

The Warehouse Sales

The Warehouse wanted to raise awareness of their sales during key events throughout the year, such as Back to School, Easter, Halloween, Christmas, and more and encourage readers to shop at The Warehouse.

To achieve this, we developed an annual multi-platform strategy, promoting each event across print, online, and social media through multiple publications to maximise reach and awareness.

These campaigns were a success due to:

- **Always-on presence:** By aligning with key retail moments like Back to School, Easter, Halloween, and Christmas, the campaigns ensured The Warehouse stayed relevant during high-intent shopping periods.
- **Multi-platform approach:** These campaigns reached across print, online, and social media ensuring broad visibility.
- **Strong engagement:** The campaign delivered strong engagement across digital channels, with content outperforming benchmarks and driving high levels of interaction and traffic.
- All the online sponsored content gained over **12,100 page views** with majority of them performing above average.
- These campaigns reached over **131,000 users** on social media and garnered over **256,000 impressions** and achieved more than **5,165 link clicks**.

The most wonderful time to WRAP IT UP!

Getting Christmas done in one shop, that's the real bargain at The Warehouse

Sparkle up your space

If you're not the type to put your tree up in the weeks before Christmas Day, The Warehouse Christmas Tree is the perfect solution. It's a great way to get your tree up and ready to go in any room – the only question is, how will you decorate it? The Warehouse Christmas Tree is a great way to get your tree up and ready to go in any room – the only question is, how will you decorate it? The Warehouse Christmas Tree is a great way to get your tree up and ready to go in any room – the only question is, how will you decorate it?

Put top toys under the tree

The kids will love to unwrap one of this year's hottest toys and LEGO is a lasting favourite on the top 10 list. This year, the hot list item is a LEGO Disney Star Wars set, based on the Star Wars franchise. The Warehouse has a great selection of toys to choose from, including the hot list item, the LEGO Disney Star Wars set. The Warehouse has a great selection of toys to choose from, including the hot list item, the LEGO Disney Star Wars set.

Start counting down!

A treat a day is the best way to remind yourself that Christmas is on the way. Advent calendars have so many things behind their doors these days, so the discounts are endless. But we can't go past a little something sweet, which is why the Pappa Pig Advent Calendar with Pappa Pig is a tasty pick. For a more traditional choice, the New Year's Eve Advent Calendar has the season's latest style illustrated Christmas scene.

Hop to it! EASTER FEAST

Make it magical! Every great table setting needs a centerpiece. So why not make it a centerpiece that's as sweet as the food? The Warehouse has a great selection of table settings to choose from, including the hot list item, the LEGO Disney Star Wars set.

SHOP THE LOOK

Set your table in style

Living & Co. Easter table setting \$45

Living & Co. Easter table setting \$45

Living & Co. Easter table setting \$45

BUNNY EAR HARKINS

1. Fold a ribbon into a triangle. Starting at the point of the triangle, fold over towards the long side. Then fold over again.

2. Keep folding until you get to the long edge, so you have one long piece.

3. Fold the ribbon in half to make a V shape. Place an egg inside the V shape and fold up the ribbon to the top of the egg.

4. Use a hot iron to press the ribbon into the shape of the egg. The ribbon will be around the egg.

5. Fold the ribbon to the top of the egg and fold over the ends to make ears.

Start smart this year! EVERYTHING YOU NEED FOR SCHOOL

Kit your kids out for a new year with the best deals in town

Make room FOR COSY

Get ready for snuggle season with winter warmers that take the cost out of comfort

Back to school

Everything low prices on school clothing and footwear

Essentials

Make the beginning of the school year as easy as possible with a new year's resolution. The Warehouse has a great selection of school supplies to choose from, including the hot list item, the LEGO Disney Star Wars set.

Winter warmers

Get ready for snuggle season with winter warmers that take the cost out of comfort

Back to school

Everything low prices on school clothing and footwear

Last-minute finds for FRIGHT NIGHT!

With everything petrifying in one place, The Warehouse makes your Halloween haul easy

COSTUMES

Wicked Witch Head (adult size) \$10

Wicked Witch Head (adult size) \$10

Wicked Witch Head (adult size) \$10

PARTY DECORATIONS

Ghost (adult size) \$10

Ghost (adult size) \$10

Ghost (adult size) \$10

ACCESSORIES

Wicked Witch Head (adult size) \$10

Wicked Witch Head (adult size) \$10

Wicked Witch Head (adult size) \$10

Shark's HydroVac

Shark wanted to bring awareness to their Cordless PowerDetect Clean & Empty System by showcasing how its innovative 'Reverse Clean Technology' doubles cleaning efficiency, capturing dirt and debris in both forward and reverse motions, and offering a smarter, more effective way to clean.

To achieve this, we promoted the vacuum in *Woman's Day* and *New Zealand Woman's Weekly* through editorial mentions and an interview with nanotechnologist, Dr. Michelle Dickinson, educating readers on how this vacuum makes cleaning effortless and effective.

The campaign was a success due to:

- **Highlighted Main Feature:** Highlighted Shark's innovative 'Reverse Clean Technology' that doubles cleaning efficiency, offering a smarter, more effective cleaning solution.
- **Strategic Targeting:** Promoted in *Woman's Day* and *New Zealand Woman's Weekly*, reaching household decision-makers who are likely to purchase cleaning products.
- **Expert Endorsement:** Dr. Michelle Dickinson, a nanotechnologist, provided credibility and educational value, showcasing the vacuum's benefits and making cleaning seem easier and more effective.
- This campaign through print reached **377,000** main household shoppers and **611,000** AP15+.

Shark • Woman's Day promotion

CLEAN SMARTER, NOT HARDER!

Dr Michelle Dickinson has teamed up with floorcare leader Shark to revolutionise the way you clean

As a nanotechnologist and mother of two-year-old twins, Dr Michelle Dickinson is a very busy woman. So saving time by cleaning smarter, not harder, is a cause close to her heart. "Many of us Kiwis vacuum without thinking about the science behind how it works," explains Michelle. "Once we understand the forces and chemistry involved in cleaning, we can let science do the hard work, so we don't have to!"

Using her expertise in understanding how materials behave on the tiniest scales, Michelle has teamed up with the number-one vacuum brand in the US and UK, Shark, to help Kiwis clean more effectively.

"Shark's new PowerDetect Clean & Empty System, with its innovative Reverse Clean Technology, doubles efficiency, capturing dirt and debris in both forward and reverse motions, unlike other vacuums," she says.

"As a nanotechnologist, I spend my time analysing how tiny particles interact with surfaces. That includes understanding scientific principles like friction, adhesion and cohesion, which are all important when you vacuum and clean."

MICHELLE'S TOP 4 TIPS

- 1 DUST FIRST, VACUUM SECOND** Follow the principle of moving dirt downward and let gravity do its thing. Start by dusting high surfaces, like ceiling fans and fixtures, allowing particles to settle on the floor before vacuuming.
- 2 USE SLOW AND DELIBERATE MOVEMENTS** Vacuum slowly to allow maximum suction while the brush kicks up the debris. This technique helps the vacuum's rotating brush properly disturb carpet fibres, releasing embedded dirt and dust, and meaning you don't need to vacuum the same area twice.
- 3 HARNESS THESE THREE CLEANING POWERS** Chemical cleaning: Household dusters like science. Chemical cleaning relies on substances like soaps, detergents or surfactants to break down and lift dirt, grease and oils from surfaces. Thermal cleaning: Heat does the heavy lifting. Heat increases the kinetic energy of molecules, making dirt and grime easier to loosen. A steam cleaner is a great example – it uses high-temperature vapour to dissolve stubborn grime and kill bacteria without needing harsh chemicals. Mechanical cleaning: The science of motion. Mechanical cleaning uses physical force to dislodge dirt, dust and debris from surfaces. Friction between a cleaning tool and the surface helps break the bond between particles and the surface, making it easier to remove them. By combining these three powers, you can clean more effectively and efficiently in any situation!
- 4 THINK LIKE A PARTICLE** Household dust isn't just dirt – it's a mix of skin cells, hair, mites and fibres. Using technology, like Shark's Reverse Clean, not only removes visible debris, but it also traps microscopic particles that are harder to see, improving air quality. The Shark Cordless PowerDetect Clean & Empty System, rrp \$1149.99, is available from leading retailers and sharkclean.co.nz.

38 Woman's Day

Your 28-day DECLUTTERING PLAN

Sort out your stuff and transform your home into a calming space

28 DAY Decluttering will free up space for things that are essential, save you time and save you money. It will also save your mental health by providing a sense of control and clarity. The benefits are endless!

SPENDING your cash over 28 months makes 1 more month.

28 DAY Decluttering will free up space for things that are essential, save you time and save you money. It will also save your mental health by providing a sense of control and clarity. The benefits are endless!

DECLUTTERING HERO Take your job to the next level with Shark's most powerful vacuum yet, the groundbreaking PowerDetect Clean & Empty System. Dirt and dust are no match for this revolutionary cordless cleaning hero, which sucks up debris when pulling backwards, as well as pushing forwards, and has up to 70 minutes of uninterrupted power. RRP \$1149.99, sharkclean.co.nz.

TIDYING CHECKLIST

WEEK 1	WEEK 2	WEEK 3
• Dining chairs • Socks • Mugs and cups • Refrigerator • Kitchen counters • Cleaning supplies • Junk drawer	• Kids' school bags • Socks • Toys • Makeup • Hair accessories • Jewellery • Media and books • Bedside table	• Bedside table • Bathroom cabinet • TV stand (if needed) • Hallway • Living room • Hallways or work bags

Nothing is more motivating than a very tidy house!

Editorial extract from: *Shark's Reverse Clean Technology: The New Way to Clean* (SharkClean.co.nz)

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What's hot RIGHT NOW

What were loving this week

Let's celebrate! It's time to raise a glass to the Whiter Hills, a name synonymous with beautiful Marlborough wines and celebrating its 50th birthday! "Having three decades of experience means we know the Marlborough area like an old friend, with its quirks and interesting habits," explains the brand's head winemaker, Matt Lange. "We believe the best wines capture that character – a reflection of where they've come from. Add passion to the mix, and you've got expressive wines Kiwis know and trust to represent quality without snobbery." The Whiter Hills range is available from supermarkets and liquor stores nationwide. See whiterhills.co.nz.

Cheez-it SNAPd Cheez-it has arrived! Available in Cheez-it Cheese and Cheddar Sour Cream & Onion, the bite-sized SNAPd snacks are light, crispy and delicious. Snap them up at Woolworths, rrp \$6.99 each.

Say Chees America's snack sensation Cheez-it has arrived! Available in Cheez-it Cheese and Cheddar Sour Cream & Onion, the bite-sized SNAPd snacks are light, crispy and delicious. Snap them up at Woolworths, rrp \$6.99 each.

Take a shot Fuel your body and mind with New Zealand brand Gouja – specialists in high-concentration, all-natural liquids designed to support your overall health and wellbeing. The range of functional juices includes Superbottle, which is boosted with ginger, turmeric, apple, lime and mint. The new Wellness Shot – the mighty miniatures are crammed with potent ingredients to pack a punch! Available from select stockists and goujahots.com.

Best in class Getting your home spick and span for holiday entertaining will be a whole lot easier with Shark's most powerful vacuum yet. Dirt, dust and debris are no match for the brand's cutting-edge Cordless PowerDetect Clean & Empty System. Ordinary vacuums only clean in one direction, but this efficient appliance cleans in forward and reverse motions, which means double the cleaning power. With super suction, also last up to 70 minutes – Shark's longest run-time yet – so you can deep-clean your entire house without worrying the battery won't last. Brilliant! Available from sharkclean.co.nz, rrp \$1149.99.

Myregyna magic Missing your mzo? Invented by leading New Zealand cell biologist Dr. Lisa West, Myregyna is a skin-based, non-hormonal, non-invasive and designed to support women during and after menopause. The "outside-in and inside-out" system uses the Hydration Cream (applied to the external genital area) and Dietary Supplement (taken daily). Together, they work to support natural lubrication, healthy function and sensation during sexual intercourse, urinary tract health and comfort, strong hair and nails, and healthy genital skin (which can be prone to dryness, cracking, itching and burning following menopause). It's suitable to be used with hormone replacement therapy (HRT) and when used as directed, noticeable changes should be seen within one month. The Myregyna Together Pack (pp \$299, for around three months) includes the cream and dietary supplement. Available from selected pharmacies and myregyna.co.nz.

Cheeks me! The beauty of popular Plumpers are now available in juicy Strawberry and creamy Vanilla Bean. Formulated to support collagen production, skin elasticity, hydration, immune function and overall skin health, the chewable tablets are ideal for an on-the-go health hit and contain no added sugar, artificial flavours or colours. Available from selected stockists and thebeautyhub.co.nz, rrp \$49.

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Hybrid work with Logitech

It's no secret that Kiwis have embraced the mix of working in the office, at home and on the go. However, one of the biggest barriers to enjoying hybrid working is not having the right set-up, not everyone has a room to dedicate to being a home office. Logitech promoted their Casa pop-up desk as the solution, which includes a laptop stand, keyboard, and wireless touchpad to create a seamless workspace.

To achieve this, we interviewed flexible work specialist Gillian Brookes, who shared expert tips on maximizing hybrid work with the Casa pop-up desk. The interview was featured in *Woman's Day*, targeting busy household decision-makers to help them work more efficiently, no matter where they are.

The campaign was a success due to:

- **Strategic Targeting:** Being placed in *Woman's Day* targeted busy household decision-makers who are often responsible for purchasing decisions in the home.
- **Relevant Solution:** Logitech's Casa pop-up desk provided a practical solution for those facing this issue, making it highly relevant to their needs.
- The online sponsored content gained **916 page views**, outperforming the average by **6%**.
- This campaign through social media reached over **29,000 users** and gained over **52,000 impressions**. As well as getting **837 link clicks**.

WOMAN'S DAY + LOGITECH PROMOTION

THE BEST OF BOTH WORLDS

The Casa Pop-Up Desk is an all-in-one workspace that simply folds away

It's no secret that Kiwis have embraced the mix of working in the office, at home and on the go. A recent survey of 1500 office workers across New Zealand and Australia revealed nearly 70% identify as "hybrid workers".

However, one of the biggest barriers to really enjoying hybrid working is not having the right set-up and a whopping 83% were unhappy with theirs - not everyone has a room to dedicate to being a home office. Having to shove the day's work into a corner of the dining table can be downright depressing.

Wellington-based flexible work specialist, or "flexpert", Gillian Brookes has a few tips for making the most of hybrid working.

"It's really important to work in a space that feels comfortable and well set up, so you feel you can focus and you're not sacrificing productivity or wellbeing," she says.

Gillian advises that investing in an ergonomically approved set-up such as the Logitech Casa - which includes a laptop stand, keyboard and wireless touchpad - will pay off in more ways than one.

"Screen position and keyboards are commonly cited as the biggest challenges when working away from a traditional desk, so this is a great solution," says Gillian. "Plus, it only takes seconds to fold away and move to a different area when the kids arrive home from school, or if both you and your partner are working from home."

"Then when the work is done, simply pack everything into the Casa's beautiful notebook-like case and switch off for the day. Seamlessly fitting in with your décor, you'll forget all about work."

"Hybrid puts work-life boundaries under pressure, so the more you can do to define them, the better off you'll be," says Gillian. "My advice is to pack away your work things once you've finished for the day, so work isn't taking over your home life."

Find out more at [logitech.com](#)

It comes in three great colours - Bohemian Blush, Nordic Calm and Classic Chic.

logitech

Woman's Day

Top tips from an expert on making the most of hybrid work

The Casa Pop-Up Desk is an all-in-one workspace that simply folds away

JAN 15, 2024 9:00AM



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Woman's Day NZ with Logitech
Published by Angela Wei • Paid Partnership - February 1 at 3:40 PM

Top tips from an expert on making the most of hybrid work



NOWLOVE.CO.NZ

Expert tips on hybrid working
The Casa Pop-Up Desk is an all-in-one workspace that simply folds away

Learn more

Samsung's Cordless Bespoke Jet Vacuum

Samsung launched their Bespoke Jet vacuum, combining cutting-edge technology with effortless usability - even cleaning up after itself.

To reach the household shopper, we promoted the vacuum in *Woman's Day* and *The Australian Women's Weekly NZ* through editorial mentions and a sponsored content article. These placements highlighted its standout features and benefits, educating readers on how the Bespoke Jet makes cleaning easy, effective, and perfect for busy households.

The campaign was a success due to:

- **Highlighted Main Feature:** Highlighted Samsung's innovative 'cleaning itself' feature that automatically empties the dustbin into a docking station, reducing mess and contact with dust for a hands-free clean.
- **Strategic Targeting:** Promoted in *Woman's Day* and *The Australian Women's Weekly NZ*, reaching household decision-makers who are likely to purchase cleaning products.
- **Consumer Education:** The content not only promoted the product but also educated readers on the benefits of advanced home tech, positioning Samsung as a leader in innovation for modern households.

Join the
jet set

Fly through the vacuuming with the light, stylish and powerful cordless Samsung Bespoke Jet, which practically cleans itself.

When it comes to house cleaning, who doesn't want to do the best possible job with the least amount of effort? World-renowned electronics company Samsung has just released its Bespoke Jet cordless stick vacuum, featuring game-changing technology and end-to-end convenience, including a self-emptying capability.

The Samsung Bespoke Jet offers more advanced cleaning thanks to 210w of suction power and jet cyclone technology. Through its improved design, the inverter motor is now 47% lighter yet produces high-energy efficiency to enjoy cleaner air throughout your home. A multi-layered filtration system traps 99.999% of fine dust and allergens, while the anti-bacterial dust bag stops 99.9% of bacterial growth, a must for keeping your family happy and healthy.

The superior battery capacity means you can clean for up to two hours with the two supplied batteries lasting up to an hour each and, when you're done, simply return the stylish vacuum to the integrated and clever all-in-one Clean Station. Once connected to the dock, not only will the appliance recharge at the press of a button, but it will activate Samsung's unique Air Pulse technology to rapidly empty the dust bin, meaning no dust particles will escape in the process and you'll never have to get your hands dirty again. The waste is sucked into a bag that's housed inside the clean station, which creates a non-contact, completely sealed dust removal system.

The Samsung Bespoke Jet offers outstanding cleaning on all floor types and features a special turbo spinning sweeper, which can best be described as upgraded mopping for hard floor areas. Accessories like the long-reach, flex or optional pet tool mean you'll be able to deal with everything from dog hair on the sofa to the dust on top of the bookshelf. These additional accessories are all included. The hand-held vacuum body weighs just 1.4kg, reducing the strain on wrists, so you'll be able to take on all those tricky jobs around the house with ease.

With its sleek design, the Samsung Bespoke Jet will fit right in with the interior design of your home, while the exceptional performance and convenience will have you wondering how you ever got by without it.

SAMSUNG

The cordless Samsung Bespoke Jet makes cleaning hard-to-reach areas, such as high ceilings and under furniture, a breeze.

THE AUSTRALIAN WOMEN'S WEEKLY NEW ZEALAND EDITION & SAMSUNG

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Home

WHAT A SUCKER!

Enjoy exceptionally effective and convenient cleaning from start to finish with the Samsung Jet One cordless stick vacuum cleaner. Its all-in-one "clean station" makes storing and charging the vacuum incredibly easy – and it hygienically empties itself into the dustbin! The multi-layered filtration system traps 99.999% of fine dust and allergens, while an antibacterial dust bag inhibits almost all bacterial growth. With up to 210W of suction and a lightweight, aerodynamic design, this is the effortless way to clean your home and possibly the last vacuum cleaner you'll ever need to buy. rrp \$1799. For more info, visit samsung.com.

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Domestic bliss

Vintage style

Home sweet home

with Wendy Moore

Trend Alert
That's rich
Add some old Hollywood glam to create a golden glow.

1. Velvet cushion in turquoise, \$25. From Best of Cloth. 2. Shagreen vase in gold by Marka Bello, \$250. For Home. 3. All Saints mirror by Lorraine + Barbara Phoenix, \$250. For Home. 4. Velvet cushion cover in black, \$55. From Marka. 5. Vase for plants, \$25. From Harvey Norman. 6. Glass box clock, \$40. From Marka. 7. Plant pot, \$25. From Harvey Norman. 8. Glass box clock, \$40. From Marka. 9. Plant pot, \$25. From Harvey Norman. 10. Plant pot, \$25. From Harvey Norman.

Self-emptying!
If your dream is to have a self-emptying vacuum, it comes to a vacuum cleaner, then we don't know what all Samsung have outside themselves again with the release of their Bespoke Jet cordless stick vacuum. With 210w of extreme suction power, the lightweight vacuum will deliver on any flooring surface. The multi-layered filtration system traps 99.999% of fine dust and allergens, while an antibacterial dust bag inhibits almost 100% of bacterial growth. When returned to the All-in-One Clean Station, this stick vac will automatically hygienically empty while also recharging.

Ask the expert
REBECCA COOPER
ASK REBECCA
LONG ANSWERS
TO YOUR QUESTIONS

Q: I live in a restored villa with beautiful, original honey-coloured timber floors and several wooden furniture pieces. What wall paint colours would complement these features?

A: If you're looking for a neutral base, I would suggest warm, modern whites such as Resene Blaz Cable, Resene Merino and Resene Alabaster White. If you're looking to introduce colour, something green such as Resene Peace would provide an elegant backdrop for your warm timbers.

Q: My day-to-day working life is quite stressful, so when I come home, I want to feel calm and tranquil. How can I use colour to create that mood – what combinations would you suggest?

A: Pair Resene Just a Little Blue with crisp white bedding and curtains for the ultimate tranquil escape. Introduce biophilic design with a plant such as Resene Small Blue and Resene Alabaster White into your living room to create a comfortable, cocoon-like feeling.

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STIHL Chainsaw Safety Awareness

STIHL wanted to raise awareness for Chainsaw Awareness Week and highlight the importance of revving up protection to reduce the risk of injury. According to ACC data from 2024, there were 895 chainsaw-related injury claims, with women chainsaw users making up a surprisingly high proportion.

To help educate our audience, we shared chainsaw safety tips and tricks across print, online, and social media platforms. As part of the campaign, we also ran a giveaway competition where we gave away a STIHL safety bundle to further engage readers and encourage safer chainsaw use.

The campaign was a success due to:

- **Audience Education:** By sharing tips and safety advice across multiple platforms, this effectively educated both new and experienced chainsaw users, particularly resonating with the household shopper and the growing number of female users taking on outdoor and DIY tasks.
- **Strong Engagement:** This campaign gained strong engagement, highlighting the audience's interest in learning chainsaw safety, with significant interaction across both the online and social media platforms.
- The online sponsored content gained **2,700 page views** performing **49%** above average, as well as gaining **802 competition entries**.
- This campaign reached over **67,000 users** on social media, performing **69%** above average. It garnered over **127,000 impressions**, **63%** above average, and achieved more than **2,400 link clicks**, **53%** above average

NEW ZEALAND WOMAN'S WEEKLY & STIHL PROMOTION

Making the cut! CHAINSAW SAFETY

Before you turn your machine on, take a moment to reflect on the risks

Chainsaw Safety Awareness Week kicks off from May 23, highlighting just how important it is to rev up your protection to reduce the risk of injury. Leading battery-powered chainsaw retailer STIHL NZ reports there has been an increase in women customers in the past few years. But although there are plenty of light and manoeuvrable, cutting-edge battery chainsaws in the market, it's still important to take five minutes to get ready before you start your DIY or gardening adventure.

So far this year, ACC has already amassed 895 new chainsaw-related claims. Soft-tissue injuries and lacerations are the most common. Women chainsaw users make up a much higher proportion of these claims, increasing by more than 16 percent from 2022 to 2023, and 2024 is expected to follow a similar trend. STIHL's Stace Hall explains it's vital all users handle their machines safely. "Despite the battery-run machines being quieter and easier to handle, they are still very powerful tools," he warns.



TIPS & TRICKS

Check that your protective clothing is complete and fitting properly. It should be snug-fitting, with no loose elements getting in the way and include:

- Trousers with a reinforced cut-retardant layer or front leg protection.
- Protective cut-retardant footwear, with non-slip soles and steel toe caps.
- Heavy-duty, non-slip gloves, preferably in leather.
- Proper head, face and eye protection, as well as ear plugs or muffs.

Visit your local STIHL Specialist Retailer to view their extensive range of Essential Protective Wear.

Before you start up your chainsaw, check:

- That all parts are intact and secure.
- The chain is the right tension.
- The chain cutters are sharp.
- The depth gauge settings are correct.
- All safety devices are in place and working.
- There are no loose bolts, screws, nuts or covers.
- If anything's missing or damaged, don't use the chainsaw. This is especially important if you weren't the last person to use it.

Check your work area. Make sure your work area is free of tripping hazards and electrical cables. Also, keep an eye out for anyone who could enter your work area and check to make sure nothing is going to fall on you while you're working (like tree tops, etc). Watch the weather – some conditions could make your work area hazardous.

Hold and use the chainsaw correctly
Keep two hands on the saw and hold it close to your body, with the body of the saw close to what you're cutting. Plant your feet firmly and slightly apart for balance. Never try to adjust your chain or machine while the engine is running.

Maintain your chainsaw
Good maintenance will extend the chainsaw's life and ensure it's safe to use. When you finish a job, make sure the air filters, sprocket cover and chain brake mechanism are free from sawdust; clean the guide bar groove; oil the holes and check everything is in place.

WIN
One lucky reader will win a STIHL safety bundle, worth \$627.50, including protective chaps, safety glasses, earmuffs and a petrol-powered chainsaw (MS162 12"). To be in to win, email nzwww@aremedia.co.nz with STIHL in the subject line, plus your name and full address. Or enter online at nowtolove.co.nz/win. Entries close June 23. Good luck!

STIHL

Chainsaw safety: everything you need to know

Before you turn your machine on, take a moment to reflect on the risks

Women's Weekly

Sponsored by STIHL

Author Now to Love

PRINT



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Leading battery-powered chainsaw retailer STIHL NZ reports there has been an increase in women customers in the past few years. But although there are plenty of light and manoeuvrable, cutting-edge battery

Woman's Day

Win a STIHL safety bundle



One lucky reader will win a STIHL safety bundle, worth \$627.50, including protective chaps, safety glasses, earmuffs and a **petrol-powered chainsaw (MS162 12")**. Enter your details below and you are in the draw. Entries close 11:59pm, Sunday 23 June 2024.

Flybuys Closing Down Clear-out

Flybuys wanted to celebrate its legacy as New Zealand's first and largest loyalty programme while informing members of its upcoming closure. To achieve this, we created sponsored content that highlighted the programme's impact on Kiwi households and encouraged readers to redeem their remaining points.

To showcase the variety of rewards available, we enlisted Anna, our Beauty Editor, and Seb, Woman's Day Editor, to browse the Flybuys website and share their top picks, enticing readers with recommendations to inspire them to make the most of their points before the deadline.

This campaign was a success due to:

- **Authentic recommendations:** Using familiar editorial voices like Anna (Beauty Editor) and Seb (Woman's Day Editor) adds credibility and makes the content feel more authentic.
- **Emotional connection:** By celebrating Flybuys' legacy, this campaign taps into nostalgia and trust, particularly among main household shoppers, who have used it for years.
- This campaign through print reached **347,000** main household shoppers and **588,000** readers AP15+.

NEW ZEALAND WOMAN'S WEEKLY AND FLYBUYS PROMOTION

Last chance to REWARD YOURSELF

Spend your Points before it's too late – that's the message from Flybuys as it counts down the final months to December 31

ANNA LEE'S TOP PICKS
The Weekly's Lifestyle and beauty editor has her eye on these Flybuys goodies...

- LE CREUSET SALT AND PEPPER MILLS**
Form and function collide with this heritage brand, adorned by professional chefs and home-cooks alike! Le Creuset products are built to last – which gives me peace of mind knowing I can rely on them for years to come.
490 Flybuys Points each
- ANTIPODES GLOW VITAMIN C BRIGHTENING SERUM**
New Zealand-founded, owned and made, there's always room in my beauty bag for Antipodes' award-winning natural skincare range. Plant-powered and results-driven, there's a product to suit just about every skin concern.
Antipodes Glow Vitamin C Brightening Serum, 330 Flybuys Points
- ARMANI MY WAY EDP**
As summer arrives, I'm giving my fragrance wardrobe a sunny makeover, reaching for beautiful light and fresh floral scents. A quick spritz of a new perfume on my pulse points – wrists, inner elbows and neck – adds the perfect finishing touch before I step out the door to take on the day (or night) with confidence.
Armani My Way Fragrance, 1000 Flybuys Points

flybuys.co.nz **flybuys**
New Zealand Woman's Weekly 99

LAST CHANCE TO REWARD YOURSELF

Spend your Points before it's too late – that's the message from Flybuys as it counts down the final months to 31 December

Flybuys is the New Zealand loyalty programme many Kiwis grew up with – it was the first of its kind in New Zealand and it's still the largest. Introduced by Loyalty New Zealand in 1996, Flybuys rewarded members with Points for shopping at its affiliated retailers, which could be redeemed for an actual reward or service – anything from a garden hose and cozzies to an electric toothbrush. It was a novel approach and it worked.

"Back when Flybuys was launched, coalition loyalty schemes were relatively new, and getting stuff for free from your everyday shopping and services was pretty much unheard of," says Lizzy, Flybuys' chief executive.

"Flybuys proved to be an immediate hit with Kiwis. So much so that just two weeks after launch, 250,000 households had applied to sign up and within five months, one in three New Zealand households was a member."

Since those early days, Flybuys has consistently ranked as New Zealand's favourite loyalty programme – to date, it has 2.9 million members, which represents an impressive 74% of Kiwi households.

The broad reach of the programme meant Flybuys touched the everyday lives of millions of Kiwis and since the announcement of its closure, the Loyalty NZ team has been inundated with messages of support.

"So many people have been in touch to let us know what Flybuys has meant to them and that's meant so much to us," says Lizzy.

"Some have used Points to buy presents, others have bought treats they would not otherwise have been able to afford. A lovely family from the South Island let us know Flybuys has walked alongside them as their lives evolved, from singletons to marriage, to having babies, to those children growing up. So they've bought things to set up the home, then nappies and toys, and later tech to help their children study. And then their own children became members."

But now it's time to say goodbye. "It's been a privilege to be part of so many New Zealanders' lives," says Lizzy. "Flybuys would like to thank the millions of Kiwis who have embraced the programme. Members are encouraged to redeem their Points before 31 December so they get the value they have earned. They're also reminded that loyalty programmes exist with Flybuys' partners.

"BNZ is continuing to reward customers with BNZ Rewards on the Visa Advantage card, and New World will continue to deliver savings and New World Dollars with Clubcard from November," advises Lizzy. "Remember you can use your Points as a discount by using Points + Cash if you don't have enough for the item you want. To redeem your Points now, go to flybuys.co.nz

Seb's top picks
With Christmas just round the corner, Seb says it's a good time to spread the festive cheer by using your Points to score some great gifts for family and friends.

- BLUNT UMBRELLA**
Nothing brightens a miserable wet day like a bright umbrella! And with its clever Kiwi design and technology, I can always be sure a Blunt really, really won't blow inside out. Bonus!
- DELONGHI COFFEE MACHINE**
I struggle to function without coffee and the De'Longhi machine, 4390 Flybuys Points, is my go-to as soon as I'm out of the shower. It's stylish and easy to use, even before I've had my caffeine hit!
- WONDERBOOM PORTABLE SPEAKER**
Music makes the people come together, as Madonna sings – and a brightly coloured Wonderboom portable speaker, 900 Flybuys Points, is the perfect accompaniment to any picnic or an outdoor gathering. Turn up the beats!

flybuys.co.nz **flybuys**
Woman's Day 40

Nexgard Spectra Puppy Love

During the Covid-19 lockdown in New Zealand, dog adoptions surged, with over a third of Kiwi households welcoming one into their home. But Nexgard wanted to remind readers that adopting a dog is a lifelong commitment, not just a response to the pandemic.

To support this message, we created a series of sponsored content articles offering practical tips and guidance on how to properly care for their pooch while incorporating Nextgard's products.

This campaign was a success due to:

- **Educational content:** By offering helpful, easy-to-follow care tips, it positioned Nexgard as a trusted source for responsible pet ownership.
- **Timely and relatable:** It tapped into a real behavioural shift during lockdown, making the message instantly relevant to a large audience.
- **Seamless product integration:** Nexgard's products were woven naturally into the content, reinforcing their value without feeling overly promotional.

WOMAN'S DAY • NEXGARD SPECTRA PROMOTION

PUPPY LOVE

It's not just air fryers and activewear that are popular in a pandemic – dogs have rapidly become everyone's lockdown best friends. But how do you pick your perfect fur baby?

I've often like you're seeing a lot more dogs around your neighbourhood, you'd be right. The most recent Companion Animals in New Zealand report revealed 60% of dog ownership are on the rise, with more than a third of Kiwi households owning at least one, a trend only accelerated by the pandemic.

With benefits of dog ownership including reduction in loneliness and stress, a boost in mood and a motivation to exercise, it's no surprise four-legged friends have become popular in lockdown.

SPCA New Zealand has noticed a nationwide increase in foster enquiries this spring, with its Mangere Centre in Auckland alone receiving an unprecedented 71 applications from new families the first month after we went to level 4. However, adopting a pup is for life, not just a pandemic.

NEXGARD SPECTRA recommends considering the following to ensure you get the right pooch for you:

Puppy love or legacy old mate?

There's no denying the snuggly appeal of a tiny, fluffy bundle

full of curiosity and fun. Alternatively, older dogs already know the rules, so there is less need for toilet and obedience training, plus they tend to be more settled.

The perfect fit

If you don't have your heart set on a particular breed, think about which will best suit your lifestyle. Labrador retrievers top the popularity stakes in New Zealand as owners are drawn to their sweet, affectionate nature and boundless energy.

You may be keen on a smaller pup who can jump on your lap for cuddles or one who will join you jogging each day. Don't feel you have to go to a breeder – your ideal fur baby could be waiting in your local animal shelter.

Stand to attention!

We all know dogs love attention and who can resist that look of devotion whenever you return home? So consider how you can best integrate your pup into your daily routine. "Pawternity leave" is becoming a popular workplace request and increasingly employers are launching bring-your-pet-to-work days. With NEXGARD SPECTRA, the case you'll know your dog is well protected for all adventures.

Family time

The kids will be fixating at the prospect of a four-legged playmate, so ensure they're well prepared by telling them what to expect and explaining how to behave around a grinning dog. By keeping your pup protected from fleas, ticks and worms with NEXGARD SPECTRA, you'll keep your whanua safe too.

Put the paws on pests

Unfortunately, where dogs go, pet parasites follow. Fleas, ticks and worms cause your fur baby considerable discomfort, and can lead to serious health conditions. Happily, you can easily save your four-legged friend from the pain of an infestation with a single, monthly, tasty chew from NEXGARD SPECTRA, the experts in pet pest control.

NEXGARD SPECTRA is the number-one brand globally for dog parasite protection. Its experts have some great advice on what to expect with your new pup. Check us out at nexusgardpetcare.co.nz/PUPPIES

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WOMAN'S DAY • NEXGARD SPECTRA PROMOTION

IN THE DOG'S HOUSE

A dog really makes a house a home – ensure your latest family member feels truly welcome with the perfect set-up

It's hard to beat the thrill of bringing a new dog home for the first time. But avoid all the excitement of choosing a name and planning puppy play dates, it's important to get your home organised for your four-legged friend.

While the sky is the limit when it comes to canine equipment – dog high chairs and puppy sunshades, anyone? – there are some essential buys for baby will need.

Obviously a collar, lead and ID tag are essential, as is a cozy bed, plus food and water bowls. Perhaps not so obvious is to have parasite protection from the water.

Dr Maureen Forsyth is a veterinarian at the company that makes NEXGARD SPECTRA, and she explains, "I've seen pup arrivals with fleas, within a very short time, you'll have an infestation. 'Day one, you need to have some flea treatment on board', she says. 'And all pets in the house need to be treated'."

With help from Dr Forsyth, we answer some common questions about getting organised for your new arrival. **Where should my dog sleep?**

The key is creating a space that is secure, warm and well-ventilated, with comfy bedding. "They need to have their own sleeping area, so they know that's their bed, their safe place," explains Dr Forsyth. A crate helps keep a puppy contained in one spot, but it needs to be comfy and comfortable – and of course ensure timely water and toilet breaks.

How do I safely proof my home?

Puppies love to chew, so whether it is electrical cords or your favourite sheepskin slippers, hide them away. Likewise, anything breakable is best moved out of reach of a wagging tail. Get in the habit of keeping the toilet lid closed from the start.

What do I need to watch out for in the garden?

Fencing is crucial, but dogs can be incredibly resourceful – so ensure there are no gaps to squeeze through or structures that can be used as an escape route. Remove any harmful plants, such as holly, tree berries and rhubarb. Be aware that if your dog has worms, the eggs can get everywhere – which includes the vegetable garden and sandpit – thereby transferring to the family. Eliminate the issue by treating with NEXGARD SPECTRA monthly.

Do I need special equipment to keep my dog safe in the car?

As with all aspects of dog ownership, planning is key – this is especially true when keeping your dog safe in a moving vehicle.

"There are so many options and things to consider – depending on your dog breed, its temperament and, of course, your car. So there is no one-size-fits-all solution and as with most things, the best starting point is to talk to your own veterinarian, who will get to know you and your personal situation best."

Worm out a solution

Did you know tapeworms can be found in roundworms? Or that the most common source of tapeworms is fleas? Pet parasites not only affect your pet, but they can impact the whole family's health too. Happily, you can easily save your four-legged friend from the pain of a worm, flea or flea infestation with a single, monthly, tasty chew from NEXGARD SPECTRA, the experts in pet control.

NEXGARD SPECTRA is the number-one brand globally for dog parasite protection. Its experts have some great advice on what to expect with your new pup. Check them out at nexusgardpetcare.co.nz/PUPPIES

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WOMAN'S DAY • NEXGARD SPECTRA PROMOTION

VET FOR GO-GOOD HEALTH

Even the healthiest pup needs the right care – and it goes beyond having someone you can call in an emergency...

They say it takes a village to raise a child – and the same could be said for your fur baby. One of the most important figures in your dog's life will be your local vet.

From day one, this is the person who not only guides you through vaccinations, desexing, routine healthcare and medical emergencies, but they also offer you advice about your four-legged friend on everything from puppy training to parasite protection.

As Dr Maureen Forsyth – one of the veterinarians at the company that makes NEXGARD SPECTRA – explains, your vet clinic is the ultimate source of information. "You want to have a relationship where you feel you can give them a call and have a chat," she says.

With help from the experts at NEXGARD SPECTRA, we answer some common questions about canine health care.

How do I find a good vet?

Asking fellow dog owners for recommendations is a good start, as is checking websites and giving clinics a call to be clear what services they offer. Ensure they're in a convenient location, and establish their opening times and out-of-hours options in emergencies. Get to know the whole team at the centre, as if your usual vet is unavailable, you're comfortable with someone else.

What procedures do I need when I first get my dog?

It is essential their vaccinations are up-to-date – these generally start at around six to eight weeks of age, with boosters required for ongoing protection. Pupping goes through puberty from around six months, desexing prevents unwanted pregnancies and can reduce chances of cancer. Your animal dog breeder is also cheap? "When you adopt a dog, make sure you get their up-to-date medical records," advises Dr Forsyth. "This should include flea and worm treatments, as well as vaccines."

Do I go to my vet for parasite protection?

Your vet can advise on what parasites your dog is at risk of in your local area, but the key is regular preventative treatment. Consistent monthly dosing with NEXGARD SPECTRA ensures you're proactive in managing the risk. Don't wait until your dog is scratching at fleas before acting – by then, it's too late and you

have an infestation to deal with. It's not just adult fleas that are the problem – that's only the tip of the iceberg. Ninety-five percent of fleas exist as eggs, larvae and pupae in the environment so you have to stay on top of things.

Should I get pet insurance?

This has become more common practice in recent years in New Zealand. It's worth considering as your dog's medical bills can add up, especially if your dog develops an ongoing medical problem. "You hope you never need it, but if you do, it makes a difference to have that option," says Dr Forsyth.

Training is crucial – and it goes beyond educating your four-legged friend that the lawn makes a better toilet than your lounge carpet. In helping with obedience and acceptable behaviour, you're laying the foundations to develop a well-adjusted, friendly dog who everyone enjoys spending time with.

With help from the experts at NEXGARD SPECTRA, we share advice about things training, **START RIGHT AWAY**

Dr Maureen Forsyth, one of the veterinarians at the company that makes NEXGARD SPECTRA, recommends that when it comes to routines and behaviour, you should begin on day one. "Start on how you want to go on, so they quickly know right from wrong," she says. "Don't be dismayed by the process as dogs are generally eager to learn."

FLEA AWAY!

Spotted a flea on your pup and concerned the treatment isn't working? Don't be. Flea treatment repels fleas. Good quality flea work fast, but they're not instant. A flea hatches from an egg, jumps on your dog and takes a bit of time before the treatment gets to the flea to kill it. This is why consistent treatment is so important. Erase a piece of mind with a single, monthly, tasty chew that also treats worms and ticks, from NEXGARD SPECTRA, the experts in pet pest control.

Scan here to see how Olympic legend Lisa Carrington keeps her cavoodle Colin flea & worm free.

NEXGARD SPECTRA is the number-one brand globally for dog parasite protection. Its experts have plenty of tips to ensure your pup thrives. Find it at nexusgardpetcare.co.nz/PUPPIES

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WOMAN'S DAY • NEXGARD SPECTRA PROMOTION

TRAINING DAY

Home-schooling isn't just for the kids! Teaching your fluffy bundle of joy about acceptable behaviour is essential during the settling-in period and beyond

Your new dog is home and has quickly wrapped the crate because around those adorable furry paws. Consistently showered in love and cuddles, puppy has a comfy place to sleep and a personalised doggy bowl, as well as an Instagram account featuring a million cutesy pics. So what's next?

Training is crucial – and it goes beyond educating your four-legged friend that the lawn makes a better toilet than your lounge carpet. In helping with obedience and acceptable behaviour, you're laying the foundations to develop a well-adjusted, friendly dog who everyone enjoys spending time with.

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CONSISTENCY IS KEY

Have a strategy for training and house rules, then be clear in how you communicate it to your puppy, as well as the rest of the household. "The whole family needs to know the rules so they don't contradict each other, and your dog knows exactly what they ought to be doing and when," advises Dr Forsyth.

SOCIALISE

While you should limit exposure to other dogs until all vaccinations are complete and you may need to be mindful of social-distancing rules, socialisation is vital. Whether at puppy training, or in the local park, spending time with other dogs will reduce anxiety around furry playmates – just ensure your pup's parasite protection is up-to-date ahead of that adventure.

HAVE YOUR OWN SCHEDULE

Routine is not only important for pup, but it also helps keep you on track as an owner. There's a lot to think about, from keeping on top of toilet trips outside the house to the monthly flea, worm and tick treatment. "People tend to forget about parasites,

particularly worms," says Dr Forsyth. Put a reminder on a fridge magnet, a calendar or as an alert in your phone. "All of your pets need to be treated and if you do it all on the same day, it's easier to remember."

BE POSITIVELY PATIENT

Training your dog is massively rewarding, but you won't get results overnight. Be patient, while pup is learning and don't underestimate the importance of positive reinforcement.

EARLY BIRD CATCHES THE WORM

When you worm a dog, the treatment kills the adult worms in the dog at the time. From the next day or so, your pup can be picking up new worms again. Roundworms in particular start shedding eggs, within 3 weeks and these nasty creatures can be a risk to humans too. Monthly worming with NEXGARD SPECTRA stops this happening, and treats for loads of other parasites at the same time. Some your puppy – and the rest of the family – from worms, as well as fleas and ticks, with a single, monthly, tasty chew from NEXGARD SPECTRA, the experts in pet pest control.

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