

Here's something amazing
from a very cool place -
pass it on



Imagine a place hidden away at the bottom of the South Pacific - at the edge of the world. A place where new-ness is welcomed because what's old is of little use here. A place where a person who wants to change things is considered a hero not a hindrance, and new ideas, new ways of doing things, new experiences are considered the best way to grow, to be successful, to get on in the world.

Welcome to New Zealand - where you don't want to live in the past.

Why is new thinking so important to New Zealanders? And in confirming that the past is.. well..past why do New Zealanders know there's no point feeling smug that Kiwis were the first to split the atom, give women the vote, climb the world's highest peak - invent jogging and the jet boat?

New Zealand, like its land, is still forming. Its small size means its past counts for little in the world (who knows a Kiwi invented bungy jumping, and who cares?). Its youth gives it the belief that creating a better world is as important as protecting an old one. Its ambition drives it to see imagination as a cultural asset not a creative indulgence.

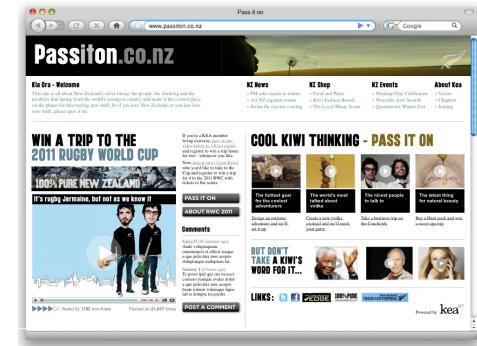
So for those that have contact with New Zealand, it's always something of a surprise. For Bill Clinton who delights in product from 'Untouched World' - the first fashion company in the world to be recognised by the United Nations for sustainability...for the millions of people enthralled with how Peter Jackson brought the Lord of the Rings to life, and James Cameron who considers Jackson's Wellington's movie community the best place in the world to make a movie...for Americans addicted to The Flight of the Conchords...for Europeans addicted to Central Otago Pinot Noir...

for all these people New Zealand is something they want more of.....and New Zealand needs them to pass it on.



With its size, youth and ambitions New Zealand needs all the support it can get for its people, places and products to be more noticed and more desired. So in creating PassItOn.co.nz we believe in giving all New Zealanders, at home and overseas, the tools to pass on the absolute best of New Zealand.

We believe that no matter how good these things are it's hard to be noticed globally, but that every now and then little 'new' New Zealand is at the centre of something big (like a rugby world cup or a major Oscar win) that gives us a stage to stand on.



We believe that for New Zealand to thrive it has to be cool, exciting and desirable to millions more people, but that means we have to champion what is cool, exciting and desirable about New Zealand.

We believe in the power of surprise, humour and topicality to create viral communications that spread the word, and that earnest commentary from New Zealanders about what they think is great about New Zealand is boring.

We believe that it's time to sell, not just tell - that to pass it on means to get someone to get it, do it, or go there - and we want to work with New Zealanders to develop fresh ways of engaging the world with their wares.

And we believe that in the countries and cities around the world where New Zealand needs more visibility there are over a million Kiwis - living, working and talking online everyday with people that don't give New Zealand a second thought.

And these Kiwis are our starting point, because at Kea we believe that every expat Kiwi is a person who secretly wants to pass it on.

