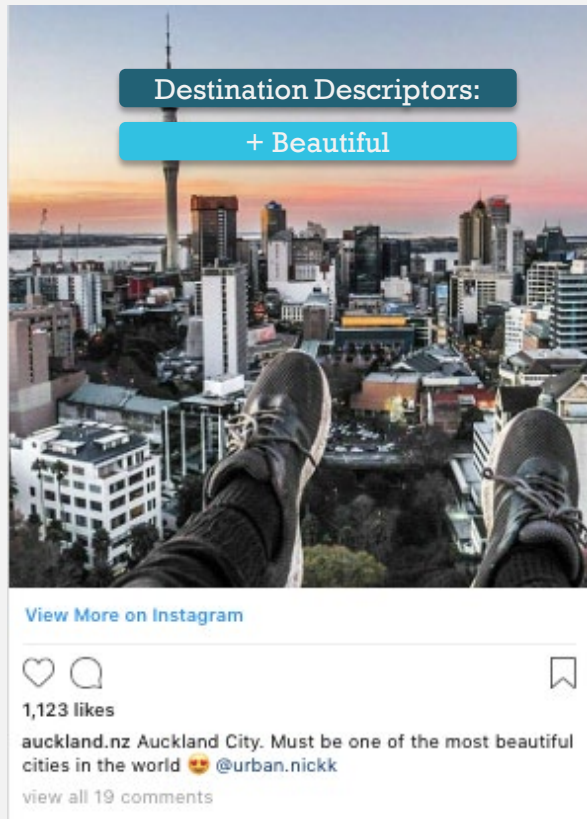
Sentiment Challenges:

While the conversation profiles are similar, when looking at the sentiment of the conversation, we start to see some challenges facing Auckland in the Restaurants and Nightlife aspects of the destination.

Destination attributes

(the core descriptors used to describe Auckland)

Section overview



In this section, we focus not on the conversations people are having about Auckland but **how they are describing it**. These descriptors provide us insight into how visitors perceive the personality of Auckland.

Using a custom text-based analysis, we pulled the most mentioned adjectives used to describe Auckland.

Attribute pairings

All destination descriptors were sorted, categorised and assigned across seven distinct attribute pairings. Each attribute set allows us to gain insight into the overall perception of Auckland's brand personality.

Vibrant

Lively
Fun
Exciting
Loud
Energetic



Relaxing

Chill
Serene
Calming
Laid Back
Quiet

Attribute pairings

All destination descriptors were sorted, categorised and assigned across seven distinct attribute pairings. Each attribute set allows us to gain insight into the overall perception of Auckland's brand personality.

Vibrant:

Lively
Fun
Exciting
Loud
Energetic

Comparative Average



Auckland



■ Relaxing ■ Vibrant

Relaxing:

Chill
Serene
Calming
Laid Back
Quiet

Destination attribute profile

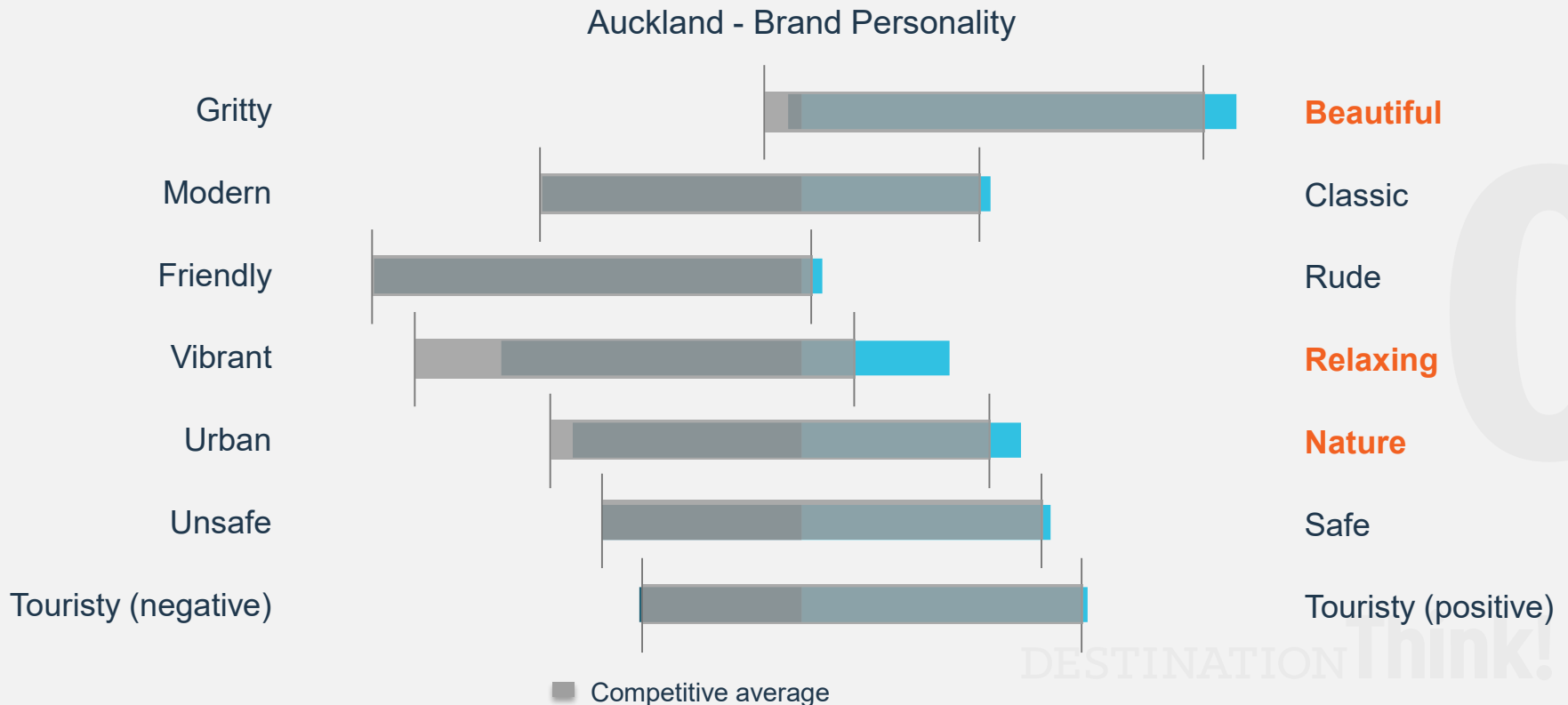
Combining the scores from all seven attribute pairings, we are able to plot Auckland's unique destination attribute profile and determine its relative strengths in comparison to the Comparative Destination Average.

Auckland - Brand Personality



Destination attribute profile

Combining the scores from all seven attribute pairings, we are able to plot Auckland's unique destination attribute profile and determine its relative strengths in comparison to the Comparative Destination Average



Auckland: Attributes

Core Attributes from Online Sentiment:

Beautiful

The intersection of the modern built urban environment with the beautiful backdrop of the natural environment of New Zealand drives conversation around Auckland's beauty.

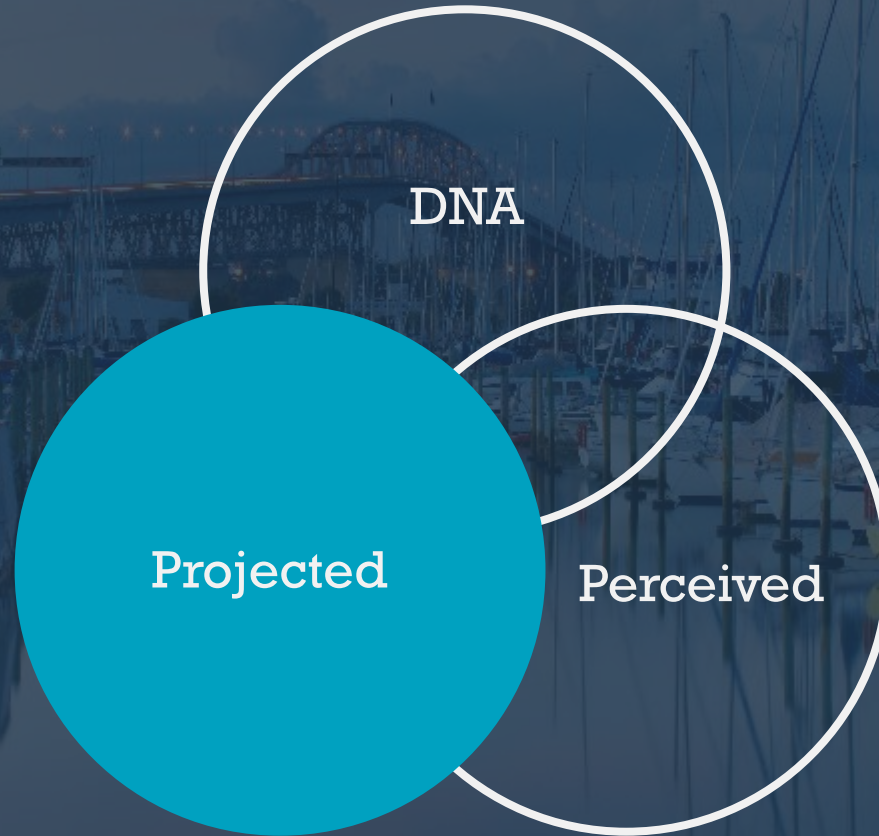
Relaxed

In contrast to the global cities average, Auckland skews more towards a relaxing and laid back destination than that of its comparative set. This creates an interesting contrast to the typical large urban centre.

Nature

Similar to all cities included in the global city average, the natural environment in which Auckland is situated is an important aspect to its brand personality.

6. Projected



What is being projected about Auckland?

e.g.

- Visit Auckland (ATEED)
- Auckland Museum
- Tourism New Zealand
- Sky Tower
- University of Auckland
- Auckland Airport

Auckland is...

- Artistic (great art scene)
- Events (always something happening)
- Iconic
- Boutiques
- Wine region
- Culinary
- Filled with wildlife
- Nightlife

Auckland is...

- Unique
- Adventure
- City by the sea
- Proud
- Active

12

5



purenewzealand • Follow

purenewzealand Evenings on the water. #NZMustDo [📍 Auckland, North Island. 🇳🇵: @matterawfordphoto]

#Travel #NewZealand #NZ #Sunset

Load more comments

theresaschuller Und hier immer @franzil.kl

francrose My dad lives right near this harbour @1894d

👍 🗨️ 📌

11,529 likes

MARCH 13, 2016

Add a comment...

Visit Auckland November 1 at 5:30 AM • 🌐

We're missing warm weather and blue skies today in Auckland! Rangitoto Island sure makes for a beautiful backdrop at Mission Bay, don't you think? 💙

[instagram.com/niv.kumar](https://www.instagram.com/niv.kumar)



aucklandairport • Follow

aucklandairport Auckland is such a beautiful city! 🇳🇵 We love this time of year, check out the lavender! 🌸🌿🇳🇵: @phomadij #Summer #Auckland #TravelGram #AucklandAirport

michaelgask What a great pic!

anna.emiliano I really miss this place 🌸


phomedia Glad you see the pic! 🇳🇵 Auckland certainly is going in summer #NewZealand

👍 🗨️ 📌

223 likes

JANUARY 19



 universityofauckland • Follow
Auckland Domain

universityofauckland Nothing better than taking a break from study and going for a walk around the domain on a beautiful day like this 🌞 The Domain is just one of the many great nature spots around Akl city! 🌿 - Rebekah #UoALife

universityofauckland .

#universityofauckland #unilife
#studentlife #UoA #auckland
#aucklandcity #aucklandlife
#aucklandnz #auckland_insta
#aucklanduni #aucklanduniversity
#aklife #akl #aklcity #aucklandnz
#exploreauckland #discoverauckland
#aucklanddomain #visitauckland



801 likes

AUGUST 22

Add a comment...



 skytower_nz • Follow

skytower_nz Talk about golden hour 🌅

#skytowernz #Auckland #NZ
@mrlesterchan

View all 5 comments

- rafaelleal.urb @am.caldas 🇯🇵
- am.caldas @rafaelleal.urb 🇯🇵 beautiful Auckland! 🌸
- rafaelleal.urb @am.caldas 🇯🇵 looks like Toronto's skyline
- am.caldas @rafaelleal.urb 🇯🇵 that's true! Love it!



444 likes

SEPTEMBER 24

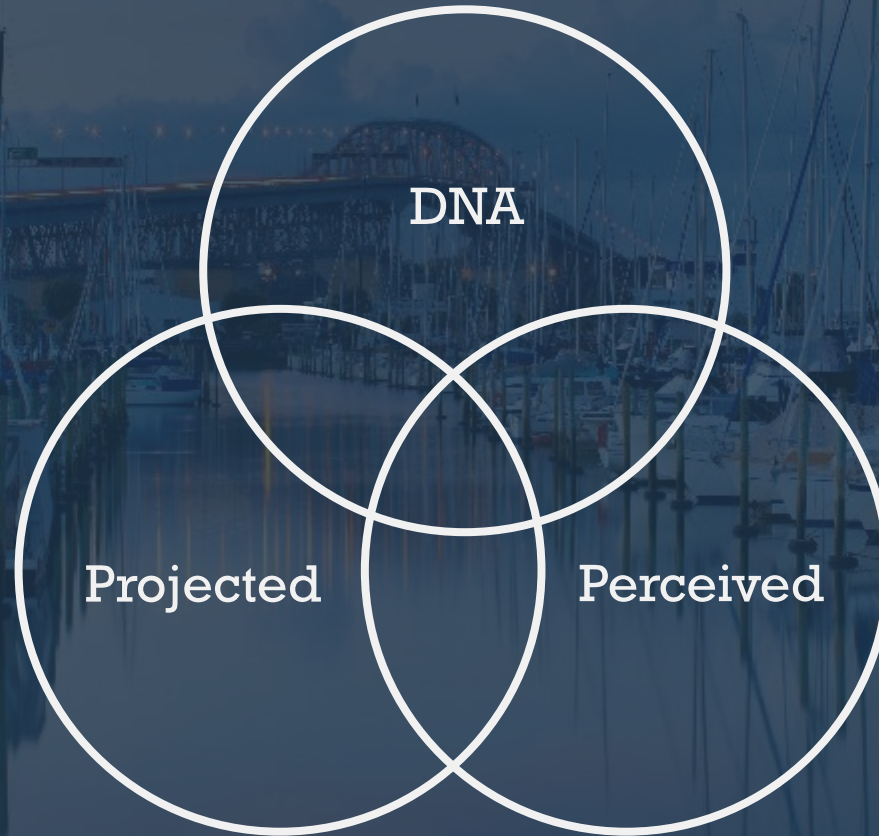
Auckland is not...

- Urban
- Māori (or not what Māori is)
- Music

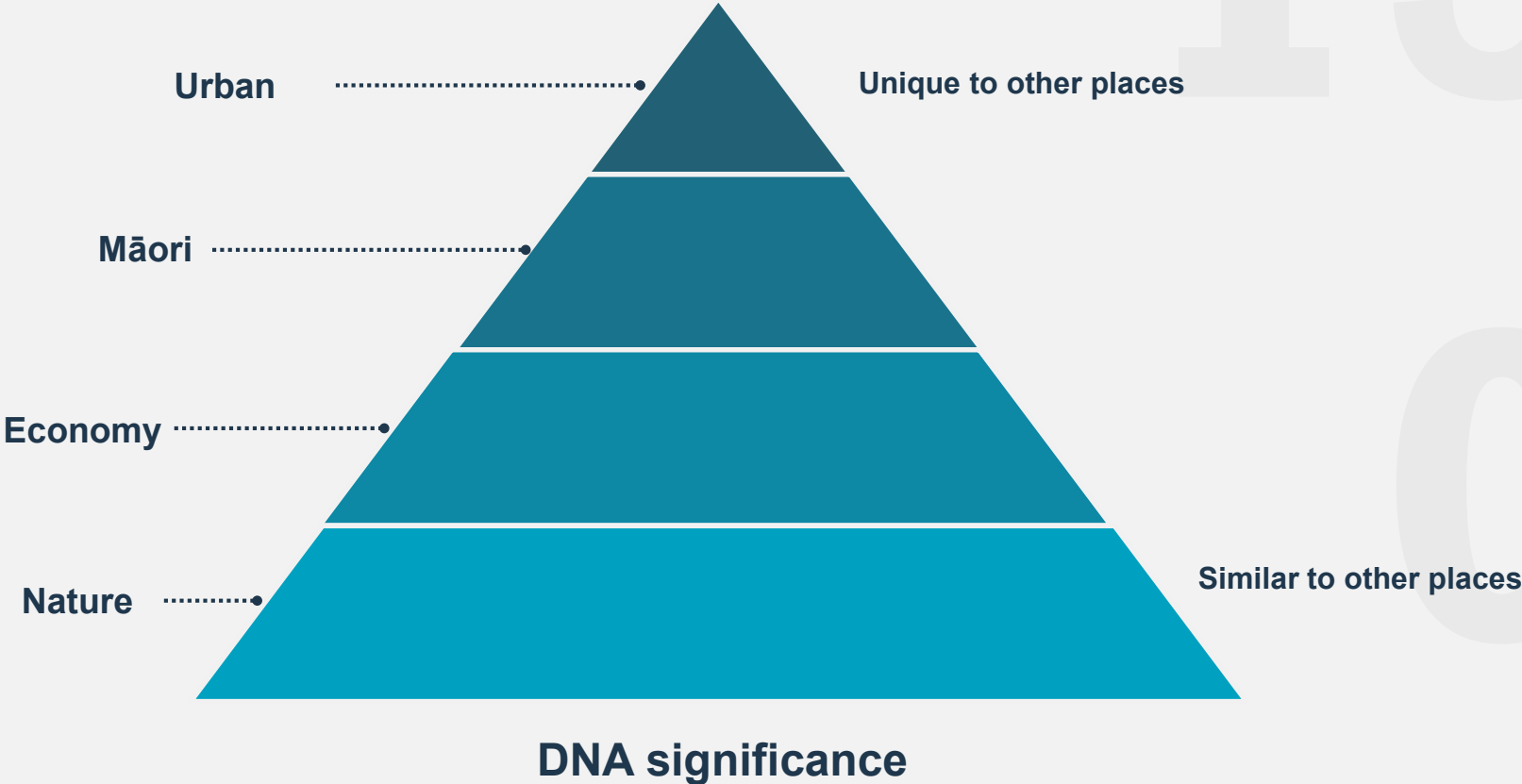
12

8

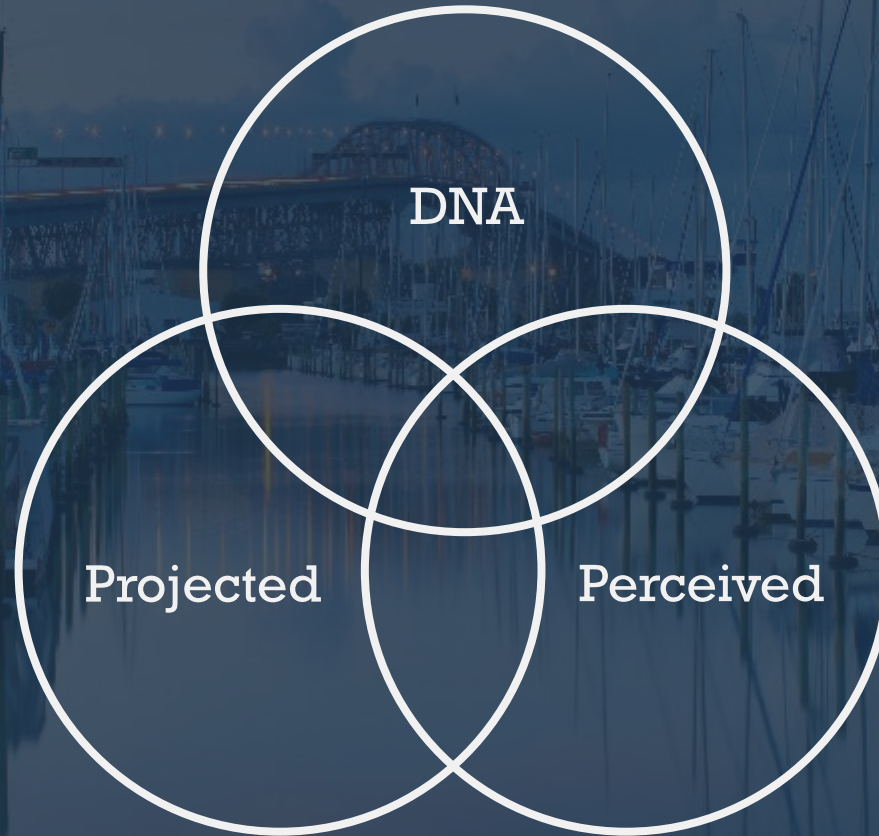
7. Conclusion



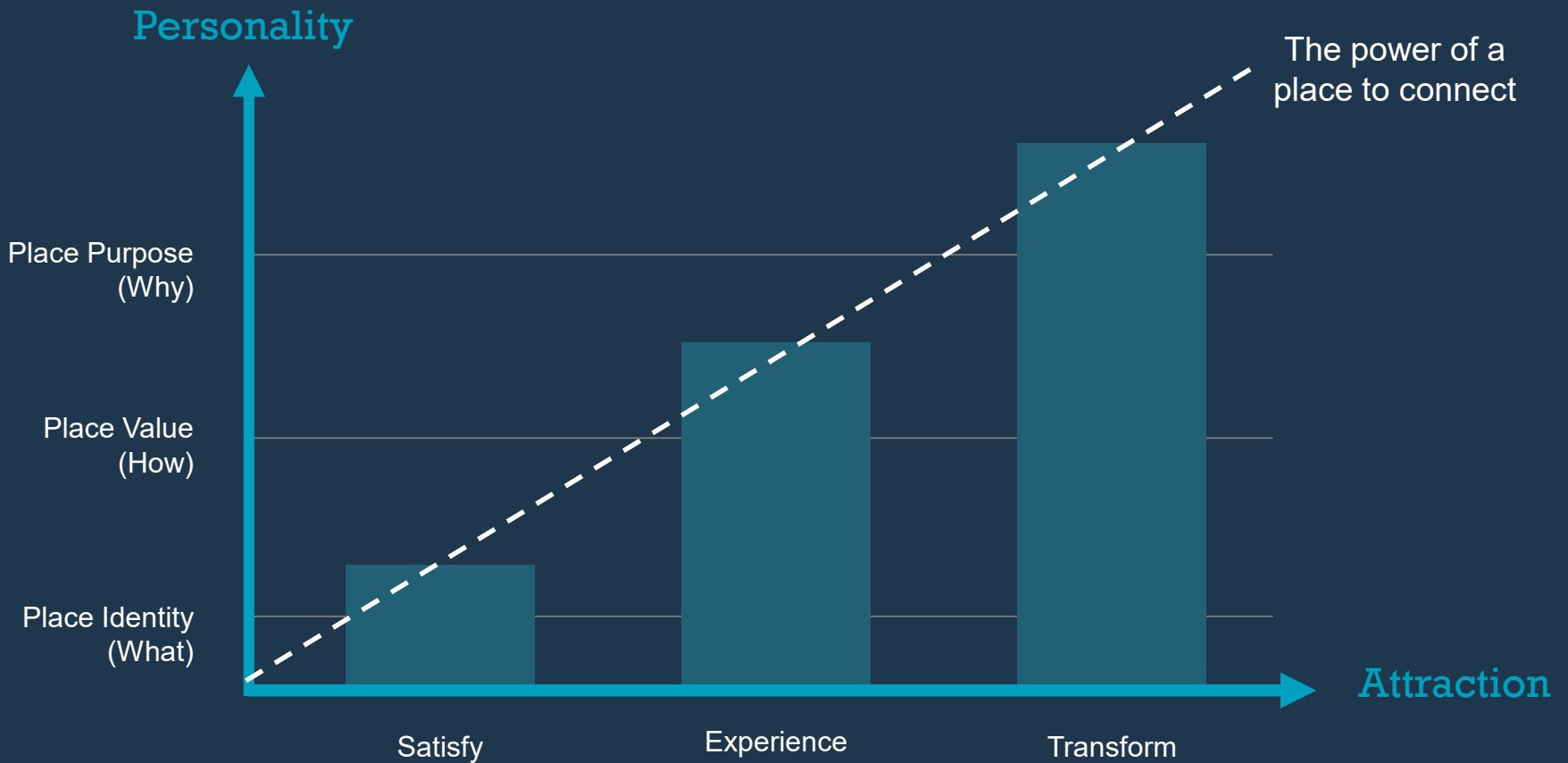
DNA - Hierarchy



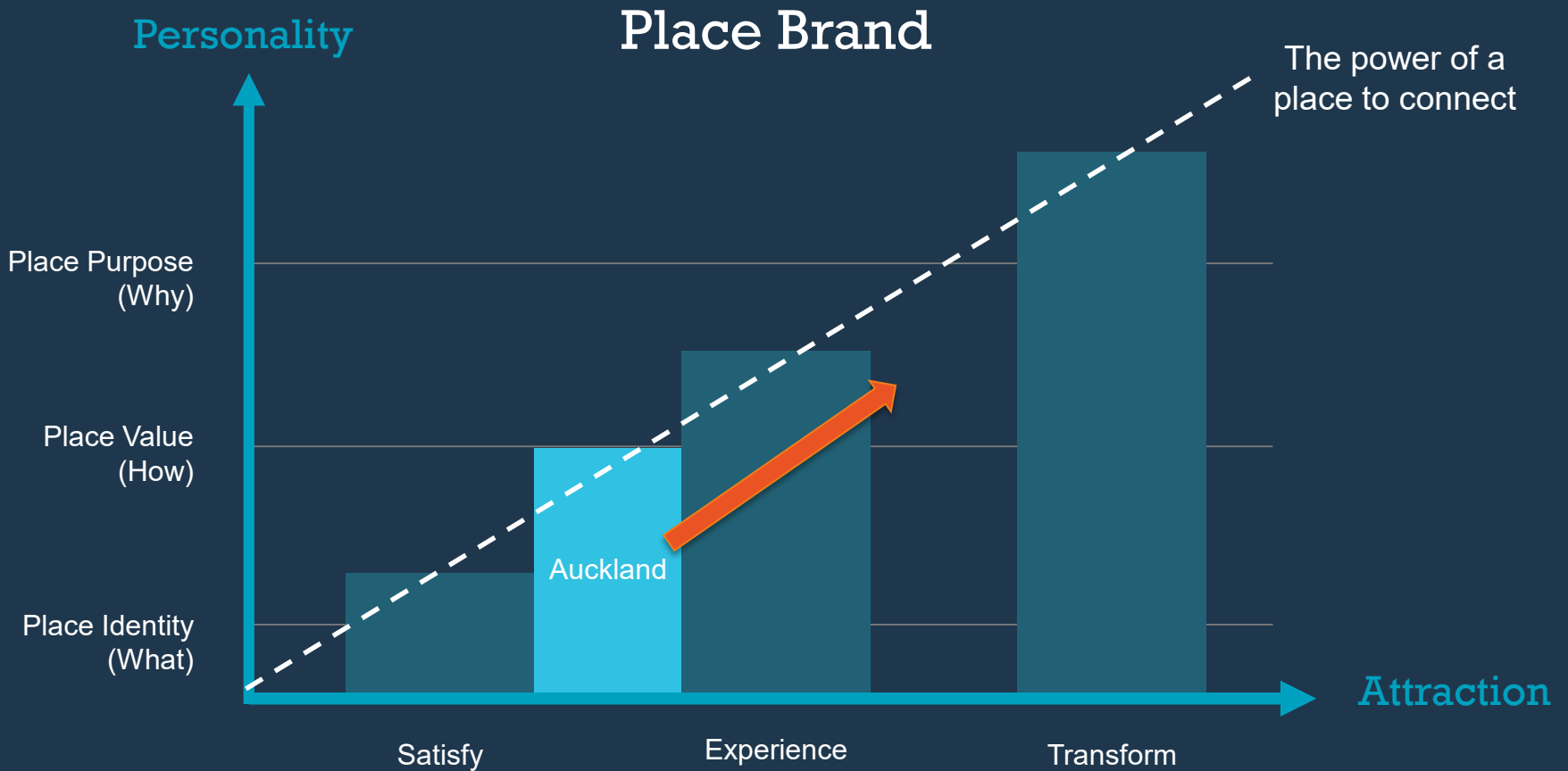
8. Recommendations



Place brand evolution



Place brand evolution



Place brand evolution

What

Auckland is working hard on its identity but the focus of its communication is about what it has to offer and what kind of businesses, services and facilities it delivers.

How

Auckland is not communicating enough experiences that create value to attract new residents, visitors, companies and students. The reason for this is a lack of coordination and a lack of choices.

Why

Auckland does not communicate a brand purpose yet. People are looking for meaningful changes in their life. The question “how it can impact my life?” is not currently being answered by Auckland, although it has more assets to do so than other places we have worked.

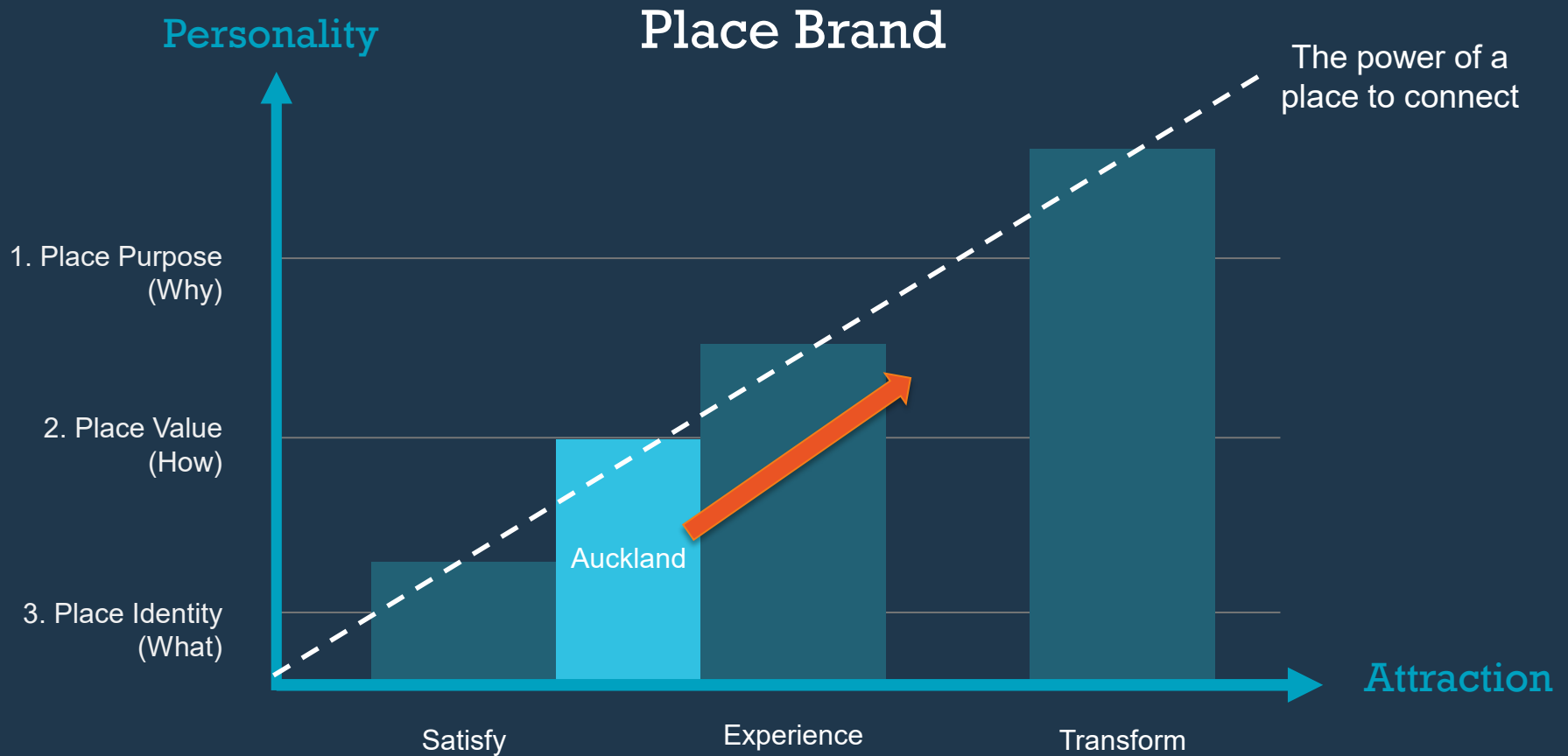
Place brand evolution

Auckland is an agreeable place with a high quality of life. Auckland is in the early stage of its lifecycle that indicates that the brand is still weak but has great potential.

Auckland is an upcoming city. Upcoming cities are characterised by the extremely dynamic way in which they create value for visitors and residents. When a city successfully communicates the choices they have made as a destination and develops unique experiences that are aligned, it firmly distinguishes itself from competitors and other places.

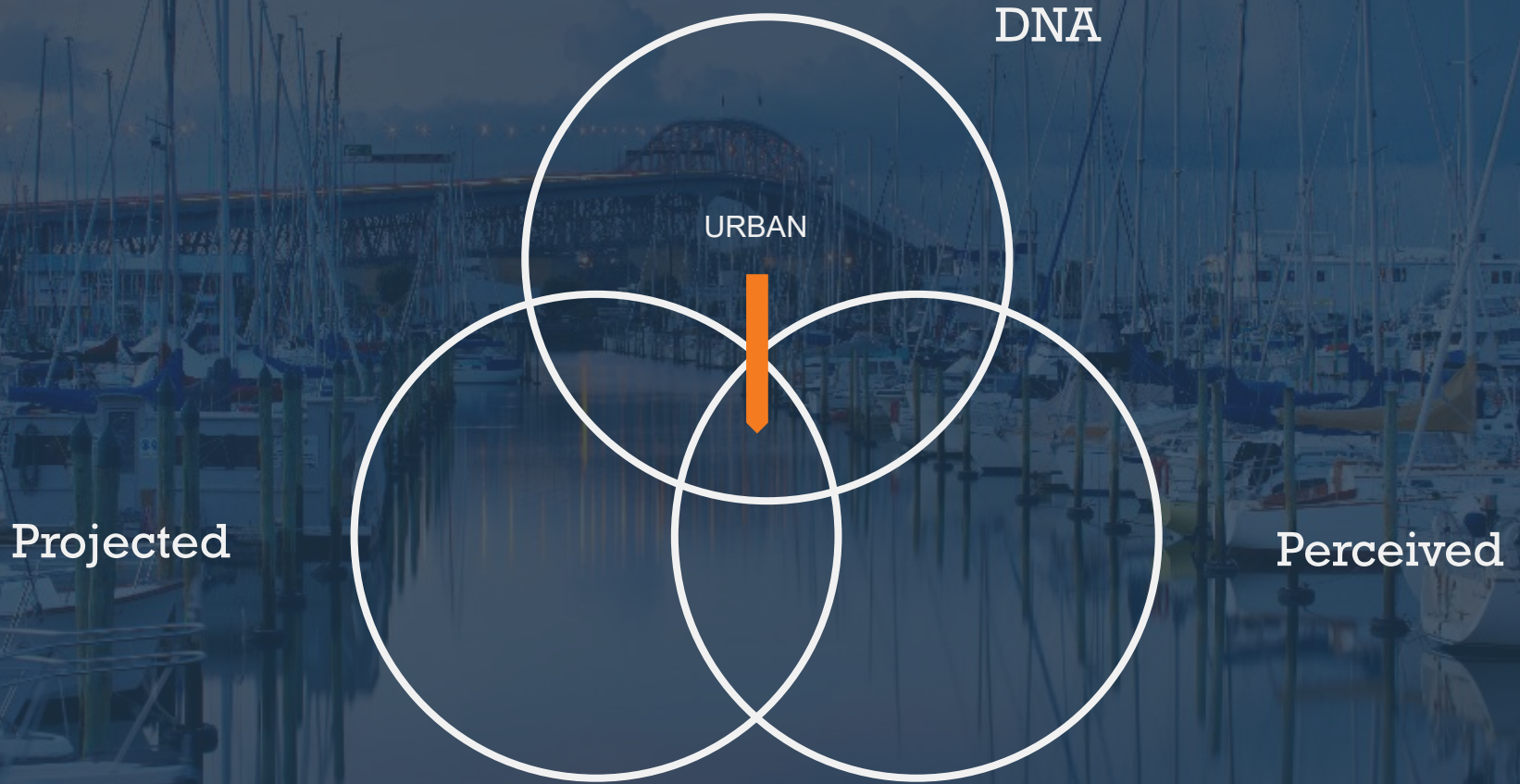
The recent success stories of Seattle, Austin, Berlin and Tel Aviv teach us that successful cities use their own citizens to become successful in communication. All these places start from their own strengths, not from their proximity to other attractive places.

Place brand evolution

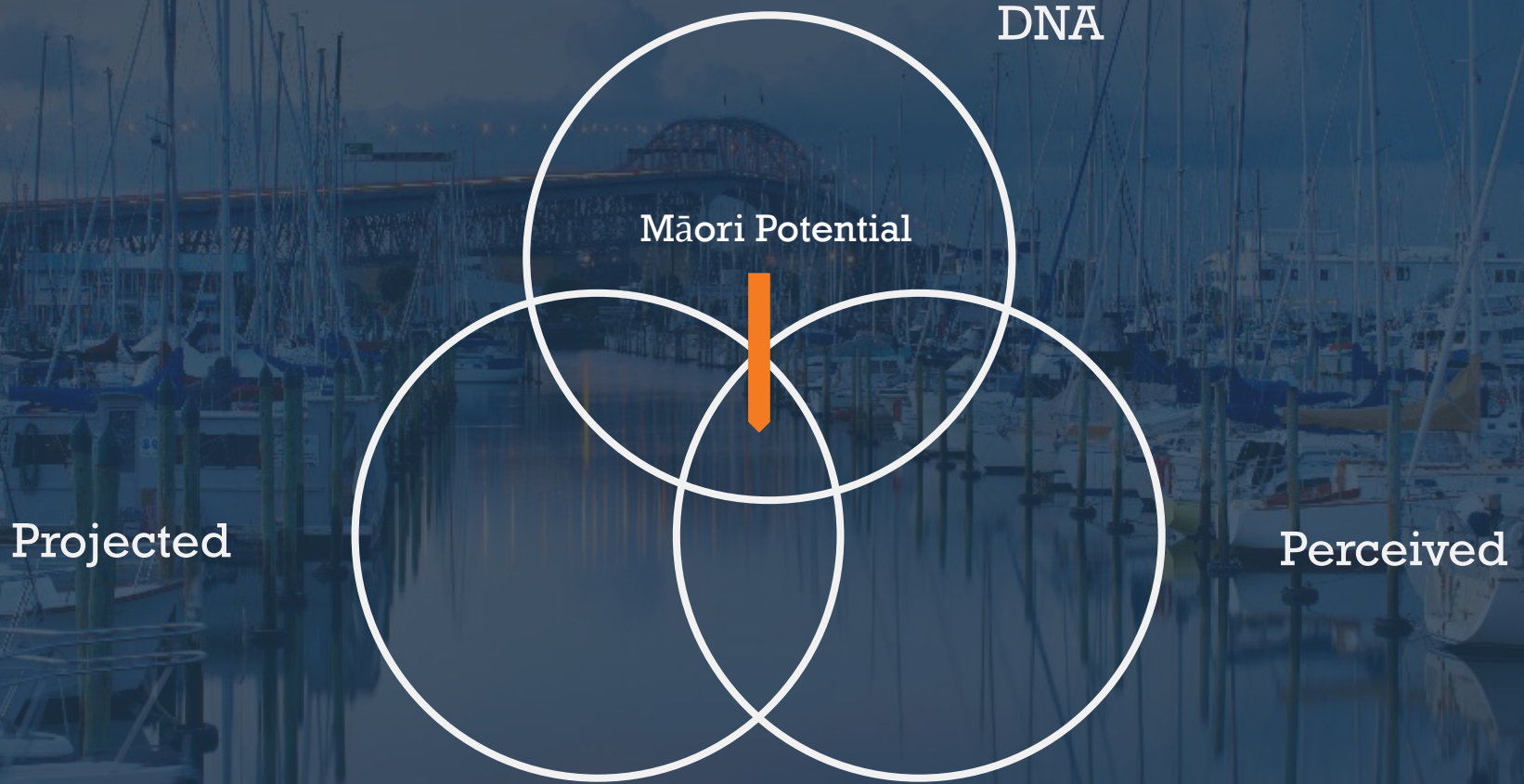


*“Make your place reputation move
forward”*

Closing the gap 1



Closing the gap 2



*“Make your place reputation move
forward”*

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KAREN WALKER

EYEWEAR

FROM THE "GATEWAY"



TO THE "AUCKLAND WAY"





FROM "INNOVATIVE"



TO "ORIGINAL"

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October 2019



Thank you!