



THE  
NEW ZEALAND  
FERNMARK  
LICENCE  
PROGRAMME

# EXPORT STORYTELLER GOLD

A membership benefit  
for FernMark Licensees

Export Storyteller helps New Zealand  
companies build the core marketing  
skills needed to leverage  
New Zealand's brand and reputation.

The GOLD programme is a course  
for senior leaders. It includes five  
expert-led modules that draw on  
insights, and market-relevant strategy.  
One cohort equates to 4.5 days of work  
and runs each year July-November.

For more information email:  
[exportstoryteller@nzstory.govt.nz](mailto:exportstoryteller@nzstory.govt.nz)

## PROGRAMME

| MODULES  | DESCRIPTION   | DELIVERY  | EXPERT TEAM  |
|----------|---|---|--|
| Module 1 | <p><b>UNDERSTANDING BRAND NEW ZEALAND</b></p> <p>Connect to your customers through New Zealand's values, market research and the FernMark. Using research-based customer insights, understand your customer, their world, and what it means for your export story.</p>  | <p>July</p> <p>Group Teams call</p>   | <p>Amy Knightley</p> <p>Director</p> <p>Brand and Insights</p> <p>New Zealand Story</p> <p><a href="#">View profile</a></p>  |
| Module 2 | <p><b>EXPLORING YOUR BRAND STRATEGY</b></p> <p>Proven frameworks to define your consumer, capture your brand essence and explore a strategic approach for marketing communications. The starting point to create rich stories and creative assets.</p>  | <p>August</p> <p>Group in-person</p> <p>1.5 day workshop</p> <p>(Auckland)</p>                          | <p>Mark Jenner</p> <p>Managing Director</p> <p>Jenner &amp; Co</p> <p><a href="#">View profile</a></p>   |
| Module 3 | <p><b>CREATING YOUR BRAND WORLD</b></p> <p>Using your market-led, insight-based brand narrative, we'll help craft your brand manifesto, define your brand personality and develop stimulus materials for in-market focus groups.</p>  |   | <p>Mike O'Sullivan</p> <p>Founder and Chief</p> <p>Creative Officer</p> <p>Many Minds</p> <p><a href="#">View profile</a></p>  |
| Module 4 | <p><b>CONNECTING WITH USERS IN-MARKET</b></p> <p>Elevate understanding of your customers by engaging with one target international audience, utilising a bespoke online Discovery Canvas. Gather contextual insights and pinpoint the most effective story to tap into their needs and preferences in order to maximise the impact of your origin story.</p>  | <p>September</p> <p>Online Research</p> <p>October</p> <p>Findings presentation</p> <p>(Teams call)</p> | <p>Lisa Errington</p> <p>Consumer Strategy</p> <p>Director</p> <p>One Picture</p> <p><a href="#">View profile</a></p>  |
| Module 5 | <p><b>DRIVING GROWTH THROUGH MODERN MARKETING</b></p> <p>Elevate how you connect with international customers. This programme equips exporters with practical frameworks to build micro-personas, create authentic content, and implement modern marketing strategies for measurable outcomes. Learn to build engaged communities, strengthen your digital presence, and craft messaging that balances functional value with emotional connection, while developing a clear roadmap for growth.</p> | <p>November</p> <p>Two-hour online workshop</p> <p>(Teams call)</p>                                     | <p>Craig Osborne</p> <p>Founder</p> <p>Resonance Marketing</p> <p><a href="#">View profile</a></p> <p>Izzie Guo</p> <p>Marketing Lead</p> <p>New Zealand Story</p> <p><a href="#">View profile</a></p> |

## CRITERIA

The below criteria is required to be selected as one of the six Export Storyteller GOLD companies:

- ✓ A FernMark Licensee
- ✓ New Zealand is an integral part of your export marketing story
- ✓ A committed CEO and two senior team members to participate in all modules
- ✓ A desire to deeply understand your export customer
- ✓ An established exporter

*Licensees are selected to ensure commonality without competition.*

## INVESTMENT

The retail value of Export Storyteller GOLD is estimated to be at least \$20,000 per company. As a FernMark Licensee we're pleased to support your participation through a co-funded model.

Investment for each participating Licensee:

- ✓ A contribution of \$5,500 + GST per company
- ✓ Any costs related to attending the 1.5 day workshop in Auckland
- ✓ A time commitment of 1.5 days for the Auckland workshop and three part-days online for your CEO and two senior team members.

“ GOLD has not only elevated our strategic thinking but also connected us with New Zealand's top marketing minds – an invaluable asset for any exporter.

Andy Millard, CEO, Link Engine Management ”

“ The GOLD programme gave us the tools and insights to reshape our brand with confidence. We applied learnings from the modules to create a tight design brief for Miranda™ apples, leading to a bold rebrand that resonated with Asian markets. The result? Fantastic market feedback and a finalist spot in the 2025 Best Design Awards.

Eleni Yianna Hogg, Marketing Director, Golden Bay Fruit ”

“ The GOLD programme was fantastic for our business and team. In early 2024, we had just reset our growth strategy including a total rebrand, so the programme was well timed and added a huge amount of value in helping to validate our refined proposition with global customers. It also challenged our thinking in terms of the perceived value we take to market, and how we best capture that value to maximise growth as a result. It's been an exceptional programme for us.

Shane Heenan, Chief Executive Officer, Formthotics Foot Science ”