

# NZ Pork – Midweek Meal Makeover

NZ Pork wanted to show Kiwis how easy it was to substitute their usual protein of choice in their favourite midweek meals with pork.

Before campaign launch, we conducted our own in-house market research to ensure the campaign would resonate with the target audience and identify New Zealanders most common midweek meals.

Over the campaign period, we ran full page Midweek Meal Makeover recipes in *Woman's Day* and *New Zealand Woman's Weekly*, and double page spread recipes in *The Australian Women's Weekly NZ*. The recipes showcased the easy substitution of pork into family favourites.

On [nzwomansweeklyfood.co.nz](http://nzwomansweeklyfood.co.nz) we created a dedicated hub the housed recipes sponsored by NZ Pork. QR codes on the print recipes also directed to the hub, as well as run of site display ads.

The campaign was a success due to:

- **Targeted Publications:** *Woman's Day*, *New Zealand Woman's Weekly* and *The Australian Women's Weekly NZ* have a strong readership among main household shoppers, making them the ideal platforms to promote NZ Pork.
- **Brand Awareness:** Are Media Research conducted a mid-campaign research survey which showed 9 out of 10 of those surveyed are now more likely to buy NZ Pork and make a recipe from midweek makeovers from NZ Pork.
- This campaign through print reached **1,449,000 AP15+** on average 6.22 times, this is 34.08% of total AP15+ audience.

**SAME, SAME... but better**

Inject excitement into your family cooking by taking your favourite dinner recipe to new levels of delicious with NZ Pork

**Balinese pork steak satay**

**Current family fave CHICKEN SKEWERS**

**Easy switch!** Use NZ Pork instead for a taste sensation

**100% NEW ZEALAND PORK**

**NZ Pork spaghetti Bolognese**

**Current family fave BEEF SPAGHETTI BOLOGNESE**

**Easy switch!** Use NZ Pork instead for a taste sensation

**100% NEW ZEALAND PORK**

**NZ Pork & smoked cheese lasagne**

**Current family fave LASAGNE**

**Easy switch!** Use NZ Pork instead for a taste sensation

**100% NEW ZEALAND PORK**

**NZ Pork & green bean stir-fry**

**Current family fave CHICKEN STIR-FRY**

**Easy switch!** Use NZ Pork instead for a taste sensation

**100% NEW ZEALAND PORK**

# Leaderbrand's New Caesar Summer Staple

Leaderbrand's objective was to drive awareness and sales for their Caesar Salad Kit while showcasing the new dressing included in the kit, leveraging the peak summer season. They aimed to position the product as a convenient and fresh meal solution during the holiday period when consumers are actively searching for easy, seasonal recipes.

To achieve this, Leaderbrand developed a recipe using their Caesar Salad Kit and featured it in *Woman's Day* and *The Australian Women's Weekly NZ*, inspiring readers to try it for themselves.

The campaign was a success due to:

- **Timing:** Featuring the recipe during the summer holidays led to outstanding results, as the audience were actively searching for seasonal recipes.
- **Brand Reinforcement:** Strengthened Leaderbrand's reputation as a trusted provider of fresh, high-quality produce.
- This recipe through print reached **773,000 AP15+** on average 1.65 times.
- This recipe reached over **52,000** users on social media (51% above average), with impressions totaling **133,008** (77% above average).
- Between 1<sup>st</sup> Dec – 25<sup>th</sup> Feb, the featured recipe became the **third most-viewed page on *New Zealand Woman's Weekly Food***, with page view views exceeding the benchmark by 55%.

Home > Recipes

JANUARY 15, 2025

## BBQ prawn, peach & chilli Caesar salad

Sweet and crunchy cos lettuce, perfectly paired with crispy croutons and the all-new creamy Caesar dressing – it's a classic that's sure to be a hit with everyone, no matter the age! Whether you're feeding the whole family or indulging in a solo treat, this delicious combination is the perfect way to bring a burst of flavour to your summer meals.



MAKES SERVES 6-8

| PREP | COOK | TOTAL |
|------|------|-------|
| 15M  | 10M  | 25M   |

Skip to Recipe

Sponsored by LeaderBrand

Woman's Weekly Food

Drizzle dazzlers

## Best-dressed salads

A dressing can make the difference between a good and a great salad. Here are our six favourites.

TEST KITCHEN TESTED

- 1 Ranch dressing**  
Blend 1 cup mayonnaise, 1/4 cup buttermilk, 1 tbsp white wine vinegar, 1 chopped shallot, 1 clove crushed garlic, 1 tbsp each chopped chives and flat leaf parsley and 1/4 tsp sweet paprika until smooth. Transfer to a small bowl, season to taste. Cover; refrigerate until required. (Makes 1 cup.)
- 2 Miso dressing**  
Place 2 tbsp white (shiro) miso, 2 tsp sesame oil, 1/4 cup apple cider vinegar, 1 tbsp water, 1 clove crushed garlic and 1 tsp maple syrup in a screw-top jar; season to taste. Shake well. (Makes 1/2 cup.)
- 3 Chilli lime dressing**  
Place 2 small seeded, thinly sliced red bell's or red chillies, 2 tbsp lime juice, 1 tbsp caster sugar and 2 tbsp extra virgin olive oil in a screw-top jar; season to taste. Shake well. (Makes 1/2 cup.)
- 4**
- 5**
- 6**

**In the know**

**Super stock**  
Continental's Stock Pot Sensations, available in beef, chicken and vegetable, make the perfect base for soups and stews. To make a delicious liquid stock, simply dissolve in boiling water or use it to deliver a yummy flavour boost for sauces, risottos, stir-fries and more. Rrp \$5.30 for a four-pack, available from supermarkets.

**Luxe lather**  
We're stocking our bathrooms with Ecostore handwash as the social season swings into gear for clean hands and super-stylish countertops. With a sleek design and beautiful fragrance, they're designed to support healthy skin barrier function and hydration, and enriched with nourishing harakeke extract. Available in floral Peony & Guava, uplifting Lemongrass & Lime Leaf, the classic Vanilla Bean & Coconut, plus a fragrance-free option (rrp \$6.99 each). For more info, see [ecostore.com/nz](http://ecostore.com/nz)

## What's hot RIGHT NOW

Products we're loving this week

**Tasty tucker**  
You'll love Gerry's assortment of breads, wraps, pizza bases, sliders and rolls. The five-star rated Super Bread's high in protein and fibre, and low in carbs. The Ultra Low Carb Almond Coconut Bread looks like white bread but with fewer carbs. See [gerrys.co.nz](http://gerrys.co.nz)

**Handy helper**  
Dry mitts are no match for Alive's range of nourishing hand creams! Available in five super scents – Mango & Lychee, Sea Cotton & Coconut, Raspberry Blossom & Juniper, Coconut & Wild Orange, and Kaffir Lime & Green Tea (rrp \$30 each) – they're enriched with botanical extracts and shea butter to deeply moisturise. A must for your bag or desk drawer! Visit [alivebody.co.nz](http://alivebody.co.nz)

**Salad season**  
Leaderbrand's popular Caesar Kit (rrp \$5.50) just got a whole lot tastier with the addition of their new creamy Caesar dressing made with New Zealand Parmesan cheese, garlic, lemon and pepper. Enjoy the salad on its own with crunchy croutons, or add bacon, chicken and a boiled egg for a hassle-free meal the family will love! Available from supermarkets.

44 New Zealand Woman's Weekly

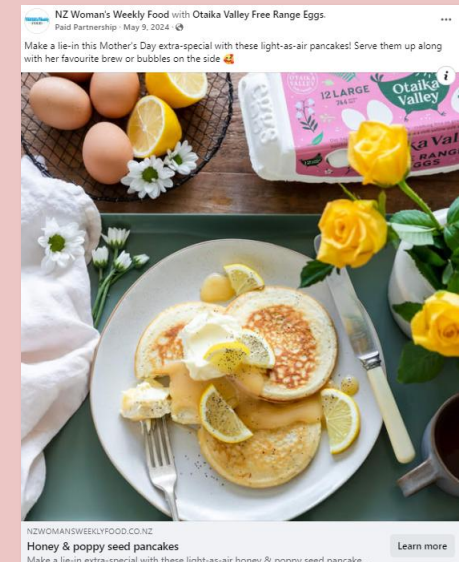
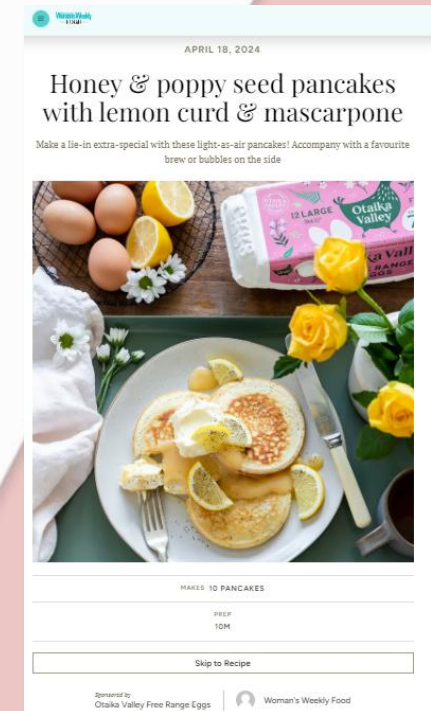
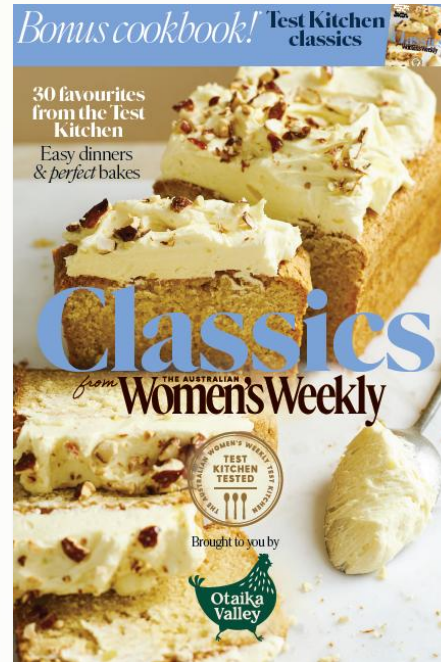
# Otaika Valley Eggs – Test Kitchen Recipes

A 36-page cookbook featuring Test Kitchen Classics was attached as a bonus GWP on the May 2024 issue of *The Australian Women's Weekly NZ*. Otaika Valley had exclusive sponsorship of the cookbook, with recipe integration throughout, brand ads and a double page spread recipe.

The cookbook recipes were also placed on [nzwomansweeklyfood.co.nz](https://nzwomansweeklyfood.co.nz) with social posts pushing to the Test Kitchen and Otaika Valley recipes.

The campaign was a success due to:

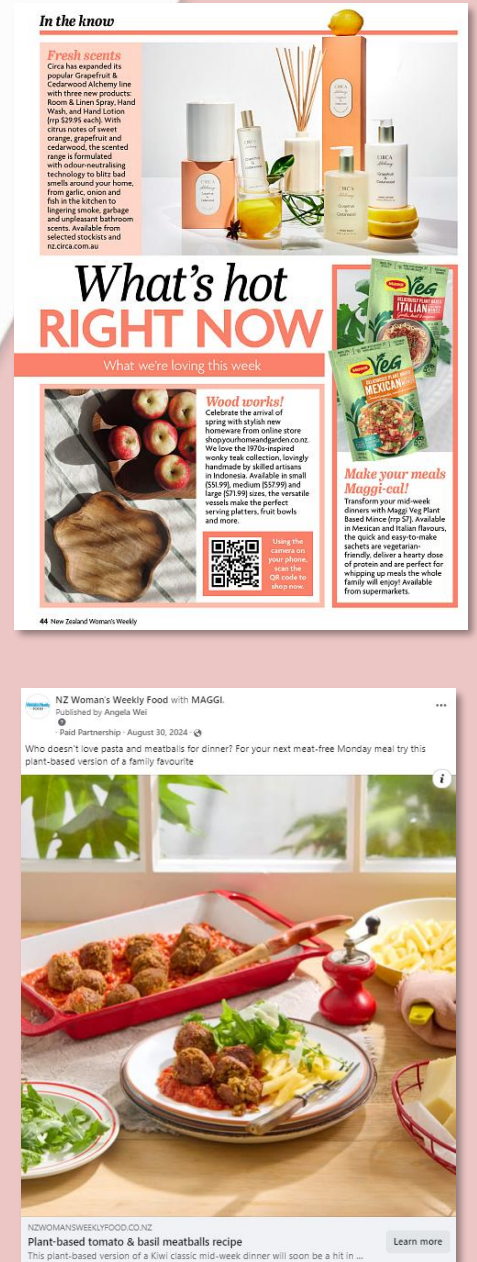
- **Exclusive sponsorship:** Otaika Valley was the sole sponsor for the cookbook meaning their brand had 100% SOV throughout.
- **Brand Positioning:** *The Australian Women's Weekly* Test Kitchen recipes are well-known and trusted, and with Otaika Valley aligning with this enhanced their brand positioning with our audience.
- *The Australian Women's Weekly NZ* readership is **299,000** with 175,000 readers being main household shoppers.



In line with Maggi's new product lunch of Maggi Veg Mexican and Maggi Veg Italian, *New Zealand Woman's Weekly* created a Meat-free recipe feature for Maggi to share their Tomato & Basil 'meatballs' recipe that uses Maggi Veg Italian.

The campaign was a success due to:

- **High engagement** – 40% more page views than other commercial content on [nzwomansweeklyfood.co.nz](http://nzwomansweeklyfood.co.nz) around similar time period
- **Targeted audience** – By *New Zealand Woman's Weekly*, the campaign effectively reached main household shoppers and households who are meat-free.
- This campaign through print reached **603,000 AP15+** on average 1.32 times, this is 14.19% of total AP15+ audience.
- This campaign through social media reached over **41,000 users**.



# Lee Kum Kee – Coeliac Awareness Week

In the lead up to Coeliac Awareness Week, Coeliac New Zealand and Lee Kum Kee did a 4-page cut-out-and-keep in *New Zealand Woman's Weekly*. This included an opening page sharing information about coeliac disease and how shoppers can identify coeliac-safe products, plus four delicious and easy gluten-free recipes using Lee Kum Kee sauces. This was in a cut-out-and-keep format so readers could keep the recipes for future reference without needing to hold on to the entire magazine.

The campaign was a success due to:

- **Targeted Placement:** *New Zealand Woman's Weekly* readers index +32% more likely to follow a gluten-free diet/lifestyle in their household.
- **Educational Content:** Leading into four delicious gluten-free recipes using Lee Kum Kee products was an educational piece on coeliac disease and how those living with coeliac disease can easily find coeliac-safe foods in the supermarket.
- **Brand Positioning:** Lee Kum Kee came across as the ultimate sauce range for those wanting to create delicious, nutritious and quick gluten-free recipes.
- *New Zealand Woman's Weekly* **readership is 400,000** and reaches 234,000 main household shoppers.

