

RETAIL MEMBERSHIP EXPLAINED



The Retail Membership category has been designed to entice retailers to show off their New Zealand made product by displaying the Buy NZ stylised kiwi-in-a-triangle logo in store.

In a survey completed by Research International Ltd in December 2007, it was shown that the logo was recognised by 93% of New Zealanders, so when the logo is displayed in-store the retailer becomes part of a nationwide marketing campaign for very little cost.

80% of consumers surveyed said that they would prefer to Buy NZ made product but find it difficult to find these. When you display the logo you make it easy for consumers to purchase what they want.

WHAT DO YOU GET

Retail membership costs \$50.00 per year + gst for up to 5 stores (and is then bought in 5 store blocks) and includes the following:-

1 x retail membership pack for each group of 5 stores that contains the following:-

- 5 x Retail Member decals
- 5 x Buy New Zealand Made counter displays
- 5 x Stationary order forms
- 1 x Buy New Zealand Made newsletter.

Retail members are entitled to use the logo by:-

- 1) Display of the Buy NZ Made logo in store and in any marketing material pertaining to the store.
- 2) At point of sale
- 3) On their web page

Retail members are able to:

- 4) Purchase of point of sale material from Buy New Zealand Made
- 5) Download the artwork for the logo off the Buy NZ website www.buynz.org.nz
- 6) Change the colour of the logo to suit their branding
- 7) Display a member directory listing with photo on the Buy NZ website that
 - a. Is fully editable by the member
 - b. Includes an email enquiry form
 - c. Contains links back to their website (if applicable)
 - d. Displays in searches (e.g. google) as a web page in its own right
- 8) Be listed under "Retail" in the online product finder on the Buy NZ website with more links back to their website.
- 9) Provide news and information for the Gallery, Members News and Members area on the Buy NZ website.
- 10) Sell listed products on the upcoming Buy NZ Shopping Mall website for an additional \$39.00 per year.

What Retail Members can't do:-

Retail members are not allowed to Label any products with the Buy New Zealand Made logo

To register for retail membership go to www.buynz.org.nz and click on "Join Buy NZ Made" and choose retail from the options displayed, or call Trina Snow on 04 496 6557..