



Welcome to HEIHEI

Kia ora koutou Producers,

We are so thrilled to have you on this HEIHEI journey with us.

We've pulled together this document as a simple guide on how we can work together to promote your HEIHEI content.

This includes an overview of our HEIHEI social channels, our HEIHEI brand guidelines / tone of voice, our preferred way of working for publicity and the deliverables to make your show shine on HEIHEI.

Welcome aboard - we look forward to working together!

Mā te wā

The HEIHEI team



HEIHEI

Social Media Show Content

Below you can find all social media handles, and some useful information about our channels.

HASHTAG

#NZHEIHEI (Be sure to use this on all original content pertaining to HEIHEI)

FACEBOOK

<https://www.facebook.com/nzheihei>

INSTAGRAM

nzheihei

TWITTER

@nzheihei

SNAPCHAT

@NZHEIHEI

And to help us continue to promote your shows, we'd be very grateful if you could please provide us with a couple of pieces of content. We've included some suggestions on the next page – but if you've got other inspired ideas, please just let us know!

Samples of content that we'd love for you to provide

In order for us to make HEIHEI the successful online community that we know that it can be, we are looking to share and capture the fun and energy behind each show.

CONTENT SUGGESTIONS	REQUIREMENTS
Still images of your characters / presenters for "Meet the Stars of HEIHEI"	jpeg / png format named w/ specific details Character names supplied Episode number & details if appropriate
BTS videos of your presenters / show / team	15 seconds or less OR 30 secs OR 1 minute
GIFs of your characters / presenters / team	Gif or mp4 format
Video Interviews with your characters / presenters	15 seconds or less OR 1 minute
Share animatics	15 seconds or less OR 30 secs OR 1 minute
Trailers for upcoming series / promotions	Appropriate end tags
Clips of recent episodes	30 secs - 1 minute
Fun Q&As with cast and crew	
Show-specific character vignettes	1 min - 3 mins
Coordinated messages from influencers and stars of HEIHEI	30 secs - 1 minute
Content (images and video) targeted at kids specifically and parents specifically	30 secs - 1 minute

File requirements:

Video Files

H.264 / MPEG-4 format, resolution at least 720p, 2.3GB max file size

Facebook Video Carousel

1:1 square aspect ratio, H.264 / MPEG-4 format, resolution at least 720p, 2.3GB max file size

<15 sec Clips Provided in Instagram Story Format

- Minimum Video Width In Pixels: 500
- Aspect Ratio Tolerance: 1%
- Maximum Video Ratio: 9:16
- Maximum Video Duration In Seconds: 15





HEIHEI

Publicity Approach

As HEIHEI continues to grow, the more exposure the better!

A number of New Zealand media outlets recognise the value of the HEIHEI brand and its associated content.

Local stories give media a reason to talk about HEIHEI and individual shows, and we often have editorial pick up when pitching publicity opportunities to media.

We wanted to share our HEIHEI publicity approach with you so that we're all on the same page, and we're not doubling up in our publicity / PR approaches to media.

A few considerations as below:

- It is always best to liaise with TVNZ Publicity while still in production so we can maximise opportunities by facilitating media set visits and/or interviews – especially if there is something “experiential” media can partake in.
- Feel free to alert the publicity team to any key moments/scenes that could make for a good publicity angle. Alerting us to key guest stars/talent is also very helpful.
- It is useful to be made aware of any regional ties to the talent / show as this helps secure coverage in local papers.
- Providing a list of possible interviewees (crew and talent) help us to plan out publicity angles.
- We understand that you may have your own media contacts, but we request that the publicity team be contacted ahead of any direct approaches being made. It's in all our best interests to come up with a co-ordinated strategy.
- The publicity team do not send out media releases for individual HEIHEI shows. Any materials you wish to send to media would need approval from the publicity team. We can advise on whether a media release or individual pitches should be made. Not all shows warrant a standalone release.

All commissioned content should be accompanied with the below materials in order to help us publicise the shows to the best of our ability.

Show Delivery Requirements:

VIDEO FILES

- [HEIHEI/NZ On Air logo bug](#) comes up for 5 seconds in the top left corner near the beginning of every episode. (*note this is different to the one used last year).
- Episodes over 3 minutes long have the [HEIHEI end resolve](#) stitched on at the end (does not apply to 'extras,' some exceptions for full episodes where pre-discussed). Episodes meet the delivery requirements as specified in the *HD Programme Delivery for Web* document you received with your contract. Please contact taa.vaili@tvnz.co.nz if you have questions about this document.
- Final adjustments and edits have been made (As per contract, we are required to charge \$180 per episode for any redelivery to cover processing costs).
- Once you've checked all of the above you can begin sending episodes via ASPERA (or alternative method as pre-agreed with media operations team).

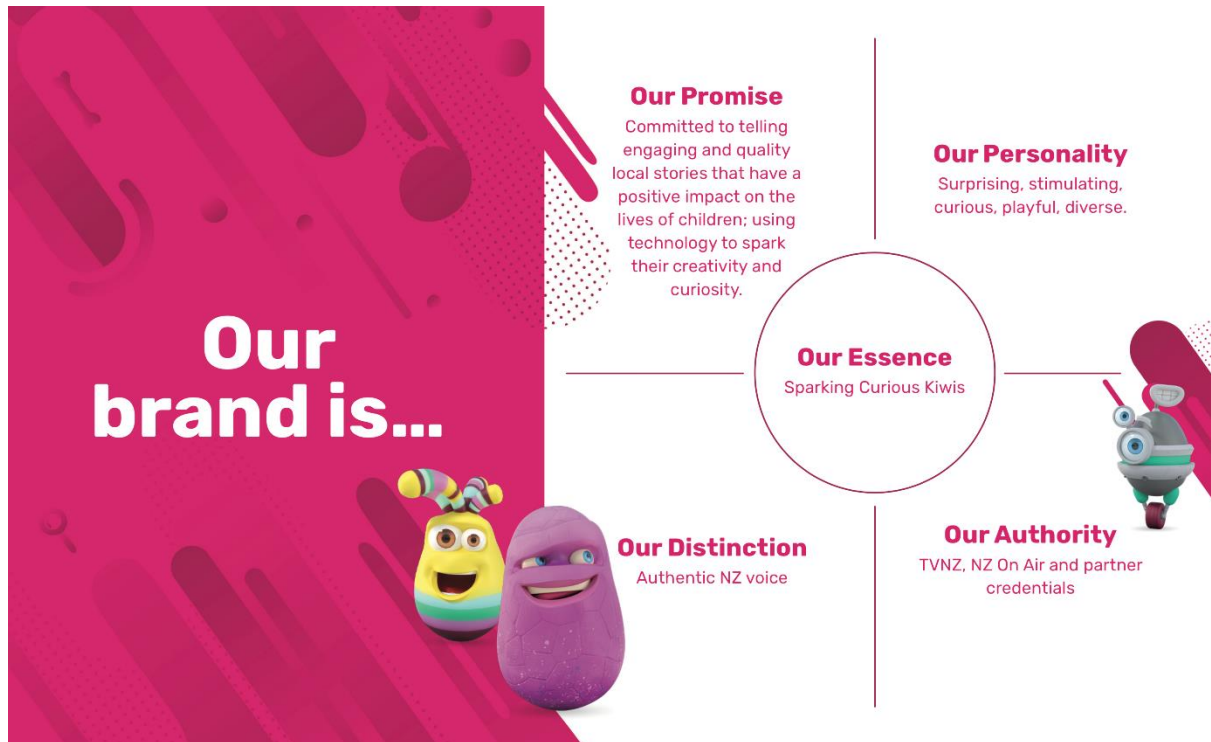
Please ensure that you are only delivering the episodes and extras which are specified in your contract - contact summer.wharekawa@tvnz.co.nz if there has been any variation or if you have additional extras content which you'd like to find a home for on HEIHEI.

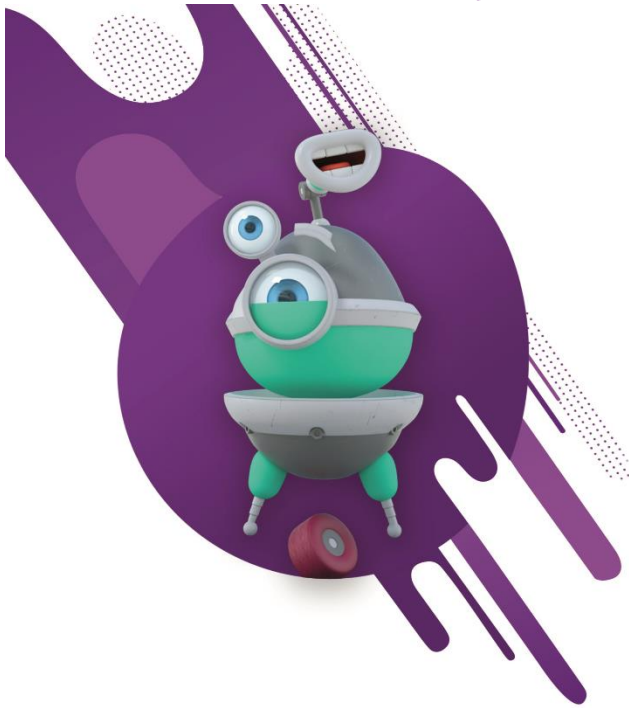
GRAPHICS & OTHER DELIVERABLES

- New Shows: Supply TVNZ with the following jpegs: vertical show tile in 1600h x 1200w px, thumbnail images for each episode at 1920w x 1080h px, plus the image assets and working files in case edits are required. (See HEIHEI [Brand Guide](#) p.34 for details). Contact summer.wharekawa@tvnz.co.nz with any questions or to request support from the TVNZ design team.
- One paragraph series synopsis.
- Episodic billings and titles (a *brief* sentence in length – 200 characters).
- Gallery and episodic imagery - stills should be of a high standard (high-res, 300 dpi, minimum 2–3MB) so they can be used for print publications. Publicity and social images and videos need to be sent to summer.wharekawa@tvnz.co.nz before being released on any other social accounts.
- Episodic audio stems for the first four episodes need to be sent to Summer to produce a promo – if requested.

HEIHEI

Brand Guidelines & Tone Of Voice





HEIHEI will always be...



Surprising

Paint the norm in a new light, be outside the box and grab attention with the unexpected



Stimulating

Create intrigue, hold their attention, give them rewards and get them coming back for more



Diverse

Celebrate difference, give them a world of colour and variation to jump into



Curious

Give them heaps to discover and think about



Playful

Above all always be entertaining and fun



This is how we say it.

What tone of voice will spark curious Kiwis?

Surprising

HEIHEI is spontaneous

Stimulating

Always gives you something to think about

Curious

Fascinated with discovering things

Playful

Warm, funny, cheerful

Don't be boring and never be...

- ✘ **Too cool for school.**
We're never too clever for our own good & we don't speak down to people.
- ✘ **Overly earnest.**
We like to have fun first and foremost—don't make me yawn!
- ✘ **Vapid or superficial.**
Our warm and genuine personality keeps us from being shallow.
- ✘ **Mean.**
We like having fun, but never at the expense of anyone.
- ✘ **Shy...**
We don't over think things. We go for it! Don't hold back.