

# The Love Agency

PAN<sup>®</sup>

A celebration of client works 2020

10 year anniversary



creates  
all sorts  
of things

## STRATEGY

Deep thinking is at the heart of everything we do. Our campaigns are built around well considered strategies that are developed in close collaboration with our clients. PAN takes the time to understand your business to ensure every dollar spent on media and execution delivers value and serves a purpose in line with your values and goals.



## BRAND

Values, promises and profile all contribute to your brand personality. Brands should never be reduced to an algorithm, or pushed through a standardised template. Your market won't be fooled by an incongruous brand, and a poorly constructed one will hold your organisation back from reaching its full potential. Your brand needs to be true to you and your business, your offer, your level and style of service, and especially true to your loyal, caring customers. Brands are truly valuable assets when properly developed, nurtured and managed from conception to maturity.



## CAMPAIGN

PAN creates campaigns that perform for Marketing Managers, Boards and Shareholders first, not international judging panels. PAN is full-service in every sense of the phrase, creating campaigns for digital, social, out of home, print, press, TV or radio. We create strategies to suit the objectives, not the media company. Our creative led approach focuses on delivering cut through and engagement in a crowded market ensuring the message hits the target and media spend is both efficient and effective.



## DESIGN

Graphic design is a tricky and finicky beast - it's the arrangement and communication of ideas through images, type and space. PAN boasts the best group of graphic, brand and front-end web designers in the industry. These exceedingly creative practitioners think long and hard about how to communicate your message to your audience. Online, offline, in print, on a phone, and everything in between; our designers don't stop until you have what you need to educate, entertain and influence the people who really matter to your business.



## WEB DEV

Creating websites is an artform. Analysing user experience, optimising for mobile devices, managing all your content and setting up for e-commerce can be a mighty task and risky if you leave it to amateurs. PAN has an in-house team of talented front end and full stack developers who are experts at designing and building websites and web applications.

We don't believe in handcuffing you to a system where you need to call us to change the font colour or add a new page for a service you want to trial. The software we work with doesn't require specialist knowledge or extensive training to update. If you want to manage your own content, go for it. If you want us to manage it, well that's what we're here for. But whatever you do, talk to us about building your next website, you won't regret it.



## MEDIA

As you've probably noticed, advertising is everywhere. Mobile, social, online and environmental channels are no longer virgin territories, they are the norm.

As an agency that's committed to keeping up with the cutting edge, PAN explores every consumer touchpoint, maximising your campaign's effectiveness. Dealing with PAN is very different to dealing with solus media brands directly - we aren't constrained to a single channel or platform. Instead, we focus on matching the best media selection to ensure your message touches your audience in a way that initiates action.



## SOCIAL

Facebook, Instagram, Twitter, LinkedIn, TikTok. If you fit the profile of the average New Zealander, you are probably using a few of these social platforms to keep in touch with friends and family, share pictures or to help your networking efforts as you climb the corporate ladder.

Affordable, highly targeted and flexible; advertising on social media is an important part of any current marketing plan. With our extensive understanding of the social landscape, PAN can help you tailor your messaging to the customers you want to target, picking the appropriate channels, budgets and creative work required.



## SEARCH

Academic research has found that the average person is exposed to thousands of online advertisements per day. Most of these ads aren't relevant - they get forgotten and are a waste of time, money and effort on a disinterested audience.

Effective search advertising can deliver fantastic returns on investment, but must come from experience and consumer understanding. Online campaigns require a well-matched target audience, channel and the confidence to try something creative. Without this experience, online advertising becomes gambling - something no board we've worked with has ever signed off on.



## PR

Public relations can help turn a good campaign into a great campaign. From proactively pitching your news to the media, to helping you deal with difficulties before they arise, we know that there are promotional and message management options that exist outside of placing media.

We define effective public relations as "the truth well told" and work alongside public relations specialists to help develop comprehensive communication programs. Come good news or bad, public relations is an excellent component to help enhance your overall media and marketing mix.



HOW DO  
**WE**  
DO THIS?

Through hard work and  
our commitment to people,  
technology, creativity and  
community.

# DEVILISHLY CLEVER AUTOMATION



devoli

# MAKE TIME, AUTOMATE.

When Australasian communications technology and automation company Vibe Communications briefed PAN, it was clear radical change was required.

Vibe had evolved over 10 years into Vibe Communications in New Zealand and Intellipath, a Vibe product brand in the Australian market.

A clear case of a fragmented brand without a clear digital or social strategy now wanted to take on the world. Vibe, Intellipath, whatever they called themselves, needed help.

PAN took the client through a series of robust and challenging workshops to establish the right path, setting about to search the globe for a succinct brand that could be worked to encapsulate the core of Vibe's proposition and culture.

PAN filtered through a multitude of workable options and landed on Devoli. Sufficiently European sounding to project a sense of an established global tech brand, the next challenge was to visually represent what Devoli do. They code.

I have worked with the PAN team for the past 10 years and they are my unequivocal 'go to' team for branding, content creation and strategy. They have outstanding attention to detail, consistently deliver on time and wow our staff and customers with feverish intensity. They will challenge, scare and excite you in the same sentence. You will always come away with something magical.

Karl Rosnell. CEO

The team of incredibly smart developers at Devoli spend their time automating and innovating in the communications sector. Making the internet more accessible to big business and creating efficiencies that give organisations an edge.

PAN seized the challenge, creating a steampunk solution which invites the customer into the alternate reality of a modern day developer. The steampunk style of illustration lets surreality do the talking.

PAN rebranded the Vibe product range into the fantasy style of steampunk with names like Articular, Vumeda, Granulier and Cephor. When the business development team needed customer gifts for a conference they were attending in Hawaii, PAN sent them off with Devoli branded steampunk fob watches and branded Hawaiian shirts.

Devoli - a much loved PAN client, are continually delivering exciting projects.



# devoli



## VUMEDA

Fully automated internet services portal.



## GRANULIER

Providing you with on demand bandwidth.



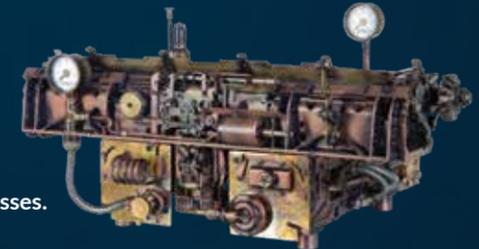
## ARTICULOR

Highly resilient, global voice network.



## CEPHOR

Designed to automate your business processes.



## VORSPER

Robust, diverse, high capacity international network.



# GROWING

partnership



TRUSTED  
PARTNERS  
OF THE LAND



# Building value from **WITHIN**

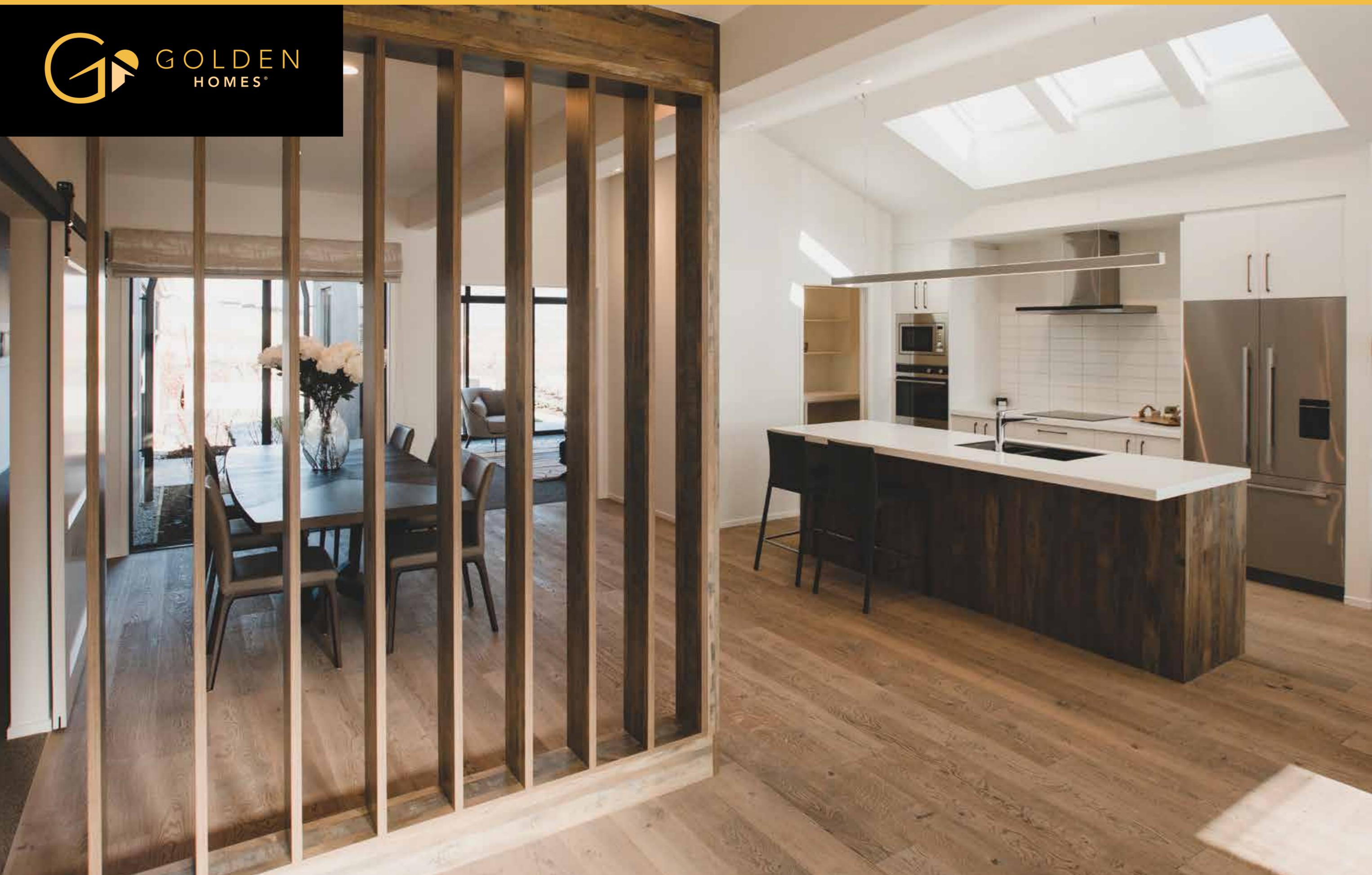


Lights, curtain,  
**SHOWTIME!**

*Share  
the Stage*

**MOMENTUM**  
WAIKATO  
*Te Puaawaitanga o Waikato*







# Building a **STRONG**

sophisticated brand is much like building a strong sophisticated home, it all starts with a solid foundation.



# CONSTRUCTING household brands

PAN have worked with Golden Homes since we started in 2010. New Zealand's third largest group home builder is a family owned and operated licensee group who build innovative homes for New Zealand families and investors, from Kaitaia in the north to Stewart Island in the south.

Understood as the go-to brand for value-end brick and tile, this 30 year old national group home building brand was trapped by its previous success. In the 30 years Golden Homes had been building value-end homes they had evolved their product and their process to a point where their homes are now best in class, constructed quickly and efficiently to an exceptionally high standard.

PAN was tasked with repositioning this household brand and to introduce ZOG Steel Framing as a legitimate first choice for new home construction, essentially projecting sausage and sizzle in equal amounts.

PAN worked to roll out the new brand across 7 licensee areas nationwide and supported the initiative with TV and radio commercials, digital marketing and a new lead generation website. Over the ten years since, PAN continue to support Golden Homes at both national and licensee regional levels, with overarching brand marketing and tactical local area marketing initiatives.

PAN find solutions to brand marketing issues large and small. If your business could do with some love, go to [pan.co.nz](http://pan.co.nz) and get in touch to discuss how PAN can set your business on an exciting course through creative thinking and positive partnerships.



“PAN provided our marketing efforts with a much needed change in direction at precisely the right time. The sector was (at the time) heading for a residential building slump, we were introducing a totally new and exclusive steel framing model and if we hadn't gone with PAN's brand and messaging strategy we would have forfeited considerable market share”.

Shane Helms, Golden Homes CEO



Sophisticated,  
straight  
**LINES**

zog

A tight grip on a  
**GROWING**  
market



Travel with a  
**TWIST**

*Pure Discoveries*

TRAVEL OUR WAY



Open mind, open door,

# OPEN HOME





iCLAW

CULLINEY | PARTNERS

# SEE LAW DIFFERENTLY

iCLAW Culliney Partners are a boutique legal practice, servicing the Waikato and Auckland areas in both corporate and commercial property development. Partners, Owen Culliney and Aasha Foley, worked together as a team in law firms prior and felt it was the right time to create their own style of practice.

Previously leaning on established brands, Owen and Aasha needed their own brand; something suited to the industry, but also moving toward their progressive style of commercial law. Relying heavily on the continuity of fees, the pair required something they could confidently and immediately launch.

PAN designers set about considering the traditional vs progressive style of commercial law that Owen and Aasha deliver. Dot com availability was widely researched and secured, developing the iCLAW brand into a strong institutional style with scope to develop beyond borders.

iCLAW embodies technological progress, has a strong legal professional identity and a brand persona around being 'a firm with claws', which works well as an internal message, being assertive, decisive and direct.

The brand was immediately accepted as a player in the sector with the big 4 firms acknowledging iCLAW Culliney Partners with collegial respect. PAN and iCLAW share a vision for the brand to be the vehicle for an international professional services and are currently working together to execute that vision.

From literally a standing start, iCLAW has far exceeded its 2 year financial aspirations and has quadrupled in size over its first 4 months in private practice.

If you have big brand aspirations and a burning desire to work with PAN's progressive marketing team go to [pan.co.nz](http://pan.co.nz) and get in touch.

Graeme, Kenny and the team at PAN, swung into action and we were up and moving with purpose within days. We're rightly proud of the iCLAW brand, messaging, website, and the course PAN has set us on.

Owen Culliney, Senior Partner, iCLAW Culliney Partners

I see law as an  
instrument for  
business  
**SUCCESS**



iCLAW

CULLINEY | PARTNERS

I see law  
as making

**PROGRESS**

possible

iCLAW

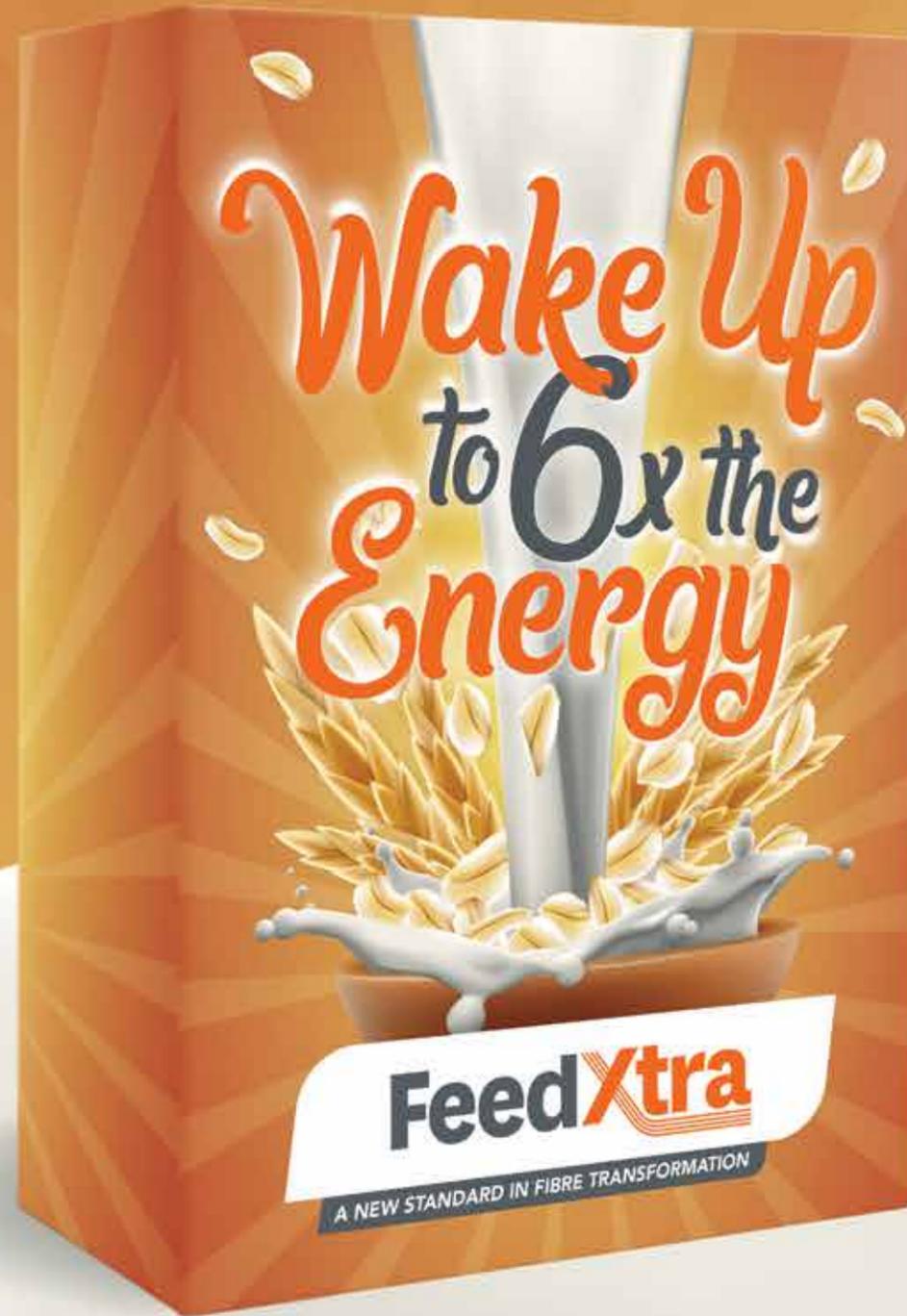
CULLINEY | PARTNERS





The  
**POWER**  
to transform the  
rural landscape



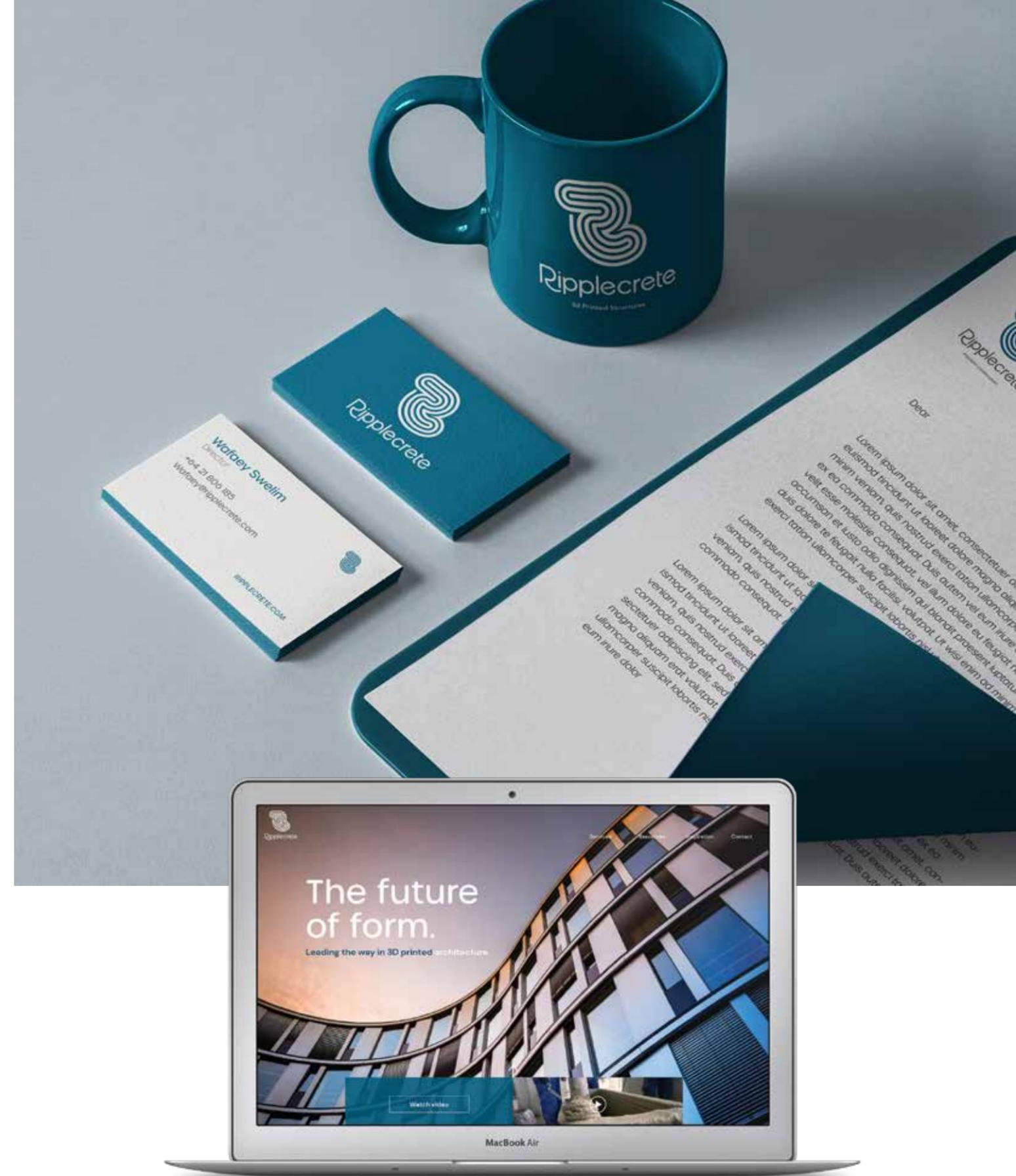
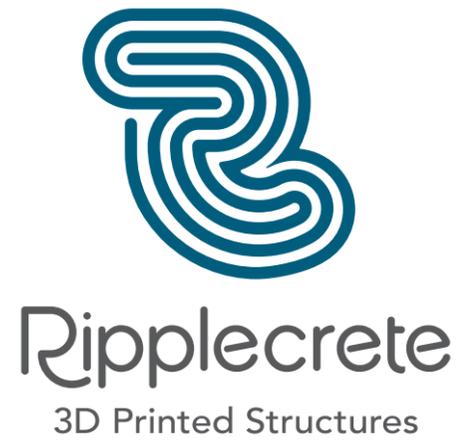


Cow chow blends  
with consumer  
**EXPERIENCE**



Combined with superior construction

# TECHNOLOGY



the  
love  
agency

**WE BUILD  
BRANDS  
WITH**

**LOVE**

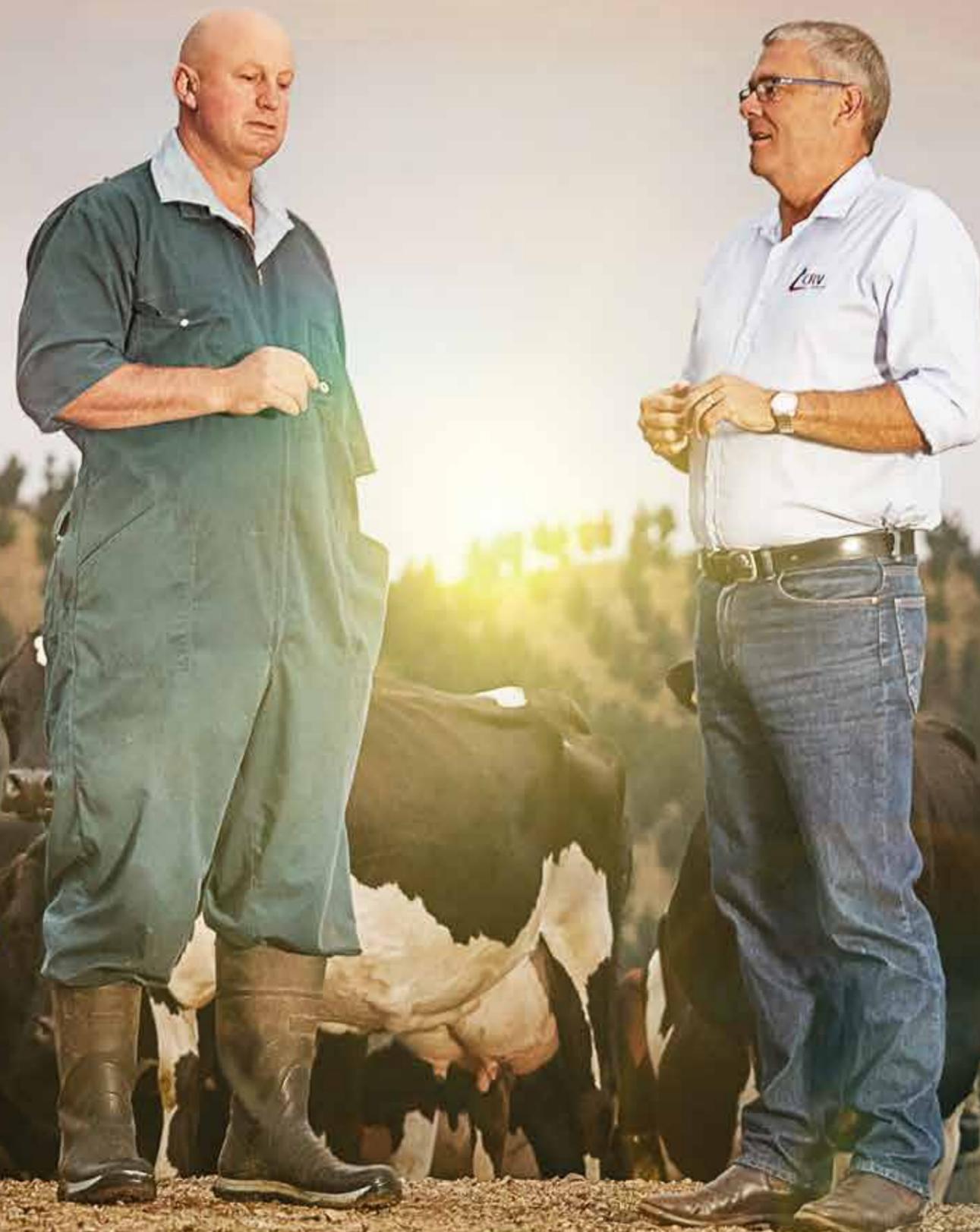
**FOR PEOPLE  
WHO SHARE OUR  
AMBITION AND  
DRIVE TO SUCCEED.**

The perfect  
**MIX**





Dawn of an  
**EXCITING**  
new era.



The opportunity to  
**GET AHEAD**



Low **N**<sup>7</sup> Sires™  
Nitrogen

Lower Nitrogen - Brighter Future

That

# MOMENT

Eureka



# FAST TRACKING THE FUTURE OF FARMING

CRV Ambreed are a global livestock genetics provider to the dairy industry. In New Zealand, CRV have a strong history of innovation and many of the company's initiatives are projected around the world.

PAN have partnered with CRV Ambreed since 2015 and developed a national brand establishment program alongside an innovation launch platform, dubbed LowN Sires.

First in the world to identify nitrogen leaching from the herd's urine patch, CRV Ambreed found a genetic pathway to countering the volume of nitrogen occurring in the herd. This is big news for farming both here and around the world with intensive farming coming under close scrutiny.

CRV Ambreed required a platform to project the news of this world-wide discovery. PAN designed a national radio program platform aligned with a new website, establishing CRV Ambreed as the thought leaders in animal husbandry.

Through a combination of traditional media - easily accessed by the rural community and a digital platform to establish the facts - PAN helped CRV Ambreed create product awareness,

and a desire for farmers to change from traditional breeding to a breakthrough model of Low Nitrogen Genetics in the national herd.

Setting the challenge to change farming practice now to deliver a desired outcome 20 years hence is no mean feat. PAN, partnering with the CRV Ambreed sales and marketing team, managed to launch the initiative and achieve sales results significantly higher than predicted, with over 2 million 'straws' ordered from returning and new customers alike.

"Our push into the market took considerable care around the positioning of the message and timing", said Oceania Sales and Marketing Director Matthew Macfie. "With PAN's help we were able to craft the message, project our story perfectly and not only establish the concept of Low Nitrogen genetics, but make great headway into initial sales of the new genetic product".

When you have a great story to tell your sector and you need a partner who understands how to position your brand to maximum advantage, go to [pan.co.nz](http://pan.co.nz) and get in touch.





Accumulating  
**INTEREST**



Giving a brand

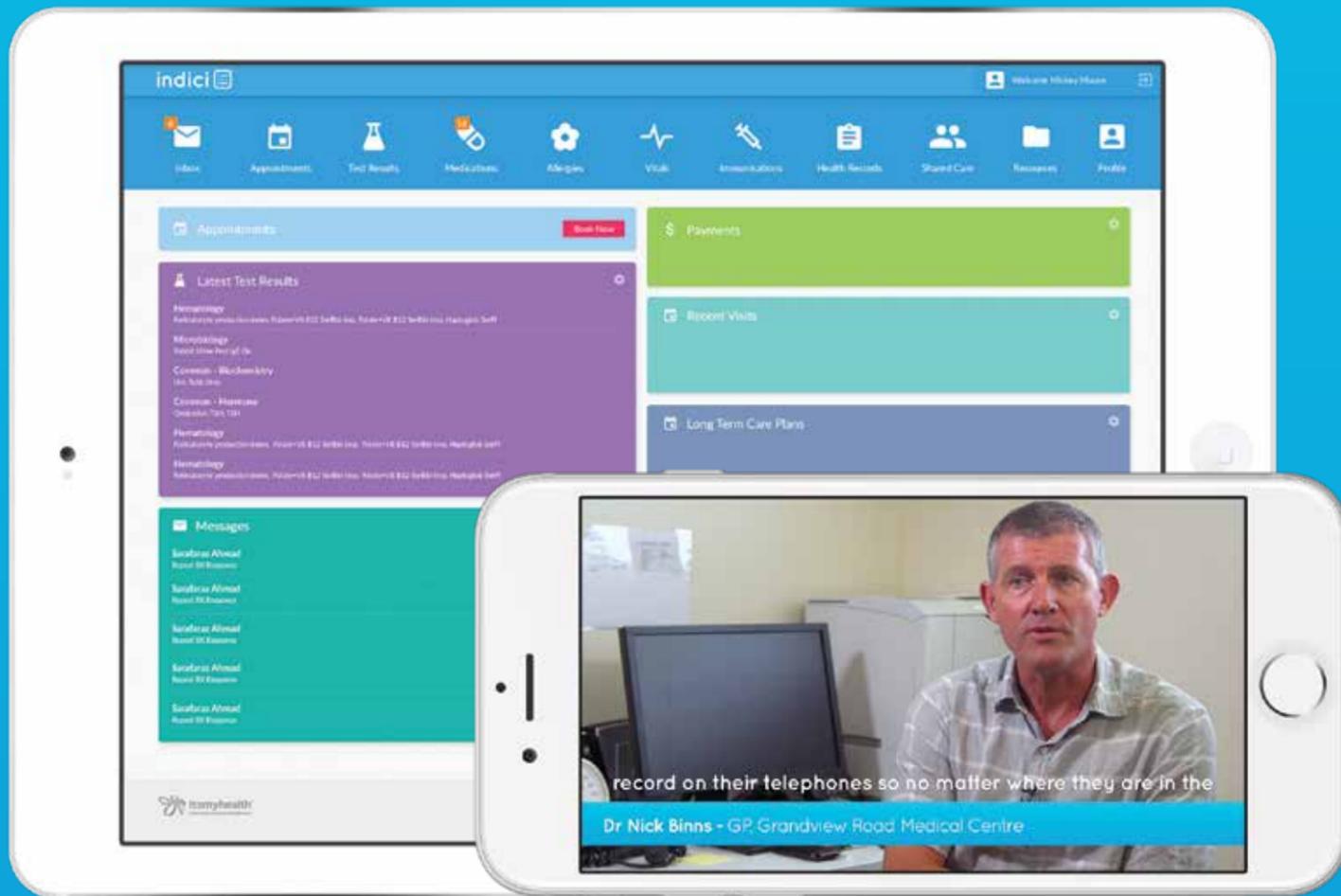
# A VOICE





Happy, healthy  
communities start at  
**HOME**



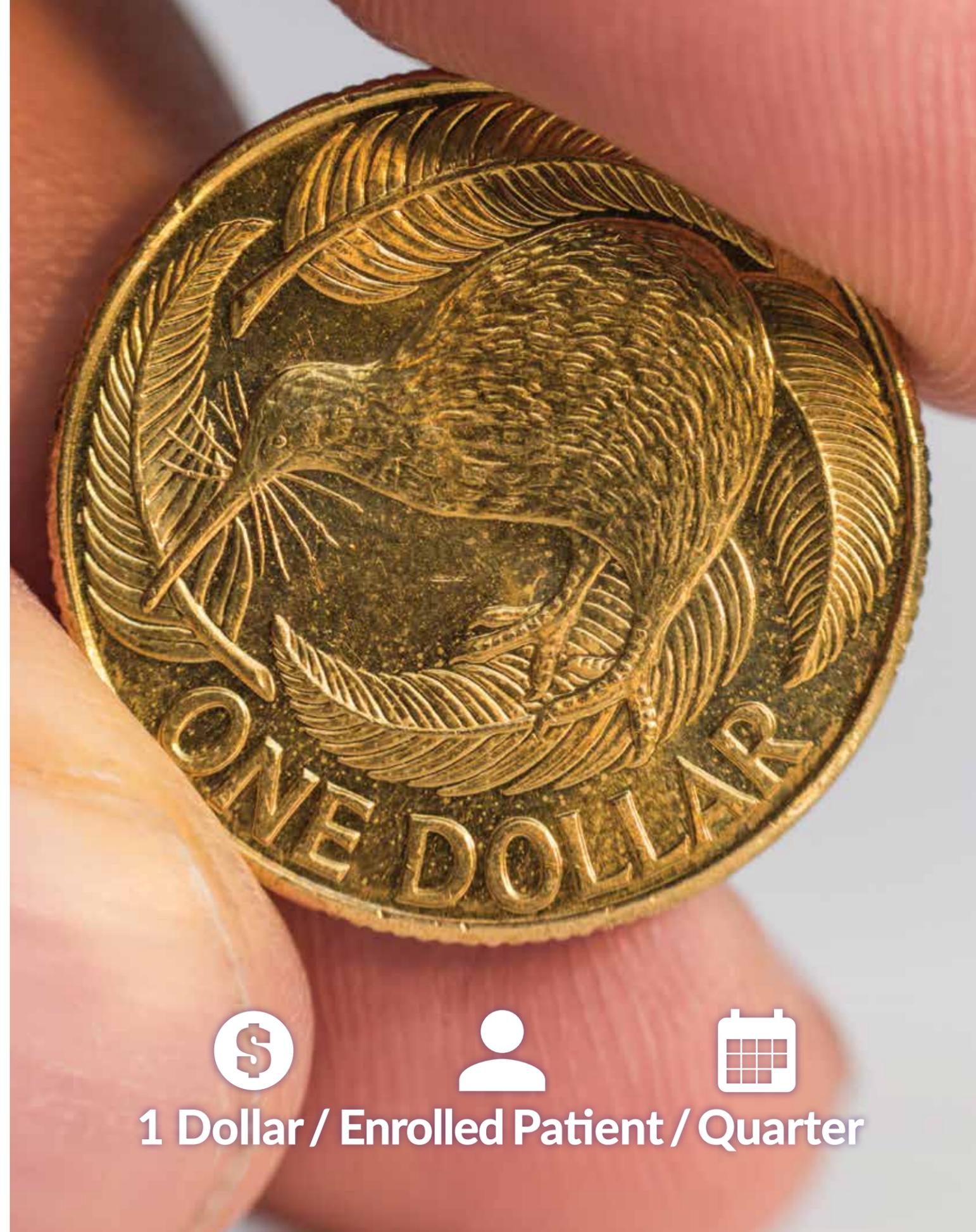


# HEALTHY

approach to patient management.

indici ™  
practice anywhere

Health just got  
**HEALTHIER**



    
1 Dollar / Enrolled Patient / Quarter





**Kershaw**<sup>™</sup>  
Get Career Fit



**DREAM IT**

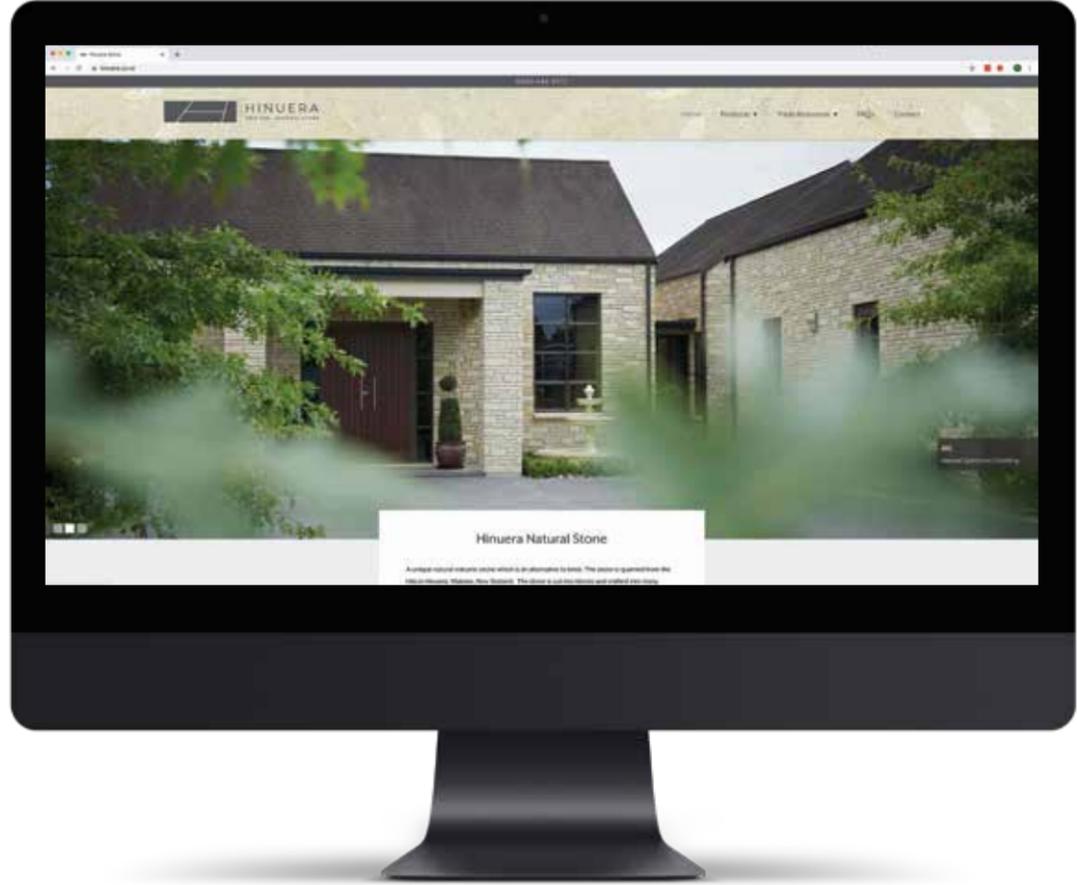
**WANT IT**

**SLAY IT**

See the natural  
**DIFFERENCE**



HINUERA  
NEW ERA - NATURAL STONE



# HINUERA STONE



"PAN outperformed the lofty KPI's we set through repositioning the brand, creative thinking, cutting edge channel advertising, relentless hard work and a deep understanding of the sector challenges.

We were naturally sceptical of the agency promise but PAN certainly delivered, turning our sales engine on to the market and giving us an identity we are extremely proud of. We recommend PAN at every opportunity."

**John Illingsworth | Hinuera Natural Stone**

Miners share good stories and this is exactly how we were introduced to Hinuera Natural Stone. Working in the same sector as PAN client Waikato Aggregates, Hinuera were identified as needing some help to get out of the brand hole they had dug for themselves over the past 30 years.

Hinuera Natural Stone extract architectural volcanic stone from their central Waikato quarry and supply the building trade and landscape designers with custom cut stone for cladding, exterior landscaping, flagstones and interior design projects.

Hinuera had experienced declining sales, due to a general lack of marketing momentum, coupled with a slew of cheap 'precast' and faux stone alternatives available to the market. The sales team (of just one to cover the country) struggled to create and convert enquiry with the sales tactics and tools at hand. Hinuera sought the advice and assistance of a trusted marketing partner.

PAN were introduced to Hinuera and provided a comprehensive list of issues to fix and KPI's to meet.

"We've worked with marketing agencies in the past who had been too scared to have the hard conversation and tell us point blank what needed fixing. PAN were a breath of fresh air in that regard and took to our KPI's with a real purpose, getting us to our goals on time and within budget. We're really pleased with the new direction and the results".

PAN researched the sector and surveyed key customers, then with a good sense of the architectural stone division set about transitioning the brand and market message, creating sub-brands and product stories to differentiate and describe the product variances. PAN also recreated the asset base of images, video, product packaging and developed a high performance, lead conversion website; driving pre-qualified traffic through both programmatic digital marketing and trade show attendance.

If you're looking for a creative agency to evolve your brand out of the Stone Age go to [pan.co.nz](http://pan.co.nz) and get in touch to discuss how our studio of professional marketers and designers will work with you to understand your challenges and provide a workable solution that performs straight out of the blocks.

ONLINE, OFFLINE,  
ABOVE THE LINE,  
BELOW THE LINE,  
THROUGH THE LINE.

ENOUGH  
JARGON,  
MAKE IT

*work*

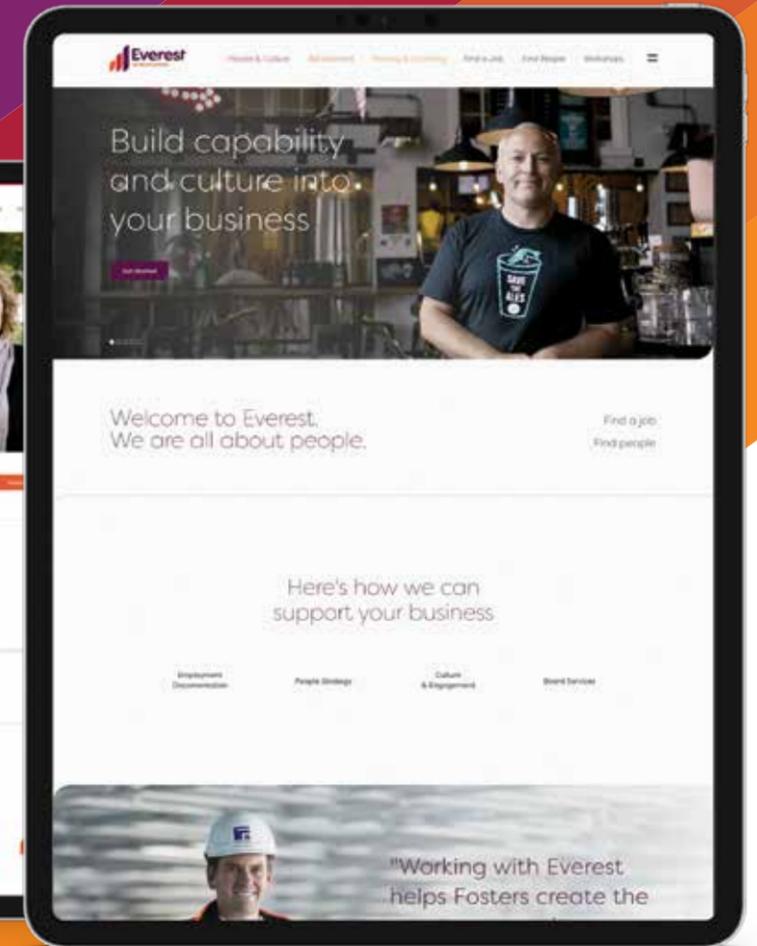
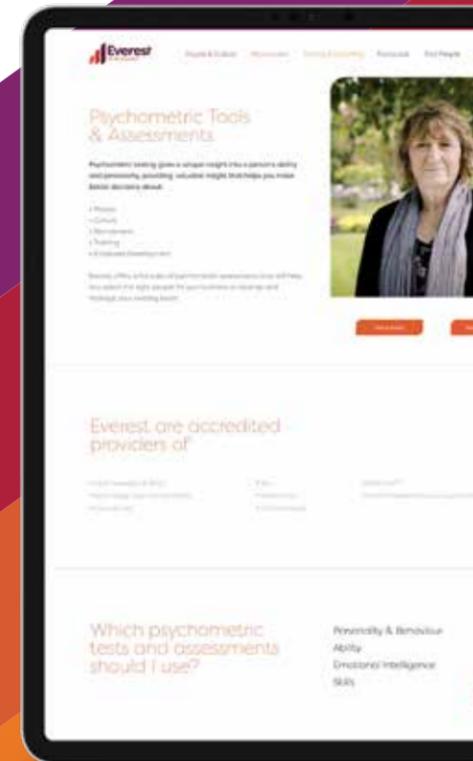
Part of your  
**FAMILY**  
for over 50 years



Now, what can **FAIRVIEW™** do for you?



# All about **PEOPLE**



# SUGAR

baby



**WAIKATO MEDICAL  
RESEARCH FOUNDATION**  
Discovery, Innovation, Progress.





**The opposite  
of brave is not  
cowardice but  
comformity.**

Robert Anthony



**frank.**  
risk management

Business is  
**RISKY**  
but bravery pays off.  
Ask these guys.



# ZERO FAT

Blutui is lean and mean, no plugins, themes or unnecessary code to slow you down.



**blutui**

blutui.com

## Web Development

Deliver web projects faster using your own tools and processes.



“Serious amounts of sausage  
and sizzle: turning this  
**JOINT**  
into an online success  
was fun.”

Graeme Blake, Director - PAN





The only way to predict  
the future and get it  
**RIGHT**  
is to knuckle down  
and create it.

**/// Maisey**<sup>TM</sup>  
Experience | Enterprise | Excellence



**III Powder Spec<sup>®</sup>**  
Experience | Enterprise | Excellence

**III Elite Polymers<sup>®</sup>**  
Experience | Enterprise | Excellence

**III Precision Machining<sup>®</sup>**  
Experience | Enterprise | Excellence

**III Industrial Wheels<sup>®</sup>**  
Experience | Enterprise | Excellence

**III Wilden Station<sup>®</sup>**  
Experience | Enterprise | Excellence

**III Frame Works NZ<sup>®</sup>**  
Experience | Enterprise | Excellence

**III Frame Works AFM<sup>®</sup>**  
Experience | Enterprise | Excellence

**III Perroplas<sup>®</sup>**  
Your Environment : Sorted

**III IP Plastics<sup>®</sup>**  
Experience | Enterprise | Excellence

Custom Maisey font by Clare Mansfield.



# ENGINEERING EXCELLENCE IN BRAND AWARENESS

Engineering is a complex business, more so when you're active in one discipline, but also have 11 engineering disciplines and aligned businesses. When some of these businesses have a 70 year history, it's fair to say the brands can get a little fragmented.

Maisey approached PAN in their 69th year of business with the aim of aligning all of their brands under the family brand Maisey. With this in mind PAN took action to re-engineer all 11 Maisey businesses, from industrial powder coaters and wheel manufacturing plants to plastic injection moulders and heavy engineering. PAN worked through each and every component business to determine what makes each tick and how they mesh within the company structure.

The result was a seamless organisation-wide rebranding initiative which saw each and every

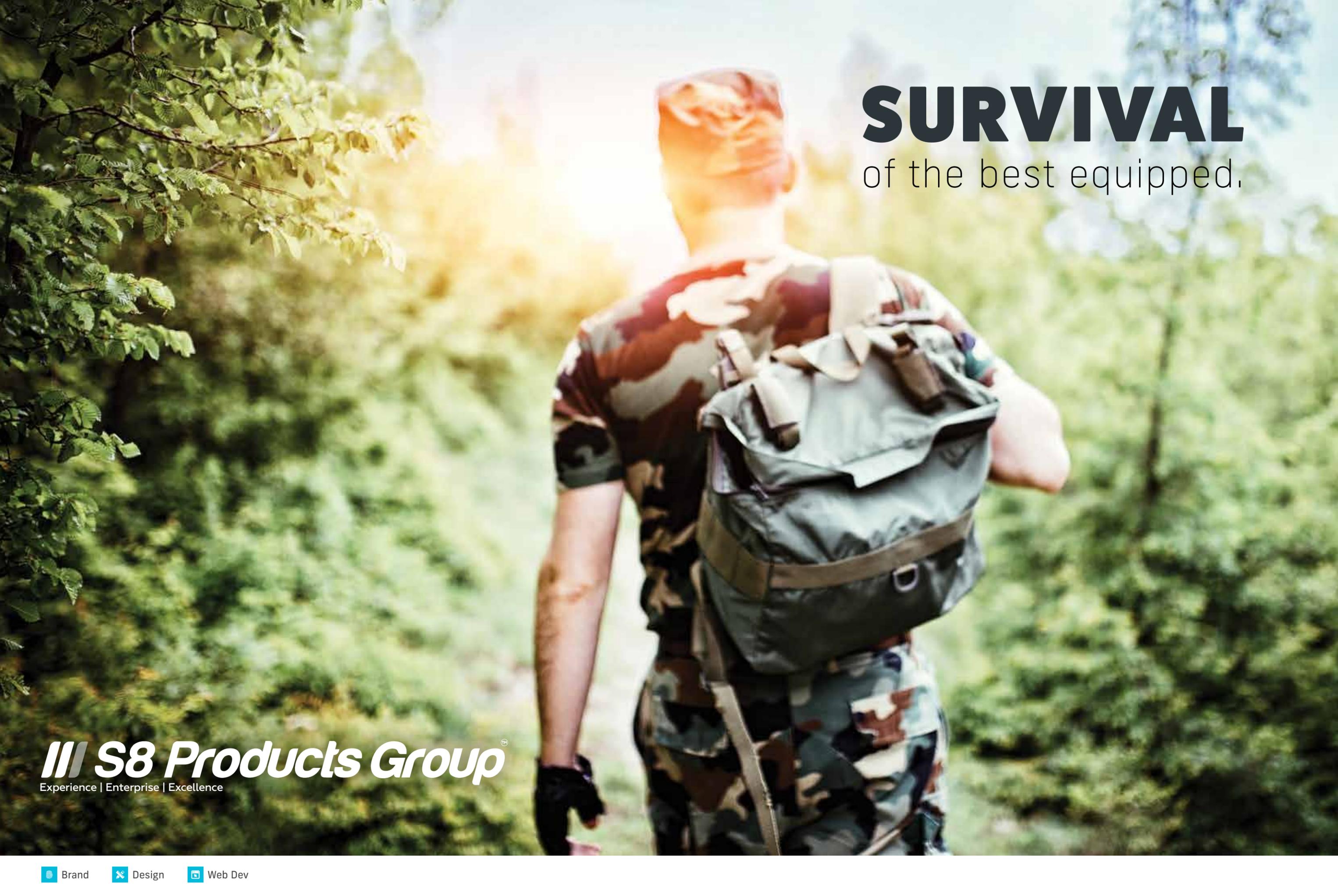
brand adopt the parent brand style, including custom Maisey font and featuring their own colour way.

The brand launched to internal stakeholders at the company golf tournament and then to the public at the company's 70th Anniversary Celebrations in 2016.

"The efficiencies experienced by the company since aligning our brands have been phenomenal", says Group General Manager Matthew Keightley. "Our identity is now well established across the group and our customers now understand Maisey for the depth and diversity we've been building towards all of these years".

If your brand is misaligned to your market, go to [pan.co.nz](http://pan.co.nz) and get in touch to discuss how PAN can engineer a brand strategy that sets you on your pathway to success.





**SURVIVAL**  
of the best equipped.

**/// S8 Products Group**<sup>®</sup>  
Experience | Enterprise | Excellence

A real test for  
**PINK**



**IMMENSELY**



**OF OUR PEOPLE.**

ITS'A  
**SPECIAL  
THING**

**TO GET UP  
EACH AND  
EVERY DAY TO  
DO THE THING  
YOU LOVE.**





**BERKLEY**  
Normal Middle School EST. 1971  
TAKE UP THE CHALLENGE

The future's so  
**BRIGHT**





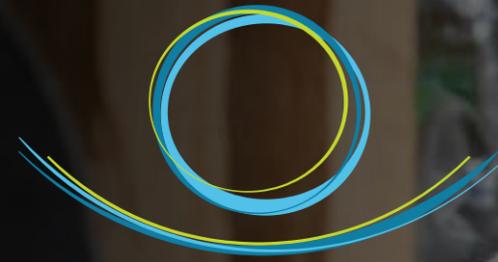
Hard work and **GRIT**  
are the cornerstones of  
quarrying. We dig these people  
and the stories they love telling.





Offering a safe  
**HAVEN**  
to those in danger.





# Industrial Tube™

OUR PEOPLE DELIVER

It's our people who

# CRAFT

steel into tube and  
opportunities into  
enterprise.





Devil is in the  
**DETAIL**



# Changing COMMUNITIES



## THE DOLLAR



FOR EVERY \$1 SPENT AT A GAMING MACHINE ON AVERAGE

**91%**  
RETURNED  
TO THE PLAYER

**2.6%** community

**2.7%** government duty & tax

**1.1%** venue

**1.1%** machine costs

**0.5%** overheads

### Where does the money go?

For every dollar put in to a pokie machine, 91 cents on average is returned to the player in earnings. This is the highest rate of return of any form of legal gambling in New Zealand.

At least 40% of revenue generated from pokie machines and not returned to the players, goes towards community initiatives in the form of grants. Every year, pub and club pokies return around \$300 million to the community, through applications from around 15,000 groups.

The Government receives around 33% in taxes and duties, and the rest goes towards administration and venue costs, and the mitigation of problem gambling.

Around \$1 million of pokie revenue goes to the Ministry of Health annually through the problem gambling levy for implementing their harm minimisation programme.

## BOARD OF DIRECTORS



### Fresher LaDouceur | Director

Fresher is the Managing Partner of 800+ Bourne LLP, an international chartered accountancy and business advisory network. Fresher has over 25 years of business and governance experience including leading past corporate positions in a regional economic development agency and as Secretary of the Te Kaitiaki (Energy) Corporation (TEKOR). He is a former Board Director of the Bay of Plenty Cricket Association and a trustee of the Bay of Plenty (TEKOR) which operates and oversees the international cricket ground named after Matariki Maripipi. He is also a strong advocate for youth development, social education and for social sectors in local government and personal health.

### George | Director

George is a professional and co-owner of two clubs in the Waikato. He has had a long and active career within the Cambridge community, serving on the board of a number of community organisations. He is also a member of Trustees for Cambridge Westtown and the Cambridge Sports Trust. He has been a Board Trustee since 2010.

### Chris | Director

Chris is a Family Lawyer based in Hamilton and has 20+ years of experience. He has had a long career in legal education as well as a trustee of many not-for-profit organisations. He has a strong focus on youth development, social education and the arts.

### John | Director

John is a member of Te Kaitiaki United and the Chairman of Te Kaitiaki Trust. He was selected as the Te Kaitiaki Rugby Union's Rugby Team. He has been a trustee of the Te Kaitiaki Rugby Union since 2010 and has been a trustee of the Te Kaitiaki Rugby Union since 2010.

ARY OF  
AL  
TS  
ONS REPORT

You'll love every last  
**LICK**  
of the icecream.



Even if you're stuck in  
**TRAFFIC**  
you won't miss  
the point.

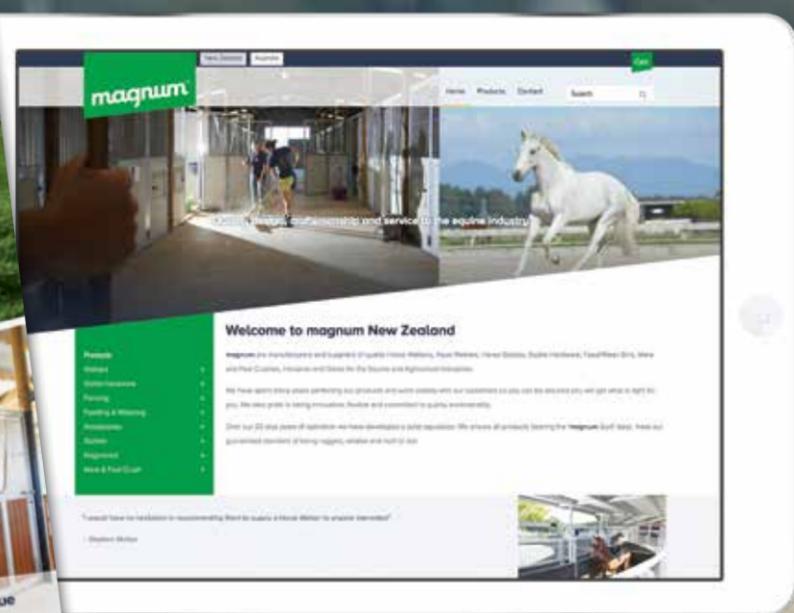
**ADFENCE™**

**ADTRAILER™**



# PROVEN

track record.



# Building **STABLE BRANDS**

Magnum Industries reached out to PAN in 2014 to reimagine their equine engineering brand they had promoted since first opening their doors in 1982.

With sales lagging and a general lacklustre brand projection, Magnum needed a lift. The industry as a whole had moved on and while their product was world class, their livery was simply dated.

PAN centred the concept around a white palomino, which in turn informed everything from the bespoke brand font, through to the minimalist site UI.

“At a deeper level the rebrand has helped position Magnum as the Oceania market leader in equine products, from aqua horse walkers to feed bins and everything that goes into creating a stable brand” says Michelle Morland, Magnum NZ’s Operations Manager. “We’re so proud of the new Magnum brand. Motivation within the team is high and there’s a certain swagger detected from everyone associated with Magnum in

New Zealand and Magnum Equine in Australia.”

“PAN strategists and designers worked their external marketing and Magnum respected the advice and embraced the creative process wholeheartedly. It was not 100% easy to get this group of industry stalwarts to commit to the change, but once they saw the results they dove right in”, said Magnum Key Account Manager. “With staff morale high, confidence breeds confidence and we’ve seen our dear friends at Magnum move from strength to strength”

PAN support Magnum’s ever growing online business and their traditional customer facing brand work and event-day promotions.

To experience first hand the power of a motivating brand initiative go to [pan.co.nz](http://pan.co.nz) to discuss the virtues of a PAN creative workshop.





Pure energy  
**PUMPING**  
through your veins.

Building quality  
relationships between  
**PEOPLE**  
and the land.



**Pinnacles Civil**  
Design | Build | Asset Management



**QUAKE**  
PROTECTED

Trusted  
**ABOVE**  
all.





Ready, set,  
**EXPLORE**





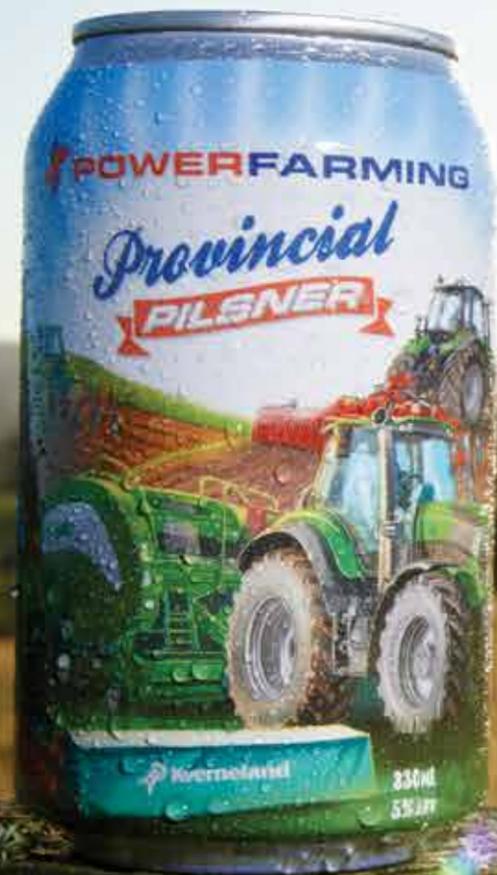
Sure, there are plenty of  
show ponies, but only a  
**SELECT**  
few thoroughbreds.



Early detection saves  
**LIVES**

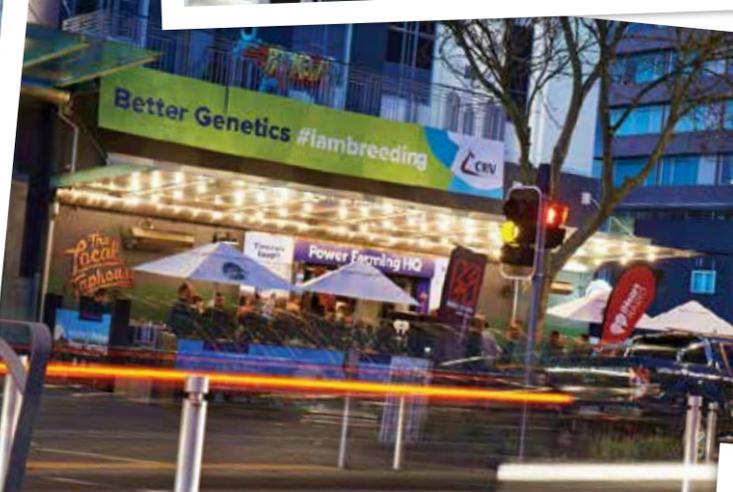


 **Blublokes**



Even when times are  
**TOUGH**

But at the end of the  
day we still deserve a  
cold one





# THE POWER OF POSITIVE PROMOTIONS

Ever since Power Farming started selling and servicing tractors in the Waikato post WW2 they've also been attending Fieldays. Now a multi-national farm machinery powerhouse brand, Power Farming turned to PAN when Fieldays time came around in 2016.

The brief was simple: "It's been a terrible year for farmers so we simply want to show our customers we're here for them, through the tough times," said Power Farming Marketing Manager Brett Maber. "We don't expect to sell a lot of kit but the least we can do is share a beer with our customers."

PAN set about working with Power Farming's internal marketing team to leverage a craft beer initiative. The initiative saw every Power Farming consultant across New Zealand visit their clients to drop off a pack of Power Farming Provincial Pilsner.

Customers were then invited to enter their details and those of their farm equipment online for the chance to win a family trip to Fiji, in the Pilsner to Paradise promotion. Power Farming acquired masses of great information on the equipment required by their customers and their attitudes toward sector brands and service levels.

Next came the main event, where PAN developed a CBD destination brew bar headquarters for Power Farming; featuring Power Farming's Provincial Pilsner on-tap and an impressive tractor display built up under the cover of darkness in the central city, ready for Fieldays 2016.

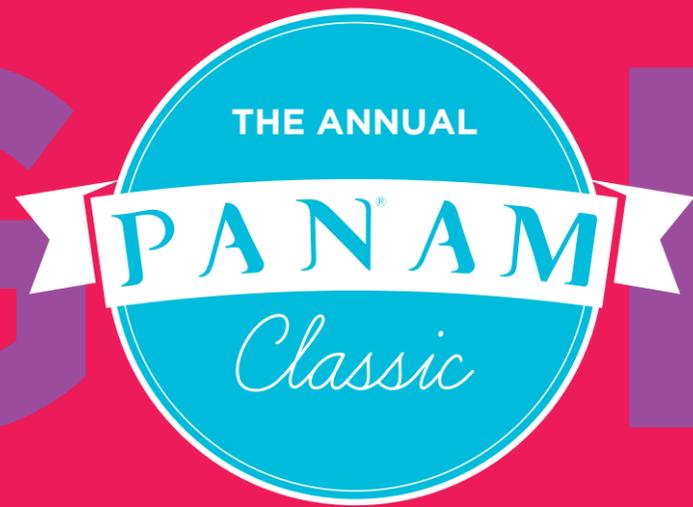
The outcome of this activity was something else. With farmers spending less than almost any other year on record, Power Farming posted their best sales in over 35 years of Fieldays activity. The reason? Power Farming were seen by their customers, their sales team, and everyone else as literally "the only show in town." Power Farming capitalised on this with the positive attitude of their sales team and they killed it, breaking every record and creating significant good-will among their traditional customer set.

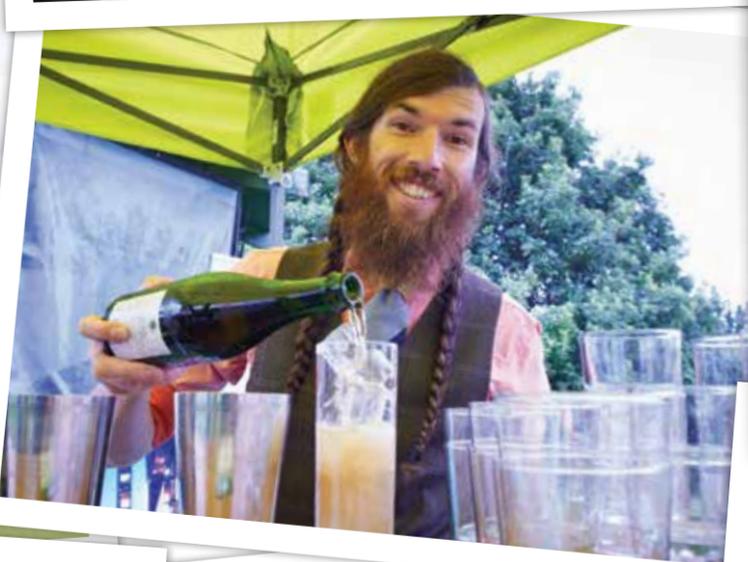
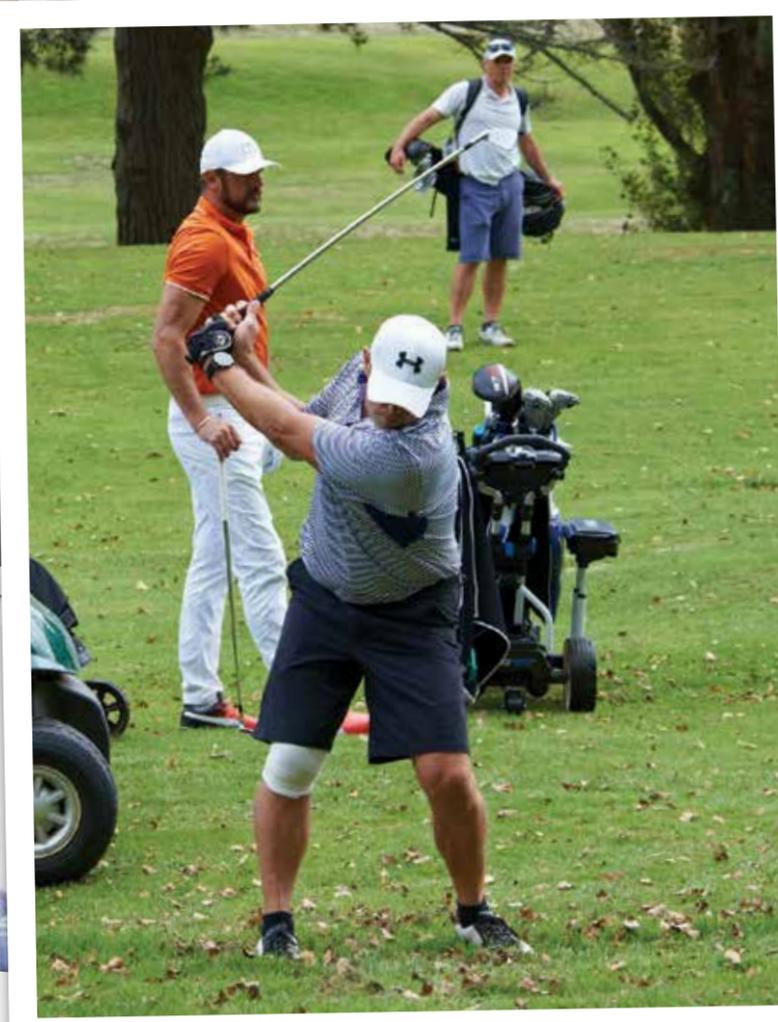
If you're thinking you need help with an experiential activity then look no further than PAN. Whether 'times are tough' or not, you'll benefit from talking to the team at PAN to discuss turning your tradeshow or event on its head, to deliver world class results.





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