

Bordeaux Casablanca Valley **Hawke's Bay** Lausanne Mendoza Napa Valley Porto Rheinhessen Rioja South Australia Verona

# YOU'RE IN GREAT COMPANY HERE

  
**HAWKE'S BAY**



The world's newest  
Great Wine Capital



# INTRODUCTION

Hawke's Bay Tourism is delivering this significant domestic visitation campaign with the second tranche of funding from MBIE's Hawke's Bay Tourism Cyclone Recovery Programme, which was announced in September 2023.

'You're In Great Company Here' is a proud statement about Hawke's Bay's Great Wine Capitals status, that connects this exclusive and world-class accolade to the region's broader destination offering.

Hawke's Bay's inclusion in the Great Wine Capitals Global Network is entirely unique to our region among domestic destinations. There can only be one Great Wine Capital in each country, which therefore makes us New Zealand's Great Wine Capital. No other region can claim to offer a complete wine tourism experience that's been assessed as world-class by the absolute best of the best.

So, shout it loud and proud:

Hawke's Bay is a Great Wine Capital of the world!

We're excited to take this major step in further raising awareness of the region's Great Wine Capitals membership with domestic audiences. This toolkit shares some of the key campaign details with you, and includes assets you can also use through your own channels to be part of the campaign yourself.

For any further questions, don't hesitate  
to contact Ben Hutton, Marketing Manager:  
[benh@hawkesbaytourism.co.nz](mailto:benh@hawkesbaytourism.co.nz)



# CAMPAIGN MESSAGING OVERVIEW



## YOU'RE IN GREAT COMPANY HERE

The central creative idea for this domestic campaign quite obviously leads with Great Wine Capitals, celebrating that Hawke's Bay sits among the great wine tourism destinations of the world. Destinations like Bordeaux, Mendoza, Napa Valley, Verona and South Australia. And for the timebeing, Hawke's Bay also holds the status as the newest member of the collective.

As well as the obvious link to Great Wine Capitals, **You're In Great Company Here** is an invitation to visit the region and connect with the people, places and experiences that make Hawke's Bay such an incredible visitor destination. It also encourages visitors to share their Hawke's Bay experience with their favourite people.

We aim to present a diverse range of activities throughout the duration of the campaign, linked by the core principle of being in great company in a Great Wine Capital of the world.

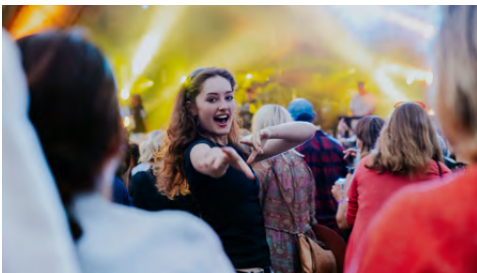
Research insights show our primary domestic target markets are particularly motivated to seek out culinary experiences on their domestic holidays, numbers which are even more pronounced for those looking to visit Hawke's Bay!

So by pairing food and beverage with a wider destination offering, we can extend the glow of the Great Wine Capitals accolade even further in a campaign that has depth, personality and energy.



# CAMPAIGN MESSAGING

## BRAND IMAGERY



SAMPLE  
CREATIVE



Video: 15" & 30"



Video: 15" & 30"





# GET INVOLVED

There are a range of options available to you, to align your experience to the campaign via the use of the campaign assets. You can find a link to each set of logo files on this page, and on subsequent pages. If you would like advice on how to use it, please don't hesitate to get in touch.

[benh@hawkesbaytourism.co.nz](mailto:benh@hawkesbaytourism.co.nz)



# YOU'RE IN GREAT COMPANY HERE



The world's newest  
Great Wine Capital

[Download logo files](#)

## Full campaign lock-up

The "You're In Great Company Here" wordmark has been specifically for this campaign, and is intended to be used in partnership with the Hawke's Bay logo.

If your intended use is with a photograph, then you need to ensure that Hawke's Bay is also represented – either with the logo, or in the accompanying copy. If you are using it in a video, such as a social media reel, the two parts of the lock-up can appear in sequence.

# GET INVOLVED



There is also the option to use the Great Wine Capitals accolade without also incorporating the campaign tagline of “You’re In Great Company Here”.

Here are several options, with brief guidelines about when to use each option.



[Download logo files](#)

## **Hawke's Bay sun device + The world's newest Great Wine Capital**

When to use: For as long as Hawke's Bay is the world's newest Great Wine Capital, this logo is great to use. As part of our normal updates about the Great Wine Capitals network, Hawke's Bay Tourism will advise if/when a new capital is announced, which would be accompanied by a request to discontinue using this version of the logo.



[Download logo files](#)

## **Hawke's Bay sun device + One of the world's Great Wine Capitals**

When to use: While our preference is to continue referencing Hawke's Bay as the newest capital for as long as it is true, you may like to use this logo now if you are producing something that may have longevity – such as signage or large print runs.



[Download logo files](#)

## **Hawke's Bay sun device + New Zealand's Great Wine Capital**

When to use: For some of you, international visitors are a key market. That could mean the presence of “New Zealand” holds particular significance in your communications – whether with trade, media or the visitors themselves.



[Download logo files](#)

## **(no sun device) Hawke's Bay, NZ's Great Wine Capital**

When to use: There will be instances where it does not make sense to also incorporate the Hawke's Bay logo, such as when there are space restrictions or the presence of multiple other logos. For this reason, we have created this version of the logo which ensures 'Hawke's Bay' is still referenced alongside the Great Wine Capital accolade.

**SAMPLE MEMBER**  
**CREATIVE**



**Hawke's Bay, NZ's**  
Great Wine Capital



# SAMPLE MEMBER CREATIVE





# QUESTIONS?

Please contact Ben Hutton, Marketing Manager  
[benh@hawkesbaytourism.co.nz](mailto:benh@hawkesbaytourism.co.nz)



  
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