



Māia: Amplifying the voices of social impact

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www.maiastudio.co

Te Pūaha o te Ako

What we will cover:

- The whakapapa of Māia
- Defining our communication approaches
- Māia social impact campaigns case studies
 - #MindTheGap
 - Rare Disorders Month
 - Kaupapa Māori
- Our top tips

Māia Studio: Our Whakapapa

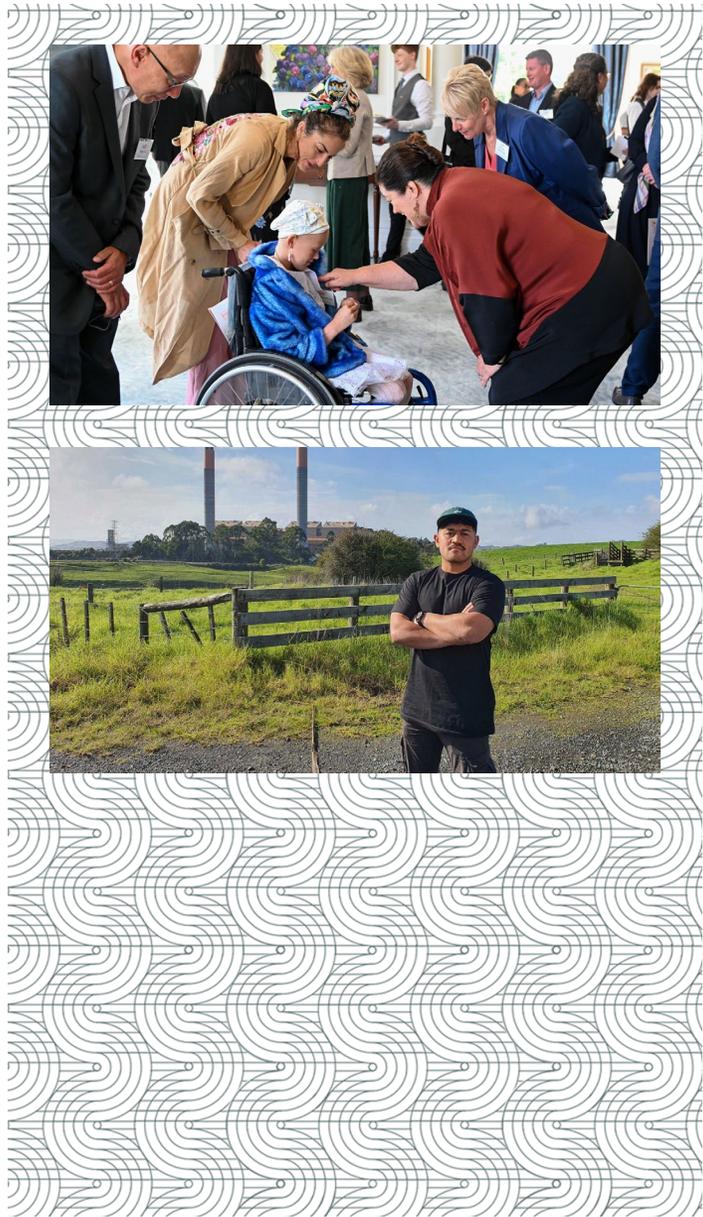
- Our mission:
 - To improve social outcomes through marketing communications strategies and campaigns.
 - Bring more diversity to the communications industry.
- Lean model of purpose-led communicators.



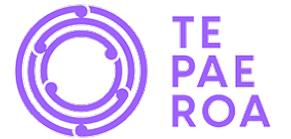
Our Mahi - Pou

The walls of our business stay strong supported by our four pou:

- Kaupapa Māori
- Causes
- Music and entertainment
- Conscious commerce



Our clients, our whānau



How we work

The Māia Conscious Communications Framework

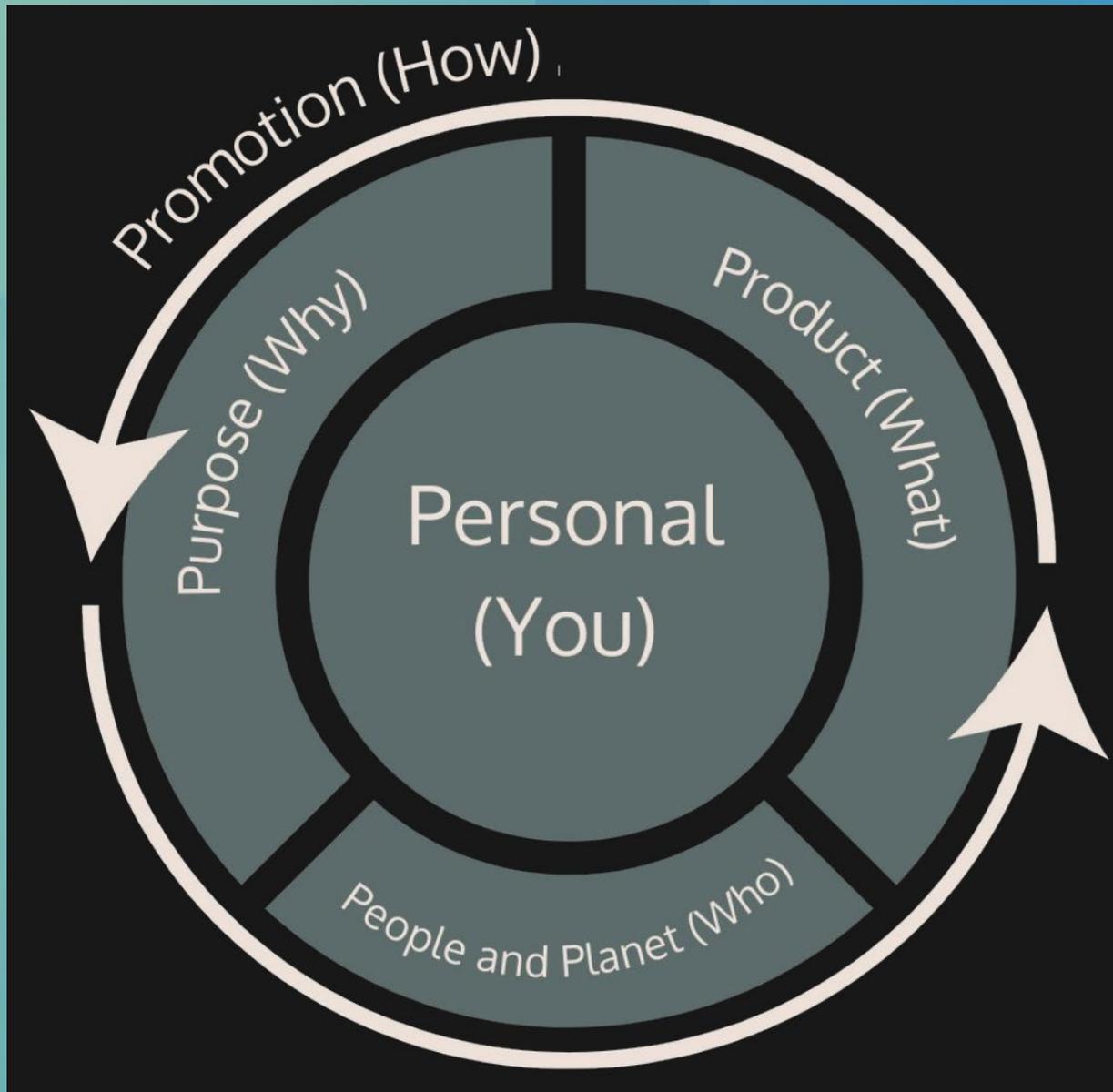
- Our 5-step pathway to produce an impactful communications plan and brand strategy.

Impact with Intention

- Our campaign management programme.

Our Partners

- We closely work with tier one news outlets, national and global media bases, social and digital partner 10XL.



Our Conscious Communications Framework

Te Pūaha o te Ako

The #MindTheGap Campaign

Te Pūaha o te Ako

MindTheGap

MindTheGap addresses pay gaps in Aotearoa.

In 2021, Māia was part of the team that launched this campaign. We were responsible for developing and executing the communication strategy driving big business to commit to voluntary public pay gap reporting.



The Problem

- A significant gender and ethnic pay gap.
- Lack of awareness among business operators and employees of pay gaps.
- Significant economic pressures.

The Detail: Call for companies to make pay gap public

Sharon Brett Kelly of Newsroom - 05:00, Oct 20 2021



the
detail



Gender Pay Gap

Strategy Development

Communication objectives:

1. LOBBY Government to mandate legislation.
2. COMPEL 40-50 businesses to sign up to registry
3. RALLY the public to 'ask' and call for change.

Key audiences:

- Government.
- Businesses with >50 employees
- Alliance organisations.
- Key groups: Māori, Pasifika and ethnic communities; Disabled community.
- General public.

Campaign Insights

- Businesses make economic-based decisions
- Businesses are motivated by reputational outcomes.
- Both Government and Business are heavily influenced by the court of public opinion.

Tactics

We need to know our pay gaps so that we can close them. **What's yours?**

#JustAsk

#JustTellUs

- Evidence-based messaging
 - Celebrating businesses showing leadership.
 - Showcasing young wāhine spokespeople
 - Providing Government with updated impact reports every month.
- #JustAsk campaign
 - User-generated content.
 - Kit of resource on the website.
- #EqualPay365
- Pay Gap Reporting Masterclasses

Te Pūaha o te Ako

Tactics



- Partnership opportunities
- Working with like-minded organisations and organisations that elevate your voice.

 Māia

3 MONTHS

Our learnings

- Lean on other marketing channels when earned media becomes hard to achieve.
 - Unexpected events are destined to arise that make earned media harder to achieve.
- Approaching target audiences with kindness and empathy on potentially difficult topics will result in success.
- Engaging young leaders can be powerful in driving social change.

Rare Disorders New Zealand

Te Pūaha o te Ako

Rare Disorders New Zealand



- Advocate group for the estimated 300,000 people living with rare disorders in New Zealand.
- They strongly advocate for a national framework for rare disorders in New Zealand.

Government-Centred Communication



- In March 2023, Māia worked with RDNZ to launch the first Rare Disorders Month in Aotearoa.
- We developed #GlowUpShowUp as the key creative for this campaign.
- The Government was called to ‘do right by rare’ and follow through on their promise to deliver a national rare disorders strategy.

What we accomplished



Potential Challenges Developing Effective Government Messaging

- Do you choose to go with hard-hitting messaging pressing for change, or do you soften your messaging to attempt to grow a relationship and trust with the Government?
- Important to be agile with messaging depending on changes in environment



Key Learnings

- Work alongside organisations that could increase the volume of your message.
- Lend a hand to internal partners that handle stakeholder relations. Don't work in silos.
 - Ensure you are all speaking with one voice.
- Government agenda is led by the public agenda. Use the voices of your own communities to reach the ears in the Beehive.

Te Pūaha o te Ako

Kaupapa Māori: Nau Mai Rā

- First kaupapa-Māori power company
- Vision to make power equality a reality
- 10k whānau onboard + Young New Zealander of the Year

Young New Zealander of the Year: Ezra Hirawani, Māori power company Nau Mai Rā co-founder



NZ Herald

1 Apr, 2022 02:11 PM 3 mins to read

Save | Share



Ezra Hirawani has been named as the Young New Zealander of the Year. Photo / Supplied

Kaupapa Māori: Ngāti Kuri

- Increasing iwi resilience during COVID19
- #Hīkoito100 Music Festival
- Increased vaccination rates + protection of Ngāti Kuri whakapapa

NGĀTI KURI TE IWĪ PRESENTS



**TOMORROW PEOPLE - 1814
LADI6 - CHE FU - SAVAGE**

CREATIVE NĀTIVES & HĀNI DREAD
JACKSON OWENS - MONSTA GANJAH - ISRAEL STARR
DJ JAYRASIK - FLOWZ & DJ RAW - PAPA'S PACK
HOSTED BY MISS KIHI "THE NATIVE DIVA" & BROTHA D

SAT 21 MAY 2022 - AWANUI
SPORTS COMPLEX

TICKETS FROM WWW.HIKOITO100.COM

16+ EVENT - ALL PARTICIPANTS MUST PRESENT A VACCINATION PASSPORT WITH VALID IDENTIFICATION ON ENTRY

Kaupapa Māori: M9

- Strategy: Behind the Curtain, Beyond the Stage
- Four instalments later, the kaupapa has grown into a hotly anticipated event



Top Tips

- Start with purpose
- Cause leadership
- Use 5 P's

Te Pūaha o te Ako

Top Tips

- Understand your audience
- Build strong messaging
- Make it enticing for media
- Rally the troops

Te Pūaha o te Ako

Any Pātai?

Te Pūaha o te Ako

Thank you