

Main Household Shopper Case Studies



Food

Main Household Shopper Case Studies



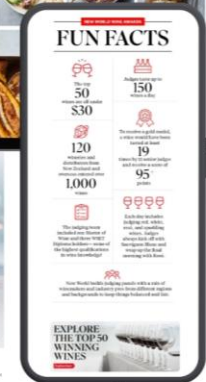
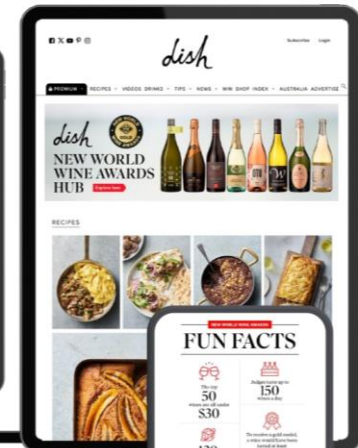
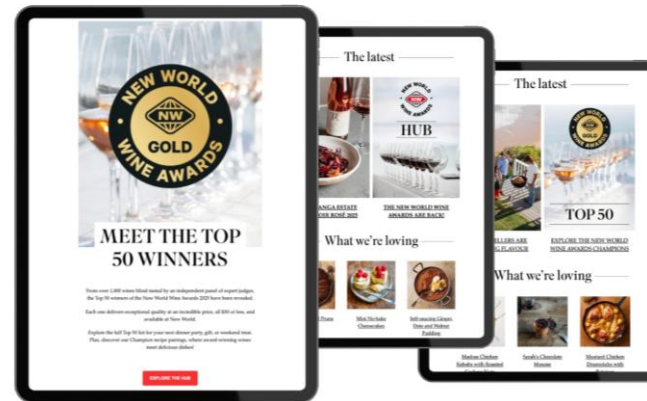
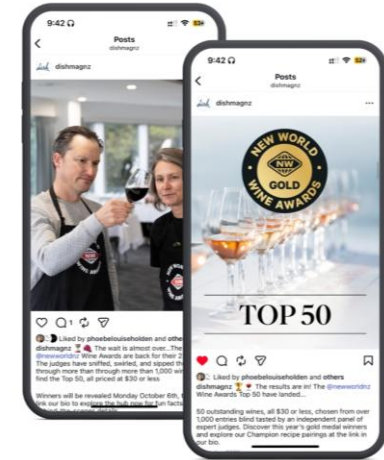
NEW WORLD WINE AWARDS

The New World Wine Awards (NWWA) is an international-standard wine judging event that has been running for over two decades. NWWA engaged *dish* to build an awareness campaign to run before, during and after the key promotional month of the Awards. The objective was to showcase the credibility of New World's liquor department, encouraging the main household shopper to purchase wine at New World, knowing the selection is approved by experts. *dish* achieved this with educational content focused on the judging process and the winning wines, supported by strategic display ad placements to promote the awards during their key campaign month.

The campaign was a success due to:

- **Cross-platform Content Integration:** NWWA leveraged the strength and size of *dish*'s multi-platform audience with custom content specifically tailored to their magazine, EDM format, website and social channels, rather than repurposing the same materials across each platform. The result was that every content component performed well and felt fresh and engaging for their audience, while contributing to a cohesive, broader scope campaign.
- **186K+ digital impressions in 5 weeks:** The digital components, which included an exclusive 'Hub' concept on dish.co.nz with supporting web articles, Solus EDMs, editorial EDM features, social posts and display ads, generated awareness of the Awards with an exceptionally well aligned audience demographic.
- **Magazine content with unique longevity:** *dish*'s bestselling Christmas Issue has become a colloquial 'bible' for Kiwi households planning their Christmas menu and festive entertaining every year. Readers collect these themed editions and refer back to their favourite recipes each Christmas. So, the Awards continue to receive long-tail coverage and engagement from their placement in this issue.

dish – Main Household Shopper Case Studies



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.

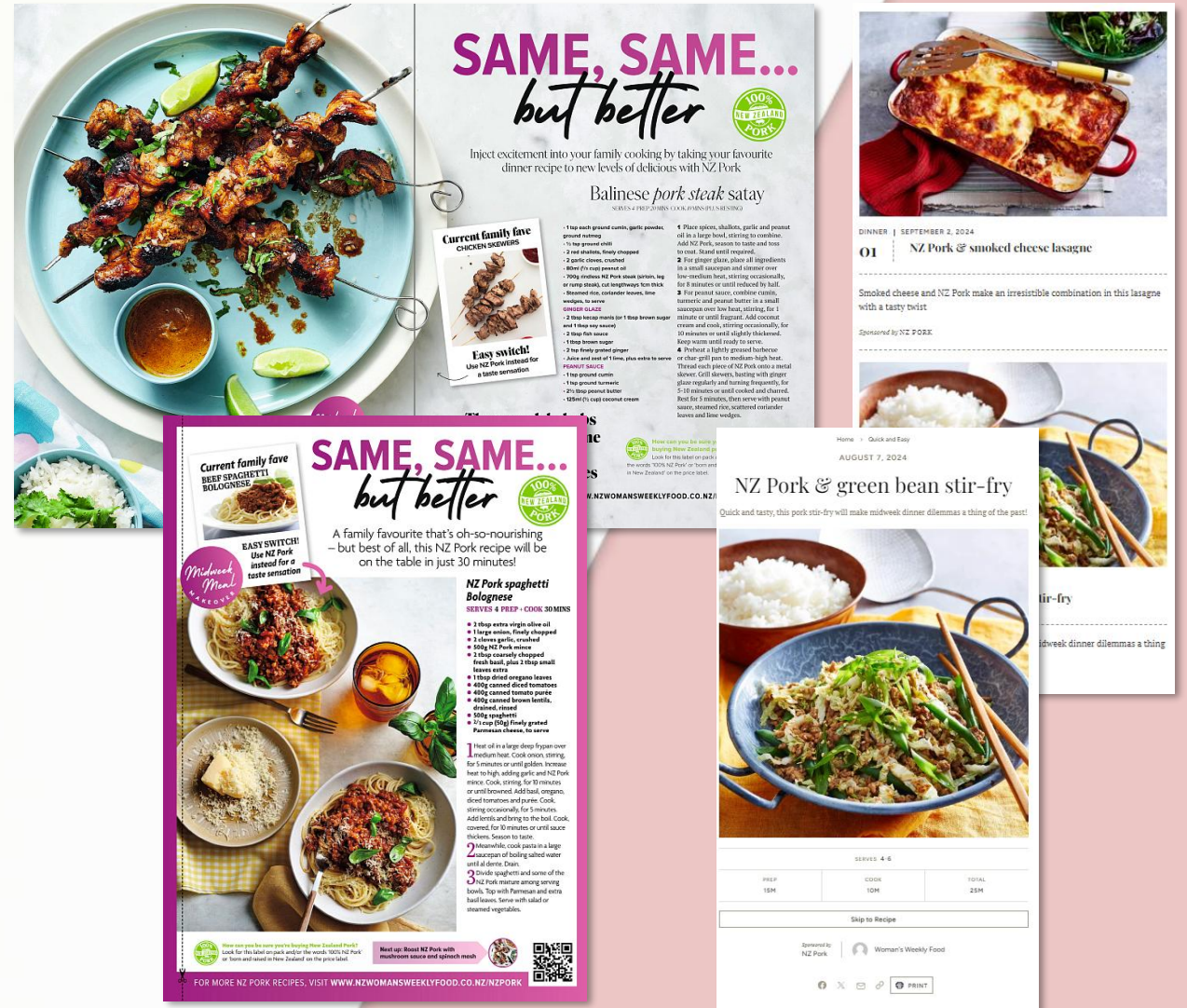
Before campaign launch, we conducted our own in-house market research to ensure the campaign would resonate with the target audience and identify New Zealanders most common midweek meals.

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 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.



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* 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.**

In the know

Fresh scents

Circa has expanded its popular Grapefruit & Cedarwood scented line with three new products: Room & Linen Spray, Hand Wash, and Hand Lotion (rrp \$29.95 each). With citrus notes of sweet orange, grapefruit and cedarwood, the scented range is formulated with oil-in-water-mixing technology to blitz bad smells around your home. From garlic, onion and fish to the kitchen to lingering smoke, garbage and unpleasant bathroom scents. Available from selected stockists and ME.CIRCA.COM.AU

What's hot RIGHT NOW

What we're loving this week

Wood works!

Celebrate the arrival of spring with stylish new homeware from online store shop.yourhomelandgarden.co.nz. We love the 1970s-inspired wicker teak collection, lovingly handmade by skilled artisans in Indonesia. Available in small (\$51.95), medium (\$52.99) and large (\$71.95) sizes, the versatile vessels make the perfect serving jokers, fruit bowls and more.

Using the camera on your phone, scan the QR code to shop now!

Make your meals Maggi-cal!

Transform your mid-week dinners with Maggi Veg Puree Based Mixes (rrp \$7). Available in Mexican and Italian flavours, the quick and easy-to-make sachets are vegetarian-friendly, deliver a hearty dose of protein and are perfect for whipping up meals the whole family will enjoy! Available from supermarkets.

44 New Zealand Woman's Weekly



NZ Woman's Weekly Food with MAGGI

Published by Angela Wei

Paid Partnership - August 30, 2024

Who doesn't love pasta and meatballs for dinner? For your next meat-free Monday meal try this plant-based version of a family favourite



NZWOMAN'SWEEKLYFOOD.CO.NZ

Plant-based tomato & basil meatballs recipe

This plant-based version of a Kiwi classic mid-week dinner will soon be a hit in ...

Learn more

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 1st Dec – 25th Feb, the featured recipe became the **third most-viewed page on *New Zealand Woman's Weekly Food***, with page 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

Best-dressed salads

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

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 blender; blend just enough to taste. Shake well. (Makes 1/2 cup.)

3 Chilli lime dressing

Place 2 small seeded, thinly sliced red bell peppers in a blender, add 1/2 cup extra virgin olive oil and 2 tbsp extra virgin olive oil. Blend until smooth. Season to taste. Shake well. (Makes 1/2 cup.)

4

5

6

Leaderbrand BBQ prawn, peach & Chilli Caesar salad

SHOPS + PREP TIME: 20-30 MINS
COOK TIME: 10 MINS

Leaderbrand Caesar Kit
600g tiger prawns
2 tbsp mayonnaise
1 cup extra virgin olive oil
1 cup apple cider vinegar
200g cherry tomatoes
2 red capsicums, thinly sliced
3 potatoes, sliced, roasted, cut into wedges
Toothpicks, such as mint, parsley or basil to garnish

1 Remove shells and heads from the bodies of the prawns, leaving the tails intact. Use a hand, mix together the oil, chilli paste and ginger. Add prawns and toss through. Leave to marinate for 10 minutes.

2 Heat a large gas or induction grill plate over medium heat, or gas. Fry for 1 minute on one side, then turn over and fry the other side for 1 minute until prawns are large and succulent.

3 Remove prawns to a side dish. While grill plate is still hot, add cherry tomatoes and capsicums, stir-frying until tender. Remove from plate and set aside.

4 Arrange Leaderbrand Caesar Kit, bones on a large serving plate. Top with peach wedges, roasted prawns, tomatoes and capsicums. Sprinkle over salad dressing and creamy Caesar dressing. Garnish with fresh herbs.

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 counter-tops. 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

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

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

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.

Are Media – Main Household Shopper Case Studies

Sunkist's Citrus Inspiraion

Sunkist aimed to position their citrus fruits as a must-have, encouraging consumers to incorporate Sunkist fruit into their next dish.

To achieve this, Sunkist developed a recipe using their citrus fruits and featured it in the *New Zealand Woman's Weekly*, inspiring readers to try it for themselves and encouraging them to explore the citrus range further.

The campaign was a success due to:

- **Targeted Appeal:** The Vietnamese-inspired recipe was a great fit for the audience, aligning well with current trends and seasonal preferences, which sparked strong interest.
- **Multi-platform approach:** The campaign's reach across print, online, and social media ensured broad visibility. Print reached a significant number of readers, amplifying the brand presence within a highly trusted publication, *New Zealand Woman's Weekly*.
- **Strong Online Performance:** The online article outperformed expectations by 11.3%, showcasing the continued interest in vibrant, summer-inspired recipes, which highlighted Sunkist's citrus fruits and further increased engagement.
- This recipe through print reached **643,000 AP25+** readers as well as **242,000 main household shoppers**.
- This recipe reached over **19,000** users on social media with impressions totaling over **38,000**.



Woman's Weekly
FOOD

Vietnamese Noodle Salad with Sunkist® Lemons and Blood Oranges

Fresh, vibrant, and bursting with bold citrus flavours, this Vietnamese noodle salad is your new go-to for a quick, nourishing meal.



MAKES

SERVES 4

PREP	COOK	TOTAL
20M	5M	25M

Skip to Recipe

Sponsored by

Sunkist®

 Woman's Weekly Food

Oranges & lemons

Zest is BEST!

Bursts of citrus make for mouthwatering morsels

Citrus poppyseed cake with lemon icing

PREP & COOK TIME 1 HOUR 10 MINS
15 FEELING A COOLING? SERVES 12

1 cup poppy seeds
1 cup finely grated, plus 1 extra Sunkist® orange
1 cup Sunkist® lemon juice
1 cup finely grated
1/2 cup freshly squeezed Sunkist® orange juice
1 cup Sunkist® lemon juice
2 1/2 plain flour, plus 1/4 cup extra
20g butter, at room temperature
1 1/2 cups caster sugar
4 eggs, at room temperature
1 1/2 cups self-raising flour
Blueberries, to serve
LEMON ICING
1 cup icing sugar
1 cup Sunkist® lemon juice
2 tsp boiling water

1 Place poppy seeds, 2 cups orange and lemon juice in a small bowl. Blend for 10 minutes.
2 Mixbeat until to 100°C/200°F fan. Grease a 20cm round icing cake pan. Sprinkle base and sides of pan with flour, shaking out

any excess. Using an electric mixer beat butter and sugar in a large bowl until light and creamy, then add one at a time, beating until combined.
3 Fold in the extra 1/4 plain and self-raising flour, and poppy seed mixture, in 2 batches, until just combined.
4 Spoon mixture into prepared pan and tap the surface. Bake cake for 45 minutes or until a skewer inserted in the centre comes out clean. Stand cake in pan for 5 minutes, then turn out onto a wire rack to cool completely.
5 Using a vegetable peeler, peel zest from the extra orange. Using a small sharp knife, remove white pith from rind, then cut rind into long, thin strips.
6 To make lemon icing, beat icing sugar into a bowl. Add lemon juice and boiling water, stirring to make a smooth, runny icing. Drizzle over cake and sprinkle with blueberries and lemon and lemon zest.



Vietnamese noodle salad with Sunkist® lemons & blood oranges

PREP & COOK TIME 20 MINUTES SERVES 4

4 small shallots, sliced thinly
Season oil, for frying
1/2 cup dried thin rice noodles
1/2 cup carrots, cut into thin matchsticks
1 large cucumber, peeled, julienned
1/2 cup fresh mint leaves, washed, sliced thinly on a bias
1 cup fresh mint leaves
1 cup fresh coriander leaves and fresh stems
2 Sunkist® blood oranges, cut into segments
3/4 cup roasted peanuts (see recipe)
2 1/2 garlic cloves
2 Thai birds eye chillies, chopped roughly
1 tablespoon lemongrass, sliced
1 Sunkist® lemon, juiced
1 tablespoon soy sauce
1 teaspoon sesame seed oil
1 teaspoon Maggi seasoning

1 Combine shallots and oil in a pan. Place over high heat and cook stirring frequently until shallots begin to bubble. Continue cooking, stirring constantly as the shallots fry, to ensure even cooking.

2 When shallots are lightly golden, transfer to a plate and drain immediately. Transfer to a paper bowl lined with paper towels to absorb excess fat.
3 Add shallots and cover with just-boiling water. Let sit for 1-2 minutes, then drain. Noodles are softer but still firm. Drain, then under cold running water and drain again.
4 To make fish dressing, pour garlic and chillies into a paste is formed. In jar with lid, add lemon juice, Sunkist® lemon juice, soy sauce, sesame oil and Maggi seasoning, shaking well to combine.
5 Add carrots, cucumber, fresh coriander, blood oranges, fresh shallots to the bowl with noodles. Add dressing and toss to coat.
6 Add shallots and peanuts to the bowl, tossing well to serve.



NEW ZEALAND WOMAN'S WEEKLY 15 SEPTEMBER 2014

AT New Zealand Woman's Weekly

In the know

Crackers worth craving!

Snack lovers will adore 180 Degree's mouth-watering offering of New Zealand-made bites and crackers. Pop one of the melt-in-your-mouth Car Crackers (crunchy Laminated Crisp Biscuits) or the also-addictive Cheese Bites in your trolley for a sure-fire way to elevate your next cheeseboard. Available from supermarkets.

What's hot RIGHT NOW

Products we're loving this week

Taste the sunshine

Sunkist citrus comes from sunny California, where thousands of growers nurture every piece of citrus we receive here in New Zealand. From your classic Navel orange that is refreshingly bright and juicy, to the Blood orange with its rich, bold colour and hints of raspberry flavour, and the Cara Cara orange known as the Powerhouse orange for its pink flesh, super-sweet flavour and 160 percent of your daily recommended vitamin C. Available in New World, Pak'nSave and Four Square stores. See sunkist.com

FRESH FIZZ

Red Bull is shaking things up with two brand-new, energised, sugar-free sips. Bright and inspiring, The Berry (250ml) and Citrus (can) has notes of raspberry and verbena, while fresh and creamy The Coconut Edition (250ml) can't be a coconut and berry Sunkista. Available from supermarkets.

Sunkist

FARMER OWNED SINCE 1893

Our Citrus range, is truly in a league of its own

"Peel, good citrus"

Navel
Classic & refreshing

Blood Orange
Bold & raspberry

Cara Cara
Super sweet

Mandarin
Easy to peel

Lemon
Tart & Tangy

Available from New World, Pak'nSave and Four Square stores

www.sunkist.com

for more information and tasty recipes

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Personal Care

Main Household Shopper Case Studies



Shark Beauty FlexStyle

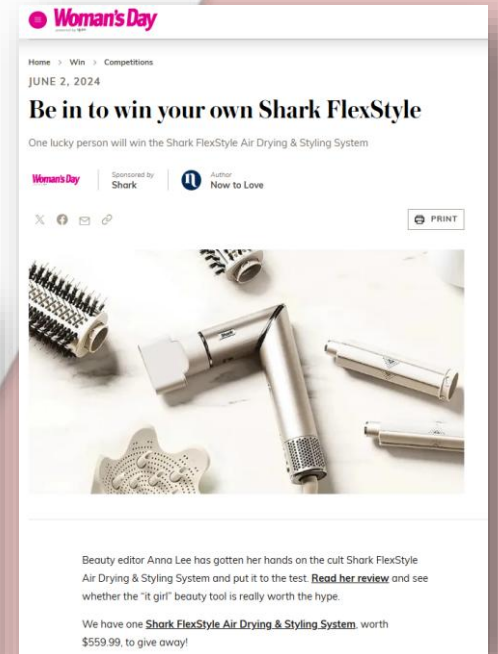
Shark is best known for their floor care appliances. But when they took their hair care market into New Zealand with the Shark FlexStyle, they faced a tough challenge by breaking into a competitive space and convincing consumers to see them as more than just a vacuum brand.

To shift perceptions and build credibility, Shark needed a standout strategy. To achieve this, we created a 'Tried & Tested' sponsored content with Woman's Day, and not only showcased the FlexStyle's performance but also gave readers - particularly main household shoppers - a chance to experience it firsthand with an exciting giveaway, sparking curiosity and engagement.

The campaign was a success due to:

- **High engagement:** 2,100 article views and 754 competition entries.
- **Exclusive prize:** The Shark FlexStyle proved to be desirable for our audience.
- This campaign through print reached **667,000** females 25+ on average 2.0 times.
- This campaign through social media reached over **46,600 users** as well as gaining over **75,500 impressions**.

Check out Anna's review below:



L'Oréal wanted to drive purchases from their Age Perfect range by targeting women 40+ for those starting to notice signs of aging and looking to bring brightness back to their skin.

By making her the face of the campaign, we created a powerful, relatable connection that encouraged women to celebrate their age and invest in their skin with the L'Oréal Age Perfect range.

- **Relatable Content:** Marilyn as the face of the campaign connected with the target demographic, staying authentic to their interests and needs.
- **Timing:** This campaign was live before the festive season, capturing attention when consumers seek premium self-care products and gift ideas.
- This campaign through print reached **636,000** females 40+ on average 4.23 times.
- This campaign through social media reached over **46,100 users** as well as gaining over **85,600 impressions**.

New Zealand Woman's Weekly

December 19, 2024 at 1:43 PM · 

This year New Zealand Woman's Weekly editor Mariylynn McLachlan hit a birthday milestone and with that her perception of aging shifted.

She shares why she decided to embrace aging with optimism and confidence, rather than wage an unwinnable battle against time.

#ad



newzealandwomensweekly

Sponsored

Learn more



newzealandwomensweekly This year New Zealand Woman's Weekly editor Mariylynn McLachlan hit a birthday milestone and with that her perception of aging shifted.

She shares why she decided to embrace aging with optimism and confidence, rather than wage an unwinnable battle against time.

#ad

NowToLove.CO.NZ

Aging with confidence and optimism

Mariylynn turned 50 and decided that rather than wage an unwinnable battle...

[Learn more](#)



Beauty editor
Liz Lee

Look your best BARE-FACED

There's a glowing complexion in stepping out with only your glow on!



MATURE SKIN SUPERSTARS

Beauty

Want to feel flawless without make-up after that beach, New Year's lunch or even when you think with a little less than ten years on your face? Look no further than Pema Anderson's light glow cream, which makes up to 10 years younger. She's 57 and recently streamlined her make-up and beauty routine to be as simple as possible. "I'd rather show my freckles," she says. "It's the healthiest I've ever been in my own skin."

Here's how to achieve a radiant complexion with a little TLC, and the products you need.

Reach for hydration
Hydration is crucial for achieving radiant complexion. Before you apply your regular skin care, use a hydrating serum with hyaluronic acid, such as **Hydrate Advanced AHA 10% Serum**, or **The Ordinary Hyaluronic Acid 2% + B5**, \$20. This powerhouse ingredient helps up to 1000 times its weight in water, clearing clogged pores on the skin to keep your complexion fresh and dewy.



Lay the foundation
The foundation for radiant skin begins with a good base. Choose at least six to seven skincare, environmental pollutants and UV rays. In the morning, opt for a sheer formula that won't clog your pores. **Acne-Glides New York Melasma Honey Essence Cream**, \$95, leaves skin feeling bouncy and baby-soft. "It's the closest to a treatment mask—simply leave it on for 10 to 15 minutes."

Renew with retinol
Retinol promotes cell turnover and boosts collagen production, which smooths the skin's surface. Reduce pigmentation and minimize fine lines. **Elabeads Active Retinol 100% Granules Capsules Rapid Skin Renewing Serum**, \$275. Also, consider using a retinol cream, peptides, and more to reduce wrinkles and hydrate.



Calling all antioxidants
Antioxidants are essential for protecting your skin against environmental stressors like UV rays and pollution, which can accelerate aging and dullness. Vitamin C is a powerful antioxidant that your skin should use in these aggressive, sun-baked longitudes and even at skin time by reducing dark spots and pigmentation. Reach for well-tolerated, stable, and gentle. **Cyted serum** and cream like **skinCeuticals Amino Acid Serum** \$150, or **Brandi Babel Skin Glow** \$100. **Intensifying Moisture**, \$21.50.



Sunscreen, always
Sunscreen is always a non-negotiable, especially when you're going to make up, sunbathe, and hydrate your skin. **Elabeads Active Retinol 100% Granules Capsules Rapid Skin Renewing Serum**, \$275. Also, consider using a retinol cream, peptides, and more to reduce wrinkles and hydrate.



FOR BEST RESULTS, WHAT'S THE IDEAL DAILY ROUTINE?

AM:
1. **Cleanse**
2. **Hydrate**
3. **Retinol**
4. **Sunscreen**

PM:
1. **Cleanse**
2. **Hydrate**
3. **Retinol**
4. **Sunscreen**

FOR BEST RESULTS, WHAT'S THE IDEAL DAILY ROUTINE?

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New Zealand Women's Weekly 47

endota Serenity

With most of us caught up in our busy lives, it can be hard to take a moment to pause and truly relax - especially for the main household shopper, who often puts everyone else first. That's exactly what endota wanted to highlight to our readers.

Their goal was to raise brand awareness while also promoting their beauty range. To achieve this, Anna wrote a tried-and-tested article detailing her experience at endota, sharing insights about the treatment she received and recommending which of their beauty products to try.

Her engaging storytelling aimed to entice readers to book their own self-care experience at endota.

The campaign was a success due to:

- **Authenticity:** Having Anna experience and review their treatment firsthand created a genuine story, building trust with readers.
- **High engagement:** The boosted social outperformed the average of the other campaigns, meaning more people saw this content.
- This campaign through print reached **767,000** females 25+ on average 2.82 times.
- This campaign through social media reached over **46,600 users** and gained over **126,000 impressions**.

NEW ZEALAND WOMAN'S WEEKLY & ENDOTA PROMOTION

Wellbeing AWAITS

Route to relaxation!
A study found the Organic Relax Massage can decrease your heart rate, reduce stress and alleviate tension.

Beauty editor Anna Lee found her bliss at an endota spa rejuvenating session

When was the last time you hit pause and surrendered yourself to a truly restorative experience? With 110 serene spas across New Zealand, Australia and Thailand, endota offers the perfect sanctuary for those in need of a moment of self-care. Craving solitude from the hustle and bustle of everyday life, I booked in for the Surrender Spa Package (\$185), which combines two of endota's signature treatments - the Organic Relax Massage and Organic Infusion Facial - for 75 minutes of nurturing from top to toe.

Following a consultation, my route to relaxation began by measuring the hydration levels of my skin using a BT analyser, and a full face scan to examine what was happening both on and below the surface of my skin. This assessed the levels of sun damage, spots, skin texture and any other areas of concern, allowing my therapist, Kasumi, to not only soothe my body and mind but also to ensure the post-facial products were tailored to the needs of my skin.

The air softly laced with Calm Essential Oil - endota's very own blend of ylang ylang, lavender and bergamot - the rhythmic movements of the soothing massage melted away stress and tension, while warm stones worked their magic.

Kasumi then began my facial, using the endota Organics skincare range. All natural and full of antioxidants, vitamins and minerals, the potent formulations are carefully crafted from pure, active botanicals to deliver visible results and glowing skin - without harsh chemicals. These were carefully massaged into my skin with jade facial rollers to deeply nourish and hydrate. Upon re-measuring my skin's moisture levels after the facial, we found - to my glee - a significant improvement. The full-body session culminated in a scalp and foot massage, leaving me utterly relaxed from scalp to soles. Completely blissed out, I was gently guided to a comfy chair, where I slipped on a cup of organic peppermint tea, savouring the warm glow that enveloped me from the inside out, before stepping back into the world a grounded, more revitalised version of the person I was when I went in.

Find an endota spa near you, take a look at the treatment menu, shop the range of products or book in for your own me-time moment at endota.com/nz

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Skin savers

Brush up

Facial sculpting has been eagerly adopted, but it has long been used as a muscle-relaxation technique on the body too. "Gua sha involves scraping the skin with a massage tool to stimulate micro-circulation of the soft tissue," says Vanessa. "This is thought to promote lymphatic drainage and circulation, and increase energy flow throughout the body." Always work towards the heart and if you find it uncomfortable, dry-brush brushing is a simple alternative that will slough off dead skin cells at the same time.

Look Good, Ki: Body Duo Skin Body Tool, \$53. Set de Janeiro Lymphatic Massage Tool, \$53. Tension Relief Dry Body Brush, \$70.

Smooth lumps & bumps

"Bodies" and chicken skin on your arms are best remedied with alpha hydroxy acids (AHAs) - glycolic, lactic and citric acids - as they help dissolve away dead skin cells. "Glycolic acid has a smaller molecular size than other AHAs, enabling effective skin penetration, cell turnover and enhancement of skin texture," says Kelly. "Several studies have shown a significant reduction in pigmentation intensity and an overall improvement in skin tone in patients treated with glycolic acid formulations." *AMW*

Look Good, Ki: Body Duo Skin Body Tool, \$53. Set de Janeiro Lymphatic Massage Tool, \$53. Tension Relief Dry Body Brush, \$70.

Super dry

Truly dry skin needs more than a drink - it wants a proper fatty "feed" with ceramides and lipids. "The skin on our faces is different to skin on our bodies, but there are similarities, such as crepeyness and a lack of elasticity, which is often due to the reduction of progesterone and oestrogen," says Vanessa. If you have dry skin, you're naturally low in lipids, so the best remedy is boosting your barrier to help buff off dead skin cells and slather on nourishing oil-rich products.

Look Good, Ki: OSEA Underline Algae Body Oil, \$77. Endota Spa Organic Vanilla & Macadamia Body Drink, \$65. Elizabeth Arden Eight Hour All-Over Body Moisturiser, \$65.

Scan the QR code to shop the best hydrating body oils.

82 The Australian Women's Weekly

Gorgeous gifts!

Sleigh the holiday season with finds that dazzle, pamper and delight!

Give the gift of luxurious skin. The new gold standard for skin care, this super serum expertly nourishes, refines and restores for an effortlessly radiant look.

Elizabeth Arden Advanced Night Cream, \$75 (90 pieces)

Do your nails need a break? Once you've got your routine down pat, it's all too easy to go a little manicure crazy that just like our skin, nails need a little TLC too. experiment between manicures. They can become brittle over time if constantly covered in polish or gel, so be sure to take a short break - even for just a few days every few weeks - to give your nails a chance to breathe and recover.

Essie Jelly Glaze in Raspberry, \$10

Active glue Moisturiser, \$10

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Active glue Moisturiser, \$10

Scan the QR code for more great gift ideas for beauty buff!

Monday 17

Home > Fashion & Beauty > Beauty News

OCTOBER 28, 2024

Surrender at endota: Our beauty editor reviews the spa's signature treatments

Beauty editor Anna Lee found her bliss at an endota spa rejuvenating session

Sponsored by endota

Author Anna Lee

When was the last time you hit pause and surrendered yourself to a truly restorative experience? With 110 serene spas across New Zealand, Australia and Thailand, **endota offers the perfect sanctuary** for those in need of a moment of self-care.

Woman's Day NZ with endota New Zealand.

Published by Angela Wei

Partnership - November 19 at 4:00 PM

Our beauty editor, Anna Lee, just experienced one of endota's most-loved treatments. Want to know her honest review? From stress to serenity... did she find bliss at the spa?

Read now and get ready to unwind!

See insights and ads

Boost post

16

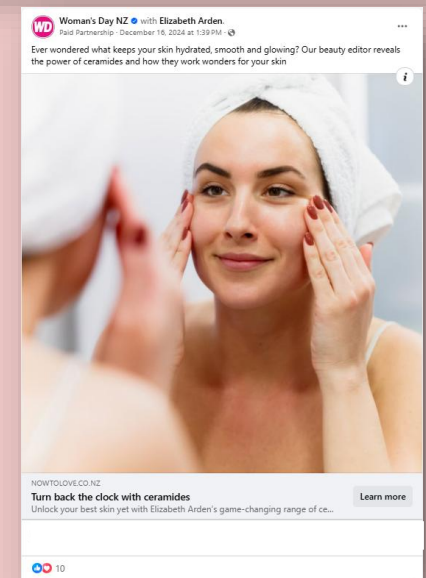
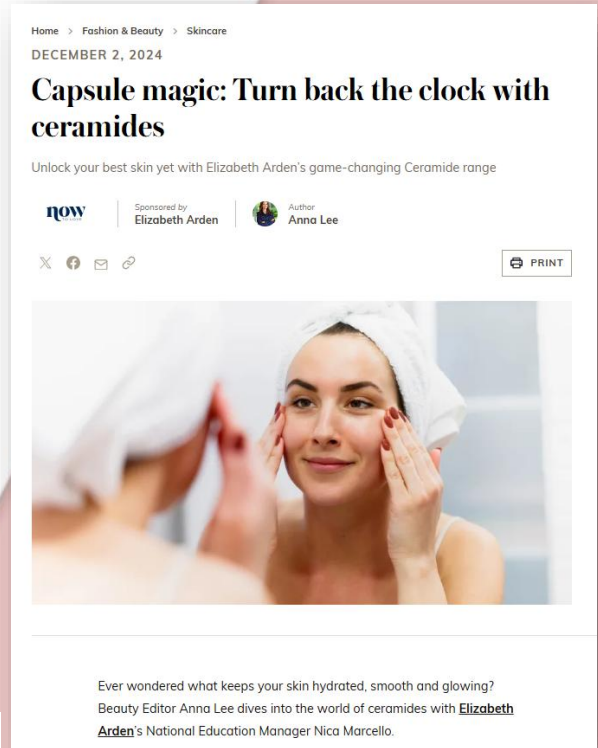
Elizabeth Arden Ceramide Capsules

Elizabeth Arden's goal was to reposition their Ceramide Capsules as a versatile serum, on par with competitors. The objective was to shift the perception of the Ceramide Capsules and drive sales by showcasing the 'Serums' Collection as a solution for all skincare concerns.

To achieve this, we implemented a multi-platform approach, authentically promoting the range through print, digital, and social media. This strategy delivered significant results, reaching a wide audience and generating strong engagement.

The campaign was a success due to:

- **Strategic Timing:** The campaign ran during the festive season, aligning with holiday gifting and self-care trends.
- **High engagement:** The organic social posts exceeded benchmarks, with reach up 21%, impressions up 20%, highlighting strong engagement in the Ceramides range.
- This campaign through print reached **851,000** females 30+ on average 5.07 times.
- This campaign through social media reached over **13,000 users** and gained **40,073 impressions**.



Hemptuary Skincare

AFT Pharmaceuticals wanted to drive awareness and boost sales for Hemptuary, their natural and organic skincare range.

To achieve this, we crafted an engaging online article highlighting the benefits of Hemp-infused skincare, breaking misconceptions and educating main household shoppers on its effective properties.

To maximise visibility, we amplified the content with a homepage takeover on *nowtolove.co.nz*, ensuring Hemptuary stood out as readers engaged with their daily news.

The campaign was a success due to:

- **Effective messaging:** The online sponsored content educated consumers on Hemp-infused skincare, breaking misconceptions and driving interest.
- **Strategic Content Placement:** The homepage takeover on *nowtolove.co.nz* maximised visibility and credibility gaining over **3,000 impressions**.
- The online sponsored content gained **1,593 page views**, outperforming the average by **10%**.
- This campaign through social media reached over **32,000 users** and gained over **68,000 impressions**.



Home > Fashion & Beauty > Beauty News

FEBRUARY 17, 2025

The superpowered skincare ingredient you need to work into your beauty routine this year

Whether you're tackling acne or ageing, this natural, organic ingredient means not skimping on glow.

Sponsored by
Hemptuary®

 Sarah Templeton





This is the year we're supercharging our beauty cupboards, embracing powerful natural ingredients and getting rid of chemical-ridden nasties.

now
TO LOVE

SUBSCRIBE

CELEBRITYLIFESTYLEHEALTHREAL LIFEFASHION & BEAUTYPARENTINGWIN

FREE Hemptuary Body Balm

with any online Hemptuary product purchase

30

TV

Will Arnett be scared of the
Arkham's child on Married At
First Sight Australia 2025?

Women's Day

CELEBRITY

Katie and Tim's relationship
comes to an explosive end on
Married At First Sight Austral...

now

Inside former The Block
NZ winners Alex and Caleb
Prestons latest passion project

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FREE Hemptuary Body Balm

with any online Hemptuary product purchase

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CELEBRITY NEWS

Urzila Carlson's
big Hollywood
breakthrough

Women's Day

SUN-SAFE SKIN HACKS

Believe sunscreen is just for summer? Think again! Sun protection is a must year round. These multitasking beauty buys will do just that and more.

MOISTURE BOOST

Before layering on sunscreen, start with a deeply moisturising and hydrating base, such as Hemptuary Hydra Infused Moisturiser, \$29. Made in New Zealand and packed with organic hemp oil - rich in vitamins A and E, plus ceramides 3 and omegas 6 - this powerhouse also stars marketing allies, niacinamide, hyaluronic acid and peptides. Ideal as we head into the cooler months, the rich formula combines dryness with non-comedogenic, antibacterial properties keep pores clear and skin calm. Scan the QR code to learn more and shop now!

FLAWLESS COVERAGE

Why choose between skincare and makeup when you can have both in one product? Today's clever, SPF-infused beauty products combine UV defence with flawless performance. Skin kits and BB creams are weekend staples, offering hydration, sun protection and a radiant finish in one step. For a polished, no-makeup look, Hemptuary Beauty's new SPF50 Foundation Stick, \$65, is a no-brainer. Looking for more coverage? Reach for Clinique Even Better Clinical Vitamin Makeup SPF25, \$84, for energy, brightness and protect. For an added glow, mix ultra-Glow Drops Illuminating SPF50, \$80, the glow foundation or wear it solo for radiance.

LIP LOVERS

And like the rest of your skin, your lips are vulnerable to UV damage, making sun protection essential for your pout. An everyday handy hero, the bestselling Jane Elizabeth Afton Eight Hour Cream Lip Protectant Stick SPF16 in Blue, \$6, combines hydration with a touch of sun protection. Another top pick? Mecca Cosmetics Lip De-Licious SPF25, \$25, a conditioning balm with pomegranate seed oil and shea butter for a super-soft pout. For high SPF coverage, Thermal Therapy Lip Balm SPF50+, \$7, soothes dry, chapped lips while delivering superior sun protection.

PROTECT & MOISTURISE

The best sunscreens don't just shield your face - they hydrate your skin while leaving you glowing too. Simply your morning routine with a light formula that goes beyond basic SPF protection, offering moisture and extra-skincare benefits. To create a seamless base under makeup, try Eucerin Pure Realife Clinical AHA UV Fluid SPF50, \$48, to soothe dry and itchy skin while offering SPF50 hydration. \$105. The cream-to-serum formula melts into your skin, leaving your complexion silky soft and protected.

TIP

Sunscreen should be reapplied every two hours, especially after swimming or sweating, to maintain full protection.

BODY BOOST

Protecting your entire body from UV rays doesn't have to be a hassle. Hemptuary Hydra SPF50+ Hydration, \$29, doubles as a moisturiser and absorbs quickly, making it easy to reapply, then get dressed without waiting. Craving a tropical escape? Slather on the Afton Feet Foot Cream SPF50, \$55. The tropical-scented lotion is loaded with nourishing ingredients, like vitamins rich olive vera.

FERDAYS

Are Media – Main Household Shopper Case Studies

Technology

Main Household Shopper Case Studies



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



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

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.

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+.

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."

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 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.



Homes

Your 28-day DECLUTTERING PLAN

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

Take the time to hold on to the things you're not going to get rid of

From growing opobabies to "lamey" chies and accessories that barely chine, many have been ditching such piles that no hope chine vest i'ndies. Seried through the chine can feel this insurmountable task, but starting out with a few well-set items can help things fall more easily into place.

Decluttering guru Katharine Ingelister chine can turn your home into a magical unit in just 28 days. The first step is to ask yourself these three questions.

What is working?

"Nothing. Everything is a mess," Jane A. This is a common response to this question. But there is always something that is working.

So let's look more closely. Do you put your wallet and keys in a specific place?

Are all your cleaning products stored together in one cupboard? Is there a certain spot where you keep the dog's food for fear you'll be annoyed so you can see them all day? With all the noise on social media, plus numerous shows on TV about decluttering and organizing, it's easy to forget that you may already have the foundations in place to create your own organizing system. Almost certainly, there will be something that you already do that's working for you. You just have to take a moment to find and assess it.

In taking a good look at what you like about your home and which spaces are the easiest to

maintain, you can replicate all those systems in other areas. This is your time to take a step back and look at the space in a particular area, are we identifying not only those places that need to stay where they are, but also those that don't?

What items are essential?

I'm not going to suggest that you sleep through those ringing out - phes! A more effective way to organize your home is

Powerful vacuums clean and where they need to be used.

CLEANING HERO

Take your tid to the next level with Shark's most powerful vacuum yet, the groundbreaking PowerDetect Clean & Empty System. Dirt and dust are so much less revolting after cleaning here, which sucks up debris when pushing backwards, as well as pushing forwards, and lets up to 20 minutes of uninterrupted power. RRP \$1149.99, sharkvacuum.co.nz

Spreading your clutter over all days makes it more manageable.

TIDYING CHECKLIST

WEEK 1

- Cutlery drawer
- Spices
- Bags and coats
- Bath/toilet
- Kitchen counters
- Cleaning supplies
- Hair dryer

WEEK 2

- Car
- Foot spaces in living space and bedrooms
- Bedrooms cabinet
- TV stand/desk
- Bedside table
- Living cupboard
- Items at work/bags

WEEK 3

- Kids' school bags
- Kids' books and games
- Toys
- Makeup
- Hair accessories and jewelry
- Waflets and bows
- Beakies/bags

WEEK 4

- Underwear drawer(s)
- Socks and shoes
- Scarves
- Fashy bag unfinished items from weeks one to three
- Celebrate your progress!

Nothing is more satisfying than a tidy, clutter-free home!

12 HomesMag

March 2013

In the know

Let's celebrate!

It's time to raise a glass to Winter 14/15, a name synonymous with beautiful Marlborough wines and celebrating its 30th 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 Lane. "We believe the best wines explore that character – a reflection of where they've come from. Add passion to the mix, and you've got expressive wines known and trusted to represent quality without compromise." The Winter 14/15 range is available from supermarkets and liquor stores nationwide. See winethero.co.nz

Say Cheez

Amoroso's all-in-one Cheezit Cheese and Cheddar Sour Cream & Onion, the dry-coated Snapd snacks are light, crispy and oh-so-cheesy. Snap them up at Winethero.co.nz, pp 56-58 each.

What's hot RIGHT NOW

What we're loving this week

Take a shot

Put your body and mind with New Zealand Brand Goly – specialists in high concentration, all-natural blends designed to support your overall health and wellbeing. The range of functional juices includes Superbolic, which is boosted with ginger, turmeric, apple, lime and manuka honey, while Superbolic combines blackcurrant and beetroot juice, spiked with vitamin C and munda honey. Prefer a quick hit? Reach for a double-strength Wellness Shot – the mighty miniatures are crammed with potent ingredients to pack a punch! Available from select stockists and golyshots.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. OnStar 7 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, it also lasts 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 sharkline.co.nz, pp 58-59

Chews me!

The Beauty Chef's popular Pumpers 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 thebeautychef.co.nz, pp 54-55

Myregyna magic

Missing your mzo? Invented by leading New Zealand cell biologist Dr Lisa West, Myregyna is a 100% natural, non-hormonal, non-invasive and designed to support women during and after menopause. The "outside-in and inside-out" system uses the Hydrating Cream (applied at night to the external genital area) and oral Dietary Supplementation (taken once 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 tearing 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 59/60 for around three months) includes the cream and dietary supplement. Available from selected pharmacies and myregyna.co.nz

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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



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".

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

18 The Australian Women's Weekly

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.

18 The Australian Women's Weekly

Domestic bliss

Vintage style

Home sweet home

with Wendy Moore

For years now, our interior trends have been dominated by white, white and more white, but for most of us, white just doesn't work in our everyday lives. Not only is it hard to keep clean, but too much white can also make a room feel stark and empty – and the reality is that our lives are filled with colour.

A beautiful home evolves in many ways, with collected, inherited and found pieces coming together to tell the stories of our lives, making our homes feel unique – and every great story comes with many layers.

It's this need for our homes to reflect our lives and loves that's driving a new trend that celebrates the colours and details of generations before us. To my absolute joy, I'm finally seeing a wholesale move away from white, a return to soft, livable colours, and even a resurgence of florals and chevron, reminiscent of our parents' (or even grandparents') homes.

The trick is to start with a colour scheme that ties at least three colours together. Gone is the old mantra of 70 percent one colour and 30 per cent split between two accents. This look is dominated by an entire scheme of colours, with patterns and texture bringing the accents. The colour dominating are muted shades of pink, green, yellow and – and for it – the return of purple! *AWW*

Wendy's tip: "Because it's a great way to instantly make a home feel welcoming, if you have a large open plan space, position highly textured pieces starting from the furthest point from the entry to the room. The feature can come from a fabric measurement such as a patterned or thick rug, or even just cushions and throws on the bed and at your side. It's a message to guests that this is a place to relax and an invitation to feel the pieces you've collected."

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 glass vase by Lorraine + Barbara Phoenix, \$250. For Kallie. 4. Velvet cushion cover in black, \$55. From Mabel. 5. Vase in gold, \$25. From Harvey Norman. 6. Glass box cushion, \$40. From Mabel. 7. Fine gold ornament, \$45. From Mabel. 8. Glass box cushion, \$40. From Mabel. 9. Glass box cushion, \$40. From Mabel. 10. Glass box cushion, \$40. From Mabel. 11. Glass box cushion, \$40. From Mabel. 12. Glass box cushion, \$40. From Mabel. 13. Glass box cushion, \$40. From Mabel. 14. Glass box cushion, \$40. From Mabel. 15. Glass box cushion, \$40. From Mabel. 16. Glass box cushion, \$40. From Mabel. 17. Glass box cushion, \$40. From Mabel. 18. Glass box cushion, \$40. From Mabel. 19. Glass box cushion, \$40. From Mabel. 20. Glass box cushion, \$40. From Mabel. 21. Glass box cushion, \$40. From Mabel. 22. Glass box cushion, \$40. From Mabel. 23. 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Retail

Main Household Shopper Case Studies



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**.



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.

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.

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.

Le Creuset Salt and Pepper Mills, 490 Flybuys Points each

Antipodes Glow Vitamin C Brightening Serum, 330 Flybuys Points

Armani My Way Fragrance, 1000 Flybuys Points

flybuys.co.nz

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

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 outdoor gathering. Turn up the beats!

flybuys.co.nz

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 leggy 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. "Pawrenting 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 see pup arrivals with flea, 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 – or tell us **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 holly 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-GO 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 clinic, so 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 annual dog licence is also cheaper? "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 cavewife 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 door 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 8 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.

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

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