

Taranaki Story

How to
Guide

TARANAKI

like no other



Taranaki Story – What is it?

The Taranaki Story is a comprehensive toolkit made up of seven key pou, images, videos, infographics, case studies, and a presentation template. These assets are free to use, and along with the story narrative, will help the Taranaki community to stand strong in our sense of self. The Taranaki Story defines and presents cohesive and shareable regionally themed stories aimed at supporting our local identity, pride, and profile in Aotearoa and around the world. Along with the assets included in the toolkit, anyone can use the words within the key pillar stories to support your own business or enterprise messages.

As well as our Taranaki Story, we have seven pou based on our pillar themes, these are:

- [Ngā Iwi o Taranaki.](#)
- [Something here for everyone.](#)
- [Go no further.](#)
- [Tasty and hospitable.](#)
- [Enterprising opportunity.](#)
- [Kaitiaki of this land.](#)
- [Our energy, our future.](#)

This is an exciting and progressive time for Taranaki. We want to share with the rest of the country, and the world, what Taranaki is doing and what make us so unique. By providing tools and resources to share and vocalise our own narrative, the Taranaki Story endeavours to empower our Taranaki enterprises to share their story far and wide, championing our region and the exciting future that lies ahead.

Why do we need to tell our stories?

Whether you already have a strong brand, or you are just starting out, now more than ever we need to tell compelling and aspirational stories about Taranaki. We want to help promote accurate perceptions of Taranaki by using a consistent brand and message. We want to back up our claims with evidence and ‘proof points’ that are readily available in the toolkit. There is no need to reinvent the wheel

every time we need to demonstrate or describe why Taranaki is like no other. With consistent imagery and language, we’ll paint a clear picture about our region that can play a significant role in attracting the best people to learn, live, invest, work, play, visit, and create in Taranaki.

Who can use it?

From large local enterprises to an individual wanting to put together an investment proposal, the Taranaki Story is a valuable tool for anyone looking to promote the region, our ideas, passions, business and innovation. The stories and toolkit content is available for use across multiple platforms and channels, providing flexibility in application and use.

There are seven pou for you to pull content from – not every story will relate to you – just use what is relevant to you and your purpose.

Sample imagery



How can I use this?

The more we use the content, share our stories, and create a consistent regional identity, the stronger the message becomes. The key to the success of our Taranaki Story is to use it and share it.

Some ideas about how you can use the Taranaki Story:

- use content from the seven pou to encourage people to visit Taranaki
- use content from the seven pou to create an effective recruitment ad or campaign
- use [photos](#) or a [video](#) in a conference presentation
- use the [Taranaki Like No Other logo](#) on your website and in your email signature
- use the photos or videos across social media to show your pride for Taranaki or to promote your enterprise or event
- use a [sound library](#) file in a presentation to evoke regional emotion or for that added story telling element
- use the Taranaki Like No Other logo on a product label
- use content from the seven pou, photos, or even a full [case study](#), in an induction book or a welcome pack
- use some of the [infographics](#) in your next tender proposal
- use the social media [giphys](#) across your social content
- use the [templated PowerPoint presentation](#) to make presenting as easy as possible
- use one or more of the case studies to help tell your story, or to provide evidence of a point you're making
- use a video at an event or engagement with an overseas audience
- embed the most relevant video on your website and social media pages
- share the videos in your next newsletter or use one of the photos as your banner

The opportunities are endless – and this content has been created with you help, for your benefit and use.

Where can I find it?

www.venture.org.nz/taranaki-story

Brand guidelines

Refer to the [brand guidelines](#) for tips and directions on how to use the Taranaki Like No Other logo, effectively and correctly in a co-branding situation.

Taranaki Story – we're committed to creating a better tomorrow, future-focused and connected, full of life, and humming with the ideas, innovations and passion of those who call our diverse whenua home. We are Taranaki, like no other.

[#TaranakiStory](#)

Sample imagery



Sample pages from the PowerPoint template

Ngā Iwi o Taranaki

Ngā Iwi o Taranaki example heading.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

- Aenean fringilla commodo
- Tortor vitae
- Congue justo
- Imperdiet et

Proin sit amet ipsum id turpis commodo cursus eu quis ex. Phasellus nibh elit, tempus feugiat dolor nec, gravida euismod magna.

Taranaki. Like No Other

Graph Header Example.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean fringilla commodo tortor, vitae congue justo imperdiet et. Proin sit amet ipsum id turpis commodo cursus eu quis ex. Phasellus nibh elit, tempus feugiat dolor nec, gravida euismod magna.

Total guest nights October-December 2020

Month	New Plymouth District	South Taranaki District	Whararua District
July	40000	10000	10000
August	25000	10000	10000
September	35000	10000	10000
October	45000	10000	10000
November	40000	10000	10000
December	50000	10000	10000

Sample infographic



40+ MUSEUMS

There's over 40 museums and art galleries around Taranaki

TARANAKI
like no other