

TELEVISION COMMERCIALS

NEW ZEALAND DELIVERS CREATIVE COMMERCIALS

Creating the world's best television commercials can be a juggling act of location, creativity, capability and technology combined with the ever-present discipline of deadline and budget. New Zealand can deliver all these elements in a single, superlative location that exceeds the needs of international production companies.

New Zealand has a robust and healthy television commercial industry with a long and distinguished history of working with a wide range of overseas production companies and advertising agencies. Numerous international award-winning commercials have been filmed in New Zealand using local crews and expertise and spectacular scenery.

The country's world-class digital effects and computer-generated animation capabilities that created icons like *The Lord of the Rings trilogy*, *The Chronicles of Narnia: The Lion, the Witch and the Wardrobe* and *King Kong* are increasingly being used to create outstanding and powerful commercial advertising.

COMMERCIAL SUCCESS

There is, quite simply, no other place in the world with an environment that can match New Zealand for location filming. The country offers alpine peaks, surf beaches, rolling green countryside, geothermal areas and lush rainforests within a few hours drive of each other.

New Zealand's unique South Pacific location is a powerful attraction for reverse season filming, enabling next season's commercials to be filmed off-season. Because New Zealand is a compact but easily accessible country, filming can be done almost anywhere to meet exact location requirements and yet still be within close range of sophisticated screen services and infrastructure.

Many international production companies have selected New Zealand as a 'must-have' location for filming television commercials, including those from the United States, Australia, Poland, the United Kingdom, Japan, Singapore, South Korea and Vietnam.

New Zealand's commercial directors, film crews and world-class creatives consistently win international awards for their commitment to producing excellent work. They are also well known for their hard work ethic, sense of humour, flexibility and practical problem-solving skills.

Full production and post-production, facilitation services, translators and multi-lingual production co-ordinators are readily available.

The diverse variety of work produced in New Zealand has ensured that local directors and crew are constantly adapting to new equipment and techniques. The lack of demarcation between specific roles can be an added bonus to production. Additionally, the favourable exchange rate makes financial sense to film in what is becoming a favoured location for shooting outstanding commercials.

Companies such as Sony, Nokia, Johnny Walker and Singapore Airlines are amongst those who have looked to New Zealand's expertise in animation and digital effects.

To find out how your business can benefit from these advantages, contact Investment New Zealand, the investment promotion agency of the New Zealand Government. Investment New Zealand has in-depth understanding of the commercials industry and has the networks to facilitate opportunities in this high growth sector.

www.investmentnz.govt.nz