

A Kea New Zealand Initiative



Submitting PassItOn Content

A Guide for Content Contributors

PassItOn is made possible by our supporters:



EDANZ
Economic Development Agencies
of New Zealand



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.introduction

Every now and then, there are events that generate positive attention for New Zealand around the world. These events are particularly momentous for Kiwis living overseas, providing them with “15 minutes” to extol the virtues of New Zealand and its people. The 2011 Rugby World Cup is one of these events.

Imagine if we could give overseas Kiwis the ability to continue the conversation about New Zealand on a wider and more passionate basis. Imagine giving Kiwis the passion, and the tools...to pass it on...

If you haven't already been properly briefed on the 'PassItOn' initiative you probably shouldn't be reading this yet. Get in touch with Scott at Kea to get more information. **Don't do anything without speaking to us first!**

The success of 'Passiton' depends heavily on the quality of our content, so following these guidelines is important. **We reserve the right to exclude any content that does not satisfy these guidelines.**

.our vision

PassItOn is a platform to champion what is **cool, exciting and desirable** about New Zealand . We are trying to build a platform that gives New Zealanders a fresh way of engaging the world about their talents, ventures and wares. By presenting this content in a manner that takes advantage of surprise, humour and topicality we hope to create a viral effect that turns New Zealanders and friends of New Zealand everywhere into roaming advocates. We'll know we've succeeded when we can see that New Zealanders around the world are sharing stories about New Zealand with their own offshore personal and professional networks.

The content you create needs to be true to this vision.

The Litmus Test: Would a New Zealander, or a person interested in New Zealand, watching your content wherever they are in the world, sit back in genuine astonishment – interested, excited or inspired by your message? Would they be naturally compelled to pass it on ?

.what we are looking for

Every piece of content in the 'cool kiwi thinking' area of the site must have the following qualities:

- It must exemplify what is cool, exciting and desirable about New Zealand
- It must relate to a specific individual, organisation or initiative that is globally orientated i.e of interest to a global audience. We are not looking for industry, sector or regional promotional material.
- An excellent production standard. Filming, sound, lighting and editing should be of a professional quality (this doesn't mean that you need to spend a fortune on production – see pg 11).
- The right tone and message. You are speaking to an audience that needs to be inspired and excited. Don't give us a dowdy corporate video. Give us a compelling message that will provoke people into spreading your message.

Here is a great example from [Yike Bike](#) (Christchurch).

.technical specifications

Video content for the PassItOn site will be hosted on an allied Youtube channel. You therefore need to ensure that any video you provide is optimised for Youtube. Here are some guidelines:

Video	
Video Resolution	For HD it is 1920x1080 (1080p) or otherwise 1280 x 720.
Bit Rate	Because bit-rate is highly dependent on codec there is no recommended or minimum value. Videos should be optimized for resolution, aspect ratio and frame rate rather than bit rate.
Frame Rate	The frame rate of the original video should be maintained without re-sampling. In particular pulldown and other frame rate re-sampling techniques are strongly discouraged.
Codec	H.264 or MPEG-2 preferred.
Preferred Containers	FLV, MPEG-2, and MPEG-4
Audio	
Codec	MP3 or AAC preferred
Preferred containers	FLV, MPEG-2, and MPEG-4
Sampling rate	44.1kHz
Channels	2 (stereo)

.how will your content be presented

This is an early mock-up of how each piece of content is likely to be displayed.

Already signed up? Log in here: Email address: Password: Search the site:

Passiton.co.nz

NEW ZEALAND 2011

HELP PASS IT ON | PRESS & BLOGGERS | ABOUT PASSITON | MORE ON RWC2011 | SHOP

Liam Finn - Album Release

[AuctionNZ, New Zealand](#) MUSIC PASS IT ON! →

BIO | **THE ASK** |

Liam Finn lives and performs in the lengthy shadow of his famous father, Neil Finn of Crowded House and Split Enz – a man who seems to be able to write memorable pop songs as easily as other people write shopping lists. Finn the younger succeeded in making a name for himself while still a teenager as the lead singer of the quirky rock band Detchadupa, formed after he met bandmate Matt Eccles during a beach holiday with his family.

THE ASK →

SUPPLEMENTARY CONTENT

MORE MUSIC VIDEOS

5-10 of 25 1 2 3 4 5

Your video content will be accompanied by:

- A short (80 word) text bio / company profile
- A 50 word ask statement – explaining what you want the PassitOn audience to do i.e. buy, invest, collaborate, learn more etc.
- A blind contact form. You'll need to nominate an email address for this.

.getting better results

We want to get real outcomes for the individuals and organisations profiled on the PassItOn platform. Here are some ideas to make your content more effective:

- **Keep it short:** While we can accept videos up to 10 minutes long, it would be best to keep them under 1 ½ minutes and certainly under 3 minutes.
- **Special offers:** Try and package a special offer or incentive that is unique to the PassItOn community – a discount, a money can't buy experience etc. You can either build this offer into your video or mention it in the text note accompanying your video.
- **Make it clear:** Be very clear about what you're asking people to do – buy, invest, collaborate, learn more etc. You'll do this in your accompanying text 'ask' section but you may also choose to incorporate the 'ask' message in your video.
- **Make it personal:** Personalising your message (rather than a pure company promo) might help get your message across to Kiwis around the world
- **Remember the audience:** You need to produce content that is compelling enough to make New Zealander's pass it on, but still relevant to an international audience (so not too much Kiwiana!)

.copyright issues and moderation

When you submit content to the PassItOn you will be asked if you own all copyrights. This is very important because this means you are taking full legal responsibility for the content you are posting. Do not upload any footage or music (including edited segments thereof) without proper permission. Your submission should otherwise consist entirely of content you have created yourself.

Prior to going live on the PassItOn website all content submissions will be moderated. Kea reserves the right to decline to post content that it deems to be inappropriate.

.the content submission process

We've tried to make it as easy as possible for you to submit content to the PassItOn platform. Just follow these basic steps:

- 1. Talk to the PassItOn Project Manager to make sure your content is suitable.**
- 2. Schedule an upload date with the PassItOn Project Manager.**
- 3. Use this guide to produce your video content.**
- 4. You will be provided with a URL where you will be able to upload your video and enter the text for your PassItOn profile.**
- 5. Your content will go into a moderation queue.**
- 6. Once reviewed your content will go live to the site .**

.FAQs

How long will your content be live?

Your content will be live on the PassitOn site until November 2011 unless you agree otherwise with the PassitOn Project Manager.

Changing the video or text on your content page

If you want to change your profile video or the text on your profile you will need to contact the PassitOn Project Manager. There is no provision for you to make these changes yourself.

What happens after the Rugby World Cup?

Kea New Zealand will review the performance of the PassitOn initiative up to November 2011 and will make a decision about the future operation of the PassitOn platform at this point. The current intention is that PassitOn will exist beyond 2011, fully integrated with Kea's online presence.

What if I can't provide video content?

The whole PassitOn initiative is designed around video content submissions. If you simply cannot provide a video submission or believe that video is not a suitable medium for you we may be able to accommodate you. Contact the PassitOn Project Manager.

.need help producing your video?

We have assembled a network of preferred providers who can help you to create a compelling message for the PassItOn platform without spending a fortune.

These providers have been fully briefed about the PassItOn vision and they have worked with us to create standard packages with cost-effective capped pricing. They can help with:

- **Editing existing content to satisfy the PassItOn brief and specification**
- **Creating content from scratch – from concept through to production**
- **Filming and post-production for a concept you have developed**

Contact us for information about our provider network. We have someone to help in every major city of New Zealand.