

Nescafé "TogetherNES" media coverage summary as at 22 May 2008

Up to 22/5/2008, 21 items ran in daily, community and magazine print, plus radio and online. Measurable circulation was 601,550 and the tone of coverage was highly positive, with only one individual's response in a negative light.

Neighbourhood Support, TogetherNES and Nescafé were strongly highlighted within the context of the articles.

A coverage summary follows (note, NS = Neighbourhood Support):

Date	Brands	Publication	Headline	Circulation
Item in Print				
9 May	Nescafé NS TogetherNES	NZPA	Campaign launched for better neighbourly relations	n/a
10 May	Nescafé NS TogetherNES	Daily News (NZPA)	Bid to get neighbours talking to each other	26,497
10 May	Nescafé NS TogetherNES	CCH Weekend Press (NZPA)	Drive for neighbours to become acquainted	221,000
10 May	Nescafé NS TogetherNES	Waikato Times (NZPA)	Love thy neighbour urges campaign	41,983
10 May	Nescafé NS TogetherNES	Nelson Mail (NZPA)	Campaign aims to get neighbours together	18,437
10 May	Nescafé NS TogetherNES	Hawkes Bay Today (NZPA)	Call to befriend neighbours	29,401
10 May	Nescafé NS TogetherNES	Gisborne Herald	Drive for neighbours	8,631
10 May	Nescafé NS TogetherNES	Daily Post	Get to know your neighbours, Kiwis told	12,063
10 May	Nescafé NS TogetherNES	Wairarapa Times Age	Campaign launched to better know your neighbour	7,585
10 May	Nescafé NS TogetherNES	Daily Chronicle	Campaign to create good neighbours	3,789
12	Nescafé	Manawatu	Drive to aid neighbourly	20,576

May	NS TogetherNES	Standard	relations	
12 May	Nescafé NS TogetherNES	Southland Times	Neighbours, everybody needs good neighbours	29,557
13 May	NS Nestlé	Whangarei Leader	Getting to know you neighbours	29,017
14 May	Nescafé NS	Daily News	Too many counsellors	26,497
17 May	Nescafé NS TogetherNES	Waikato Times	Keeping old heads and hearts in the zone	45,152
17 May	None	Daily Post	Who are the folk in your street?	12,063
19 May	Nescafé Nestlé NS	NZ Listener	Don't look now – oh the joy of having perfect neighbours	69,302
Item on Radio				
9 May	Nescafé NS TogetherNES Nestlé	Radio Live	Bill Ralston, Drive-time, 4.15pm	n/a
10 May	NS	Radio NZ	12pm Weekend news bulletin	n/a
13 May	Nescafé NS TogetherNES	Kiwi FM	The Wallace Chapman Breakfast show, 9.15am	n/a
Item Online				
9 May	Nescafé NS TogetherNES	Stuff.co.nz	Campaign launched for better neighbourly relations	n/a

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The regional circulation will be of note to members and delegates in the relevant district. The Stuff.co.nz link may have provided a further 150k of circulation but there are no measures available.

This coverage represents the collaboration between Nescafé and the "TogetherNES" campaign, NSNZ and Network PR, the agency commissioned to promote nationally.

The table produced here was collated by Network PR.