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Overview of Natural Products NZ's media relations programme

March 2016

Media relations objectives



The media relations programme's over-arching objectives are to support NPNZ's efforts to...

- ... increase New Zealand's profile as a source of quality natural products
- ... increase sales and grow the domestic and export natural products markets.

It will do this by:

- Promoting the credibility of and trust in the natural products industry, and natural products themselves.
- Supporting efforts to increase NPNZ's membership
- Achieving positive regulatory outcomes

What that all means on a day-to-day basis



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Proactive
media
relations

Reactive
media
relations

Risk
management

PR and
comms
counsel

'Retractive'
media
relations

Crisis
comms

KPIs



Promote credibility and trust in the industry

- Key messages appear in at least five of the articles generated by NPNZ.
- There are at least five positive or neutral stories about the industry, its members and/or its products.
- NPNZ contacted by media for comment at least once (i.e. starts to become the media's 'go to' organisation for comment about natural products topics (including regulatory matters)).

Support efforts to increase NPNZ's membership

- Survey shows that most members feel that NPNZ is increasing the industry's positive profile.
- Survey shows that at most members have positive opinions of NPNZ.

Promote positive regulatory outcomes

- NPNZ viewpoint conveyed in one or more articles.

Published story topics in 2015



- Health product bill's passage into law will help to ensure accurate active ingredient claims for fish oil
- Natural products industry a significant contributor to NZ's economy
- Natural product industry 2015 award winners announced
- Natural health industry hails bill's progress towards becoming law
- Scaremongering over Colorado University's multivitamin study could do more harm than good
- Dietary change key to saving sight for thousands of NZers
- Fish oil supplements: do you need them – and can you trust them?
- Economic research: complementary medicines can improve health, reduce costs
- Several articles about dietary supplements and other natural products matters, which arose from journalists contacting NPNZ for comment

Where stories appeared in 2015



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- Online (e.g. Stuff, Scoop, Voxy, Yahoo NZ)
- NZ Herald
- TV3
- Sunday Star-Times
- Pharmacy Today
- NZ Listener
- North & South
- Waikato Times
- Norwest News
- Bay of Plenty Times
- Greypower magazine

Looking ahead



- Expect pro-active contact by media to continue
- Challenges to maintain media momentum once the NH&SP Bill passes into law
- Some key journalists very cynical about dietary supplements
- Managing media scaremongering
- Moving into social media