



CAMPAIGN PARTNERSHIP 2025

Rural Life Otago Daily Times

STEVE & TRACEY
HENDERSON
- SOUTHLAND

2024 FARMER/
GROWER RURAL
CHAMPION



**Rural Champions
offers brands a unique
opportunity to connect
with a local cause,
offering purpose-driven
marketing that builds
genuine connections and
amplifies brand visibility
across multiple platforms.**

**MYFANWY ALEXANDER + FAMILY
- DUNTROON
2023 RURAL CHAMPION**

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WHAT IS RURAL CHAMPIONS?

Rural Champions is a 40-week, always-on campaign dedicated to celebrating the unsung heroes of rural communities – those individuals whose efforts leave a lasting, positive impact.

Through a powerful combination of community events, editorial content and a strategic marketing campaign, we connect deeply with audiences in the rural South Island.

Sally Rae, Business & Rural Editor
Otago Daily Times & Rural Life



Rural Life

Otago Daily Times

RURAL CHAMPIONS ROAD MAP 2025



Official launch at
Wānaka A&P Show

Nominations open

- Farmer/Grower category
- Rural Services Provider category

7-8 MARCH



Nominations close
Our 4 judges start
to confer; Sally
Rae, our Rural and
Business Editor,
last year's winner +
2 industry leaders.

18 MAY

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RURAL CHAMPIONS ROAD MAP 2025



2 JUNE

We pose a relevant question to industry leaders and workers, who give their thoughts and advice to those in the rural sector. We publish responses in the *Otago Daily Times* and *Rural Life* newspapers and on ODT.co.nz/RuralLife.co.nz

95,511 social reach 2024

14,693 article reads 2024

52 print ads across South Island 2024



27 AUGUST

Rural Champions publication launched in print + digital. People's Choice voting also opens. Delivered to homes + RD boxes across the South, reaching **67,000** homes.

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RURAL CHAMPIONS ROAD MAP 2025



19 OCTOBER

Finalists announced + voting for People's Choice award closes.



22 OCTOBER

Rural Champions announced + People's Choice winners



DECEMBER

Winners community shout

- Sponsors invited
- Silver Fern Farms BBQ, Speight's mobile bar
- 50-100 people

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Rural Champions is more than just an event or a feel-good evening; it has a profound impact on everyone involved.



Being part of this initiative provides an opportunity to recognise those who often go unnoticed for their hard work and dedication each day.

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WHY RURAL CHAMPIONS?

REACH

Reach across multiple platforms: With a 40-week campaign across print, digital, and social channels, campaign partners benefit from extended exposure.

SUPPORT

Support those who support you. Joining Rural Champions allows you to give back to the very communities that sustain your business.

VALUES

Positive association with resilience and hardwork. Rural Champions celebrate individuals who embody resilience, innovation and determination.

CONNECTION

Directly connect to engaged rural audiences across multiple touch points. The campaign targets a rural demographic, which includes farmers, agricultural workers and rural business owners.

ESTABLISHED

About to start its third year running, Rural Champions has firmly established its presence, with the name and purpose becoming increasingly recognised and respected.

DIGITAL

IMPRESSIONS/REACH/ENGAGEMENT



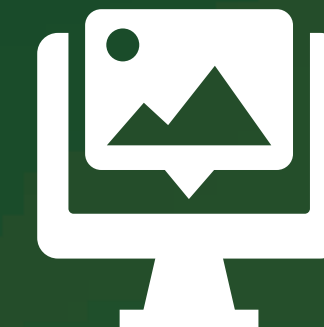
107,911

Online article reads



625,925

Social media reach



118

Social media posts
• *ODT* • *Rural Life*



4,077,739

Web banners



848,249

Social media impressions

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2024 campaign results

PRINT

REACH



353,900

Southern households
reached



3

Front page *Otago Daily
Times* editorial stories



324

Print ads across
publications



67,000

**HOMES INCLUDING
RURAL DELIVERIES**

Rural Champions
dedicated publication

When you sponsor a campaign that is good for the community, you gain a range of benefits that go beyond just visibility or advertising.

With this campaign, the reach you see is more than a number. It's easy to buy 100,000 people on social platforms, we all know how to pay for media, but true engagement and genuine connection can't be bought.

Our audience engage with this editorial content because it's authentic and they care.

Put your brand at the heart of the campaign.

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By aligning your brand with this initiative, which celebrates rural resilience, progress and community impact, you're not only gaining visibility but also enhancing your brand's value.

Benefits include:



**Social currency/
amplified WOM**



**Elevated
brand image
over 9 months**



**Emotional
connection**



**Targeted
engagement**

WE'VE GOT

RURAL



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CHAMPIONS**

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