



NIZ

ME

TRANSFORMING THINKING

NZME.

NZME is one of New Zealand's leading Media companies - comprising separate Publishing, Radio, E-commerce and Digital businesses

In 2015 NZME started an ambitious journey to merge its existing businesses and to transform into a single entity - NZME

TRANSFORMATION WORKSTREAMS

CO-LOCATION

SALES TEAM INTEGRATION

NEW TECHNOLOGY - DIGITAL ECOSYSTEM

ONE NEWSROOM

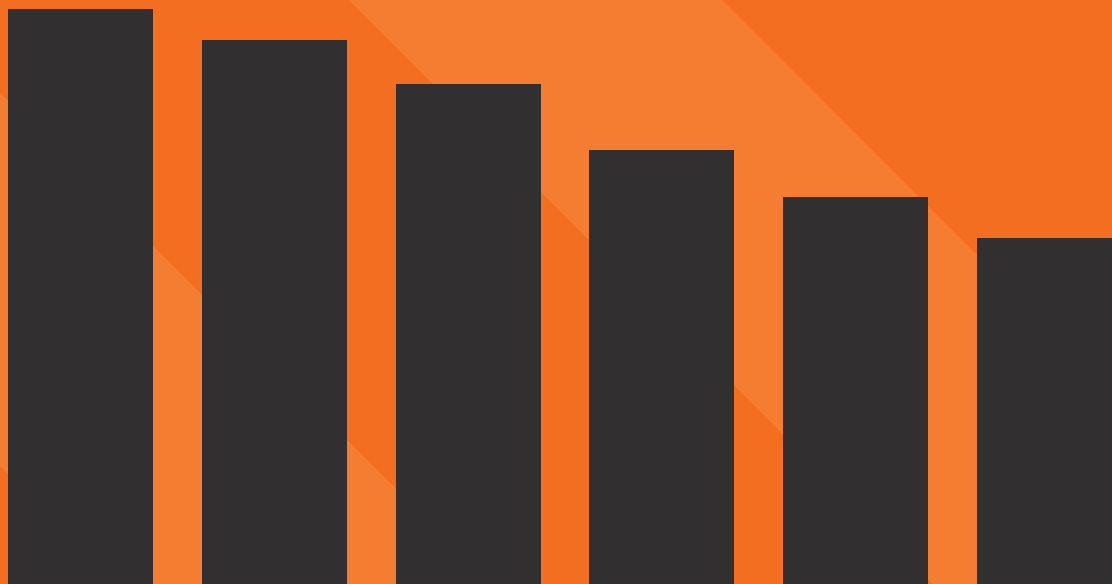
LEVERAGING OUR PRODUCT SETS

A ROLLOUT OF NZME PROCESSES & POLICIES

NEW BUSINESS STREAMS ESTABLISHED

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NZME HAS STARTED A TRANSFORMATION JOURNEY WITH STRATEGY TO BECOME AUDIENCE CENTRIC AND A PLAN TO ACHIEVE YEAR ON YEAR GROWTH IN AUDIENCES & PROFIT



Publishing revenue



Publishing sales teams had become accustomed to year on year revenue declines.



**THE INITIAL PLAN
WAS TO ACHIEVE
BENEFITS BY
MERCING THE
SALES TEAMS
AND ELIMINATING
COSTLY CLIENT
SERVICE
DUPLICATION**

**That idea was
shattered by a venn
diagram**

NZME.

**NZ
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NZME.

IN ORDER TO ACHIEVE THE GOAL OF YOY GROWTH NZME NEEDED TO **TRANSFORM THINKING FROM LOSING TO WINNING**

WHAT WERE WE DOING WRONG?

Sales teams selling siloed products

Sales tactics were limited to discounting

Team targets instead of individual sales targets

No process or incentives for integrated selling

No emphasis on sales innovation or creativity

An acceptance that the market was outside of our control – decline was ok



WHAT HAVE WE CHANGED?

Shifted the focus to selling audiences

Introduced short term incentives for cross selling

Focused on talent identification, incentivisation and training

Included digital in all sales briefs

Used the client information identified in the venn diagrams to target lead opportunities

Set short term goals & we focused on winning

NZME.

THERE IS A LONG WAY TO GO AND THIS IS ONLY THE BEGINNING OF OUR STORY.

IN 1Q15 WE HAVE ACHIEVED:

- YOY REVENUE GROWTH IN PUBLISHING & DIGITAL**
- MERGER BENEFITS**

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