Supporting online shopping this peak season

NZ Post peak campaign partnership assets



Connect with our nationwide push for online shopping this Christmas

This Christmas, NZ Post is investing in a nationwide, multi-channel campaign encouraging Kiwis to buy themselves more time and shop online.

Designed to complement your Christmas sales activity, the campaign promotes the convenience of online shopping and delivery, helping drive greater online shopping consideration throughout the peak season.

We want to provide you with some assets to help you:

- Connect your brand with campaign activity in market
- Reinforce online shopping and delivery benefits at key customer moments
- Capitalise on increased online shopping consideration this Christmas.

On the following pages, you'll find a range of asset options. Created for flexibility, these assets can be used a little or a lot across your marketing activity, from customer communications and social content through to website, checkout and delivery touchpoints.

Approval from NZ Post is not required. We simply ask that the assets are used in line with the usage guidelines provided in this document, and that they are removed after Christmas.

Asset & messaging overview

CUSTOMER JOURNEY STAGE /ASSET	BEST FOR	VARIATIONS	EXAMPLE
General use Christmas van visual	Use across the customer journey to create a subtle visual connection to the campaign when you're communicating online shopping, delivery or fulfilment.	Can be used on its own or paired with your own relevant delivery messaging.	
Awareness & Consideration Christmas van with online shopping messaging lock-up	eDMs, social media, digital advertising and promotional activity encouraging customers to shop online.	MESSAGE VARIATIONS: • *Buy yourself more time for Christmas. Shop online.* • *Shop online & let NZ Post bring the pressies.*	
Purchase & Conversion Christmas van with delivery messaging lock-up	Website banners, product pages, cart and checkout journeys where customers are closer to making a purchase.	MESSAGE VARIATIONS: • *Save time. Get it delivered.* • *Save time. Let NZ Post bring the pressies.*	

Usage guidelines

We've designed these assets to be easy to use, so NZ Post approval is not required before they go live. We simply ask that they are used in accordance with the following guidelines to ensure the campaign and NZ Post brand are represented consistently and as intended.

Assets may only be used up until 25 December 2026.
If we identify activity that falls outside of these guidelines, we may request that it be amended or removed.

Recommended use

- Only use the assets across marketing channels and customer touchpoints where online shopping, delivery, shipping or fulfilment are relevant to the message.
- Choose the asset version (blue, white or clear-cut) best suited to your channel and creative.
- Ensure assets remain clear, visible and easy to read.
- Solely for the purposes described in this document and only for the duration of the NZ Post Christmas campaign.

Please avoid

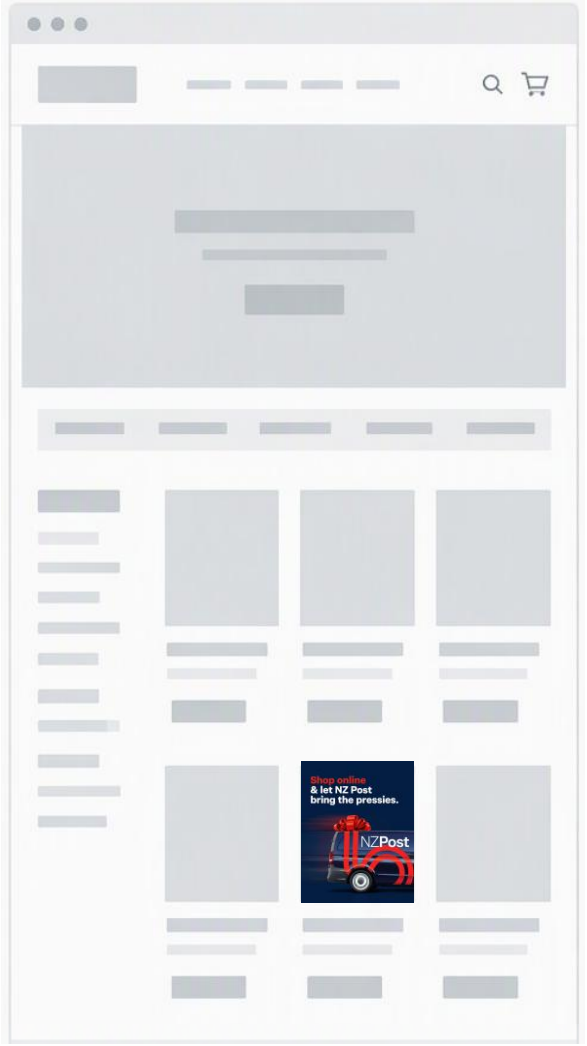
- Altering, recreating, recolouring or distorting the supplied assets.
- Modifying the approved campaign messaging.
- Removing or altering NZ Post branding.
- Using the assets in a way that is misleading, inaccurate or likely to create a false impression about NZ Post's relationship with your business, products or services.
- Placing assets where they aren’t clearly visible.
- Using the assets in connection with messaging that is unlawful, offensive or inconsistent with NZ Post's brand.

Application examples

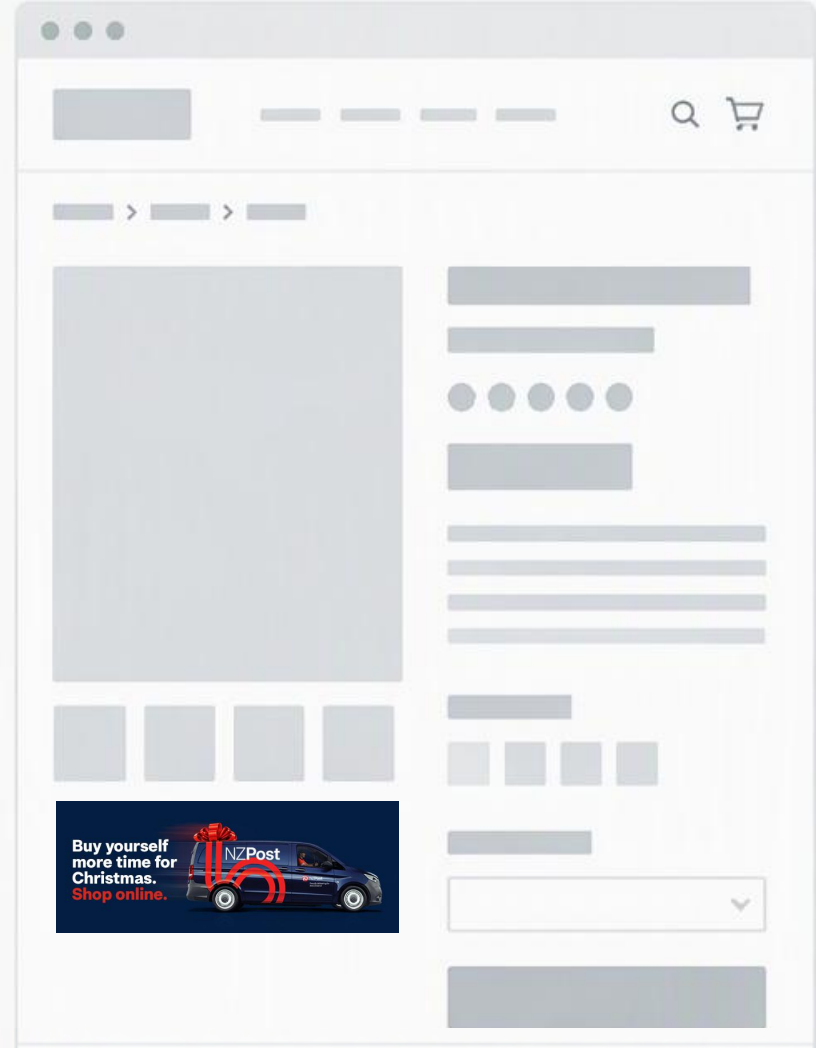
EDM



Product listing page



Singular product Page



Asset formats, sizes & usage guidelines

TYPE	SIZE	VARIATIONS	EXAMPLE
Portrait Banner	1080x1350 (4:5 ratio)	• Buy yourself more time for Christmas. Shop online. • Shop online & let NZ Post bring the pressies. • Save time. Get it delivered. • Save time. Let NZ Post bring the pressies.	
Landscape Banner	600x230 728x90	• Buy yourself more time for Christmas. Shop online. • Shop online & let NZ Post bring the pressies. • Save time. Get it delivered. • Save time. Let NZ Post bring the pressies.	 
Van Visual	907x500 (with clear background)	• Can be used on its own or paired with your own relevant delivery messaging.	

If a banner needs to be resized or placed within a larger coloured background, please use HEX #041E42 (RGB: 4, 30, 66) to match the NZ Post blue background.

Questions?

We're here to help. If you're unsure which assets are right for your campaign or have questions about how to use them, please reach out to your Business Manager.

NZPost

Delivering what people care about.