

THE **GOOD** LIFE 2.0 PLAYBOOK

NEW ZEALAND

Connect with people
through the moments that matter

JAN'
20

**Sustainable
Business Council** 

 wbcSD Global Network Partner



COLMAR BRUNTON
A Kantar Company



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by Alistair Davis

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Foreword

Businesses are starting to delve deeper into how their sustainability goals can resonate with consumers' desire for a better, cleaner, and healthier world.

JAN'
20



Alistair Davis
SBC Emeritus Chair and CEO Toyota NZ



“Sustainability will only become part of our everyday lives when it’s synonymous with having a good life.”

Businesses are here for our customers and need to adapt to keep up with the constant shift in consumer expectations. We need a much wider lens on who our consumers are, what they care about, and what a good life looks and feels like for a modern, diverse society.

The Redefining the Good Life movement globally has inspired us to see that living well in a sustainable way can look different for many people – and a lot more people are seeking this change than we once thought.

In 2017, I talked to SBC about how Toyota’s traditional brand positioning needed to evolve to align with our sustainability actions and better connect with our customers’ vision of a more sustainable society.

Business exists within society and has a role to play in leading the kind of society we seek. This is why over 100 companies are now part of the Sustainable Business Council and working towards the 17 United Nations Sustainable Development Goals.

Our senior management, marketing teams and creative agencies needed to work together to explore the business opportunities that come with seeking a more sustainable society and having a better

consumer connection. That conversation started a journey which led to the Good Life 2.0 Playbook New Zealand.

The Playbook is a starting point for collaboration giving us the deeper evidence we’ve been looking for on what Kiwis think living well looks and feels like. Businesses can play a role in increasing New Zealanders’ aspirations towards more sustainable lifestyles by helping them put those aspirations into action, and this is one tool that can help us take a big step closer to achieving this.

We shouldn’t forget that we are consumers too – everyone within a business has their own view on what living well means. So, this Playbook gives us all the opportunity to support the wellbeing of our own people fitting with their vision of a happier work and home life for themselves and their communities.

We encourage other businesses to use this tool to make brand messaging a stronger part of their organisation’s sustainability pathway.

Sustainability will only become a part of our everyday lives when it is synonymous with having a good life.

Why the Good Life 2.0 vision matters

The desire to live well, in lower-impact ways, is no longer niche. It's going mainstream.

The Good Life 1.0



A world that is all about bigger + faster + more

The Good Life 2.0



To a new and present vision for living better and living well

Consumer expectations, and the status symbols around a 'good life', are changing. The desire to live well, in lower-impact ways, is no longer niche. It's going mainstream. In New Zealand and worldwide, people are increasingly aspiring to lifestyles that are about living smarter, cleaner and better, instead of a life that's about having bigger, and more, stuff.

A new vision of a good life matters because we need to move away from a vision of living well that is about 'bigger and more', which has many negative impacts on society and the environment. We need organisations to promote a new vision – the Good Life 2.0 – that shows that people can live the life that they want to, that also happens to be better for our wellbeing and the environment.

So, what does the 'good life' really look and feel like for New Zealanders?

The Good Life 2.0 Playbook NZ, developed by the Sustainable Business Council and Colmar Brunton New Zealand, shows us.

Based on photo diaries from over 600 New Zealanders, the 16 'good life' moments in this Playbook can help brands connect with people through the moments that matter. It is designed to provoke brands to think creatively about how they can exist in these good life moments, and be a part of these positive experiences.

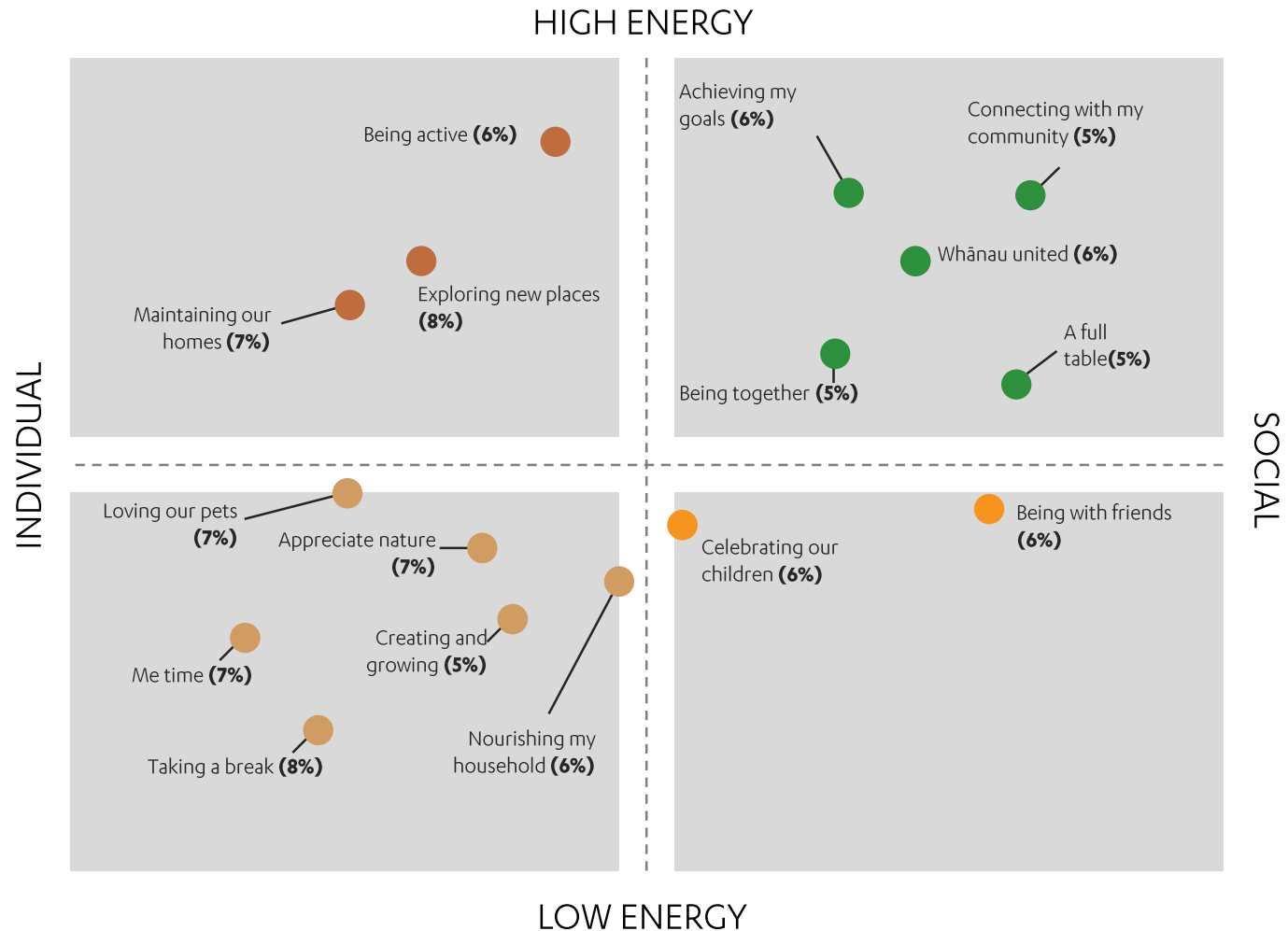
The Good Life 2.0 Playbook NZ has application for all people in a business, from marketing leads to senior leadership and sustainability teams.

We encourage you to look at the 16 moments in the Playbook and the ideas for application, so that you, your teams, agencies and suppliers, can be a part of this new vision of what a 'good life' for New Zealanders, that is better for your brand and the communities we live in.

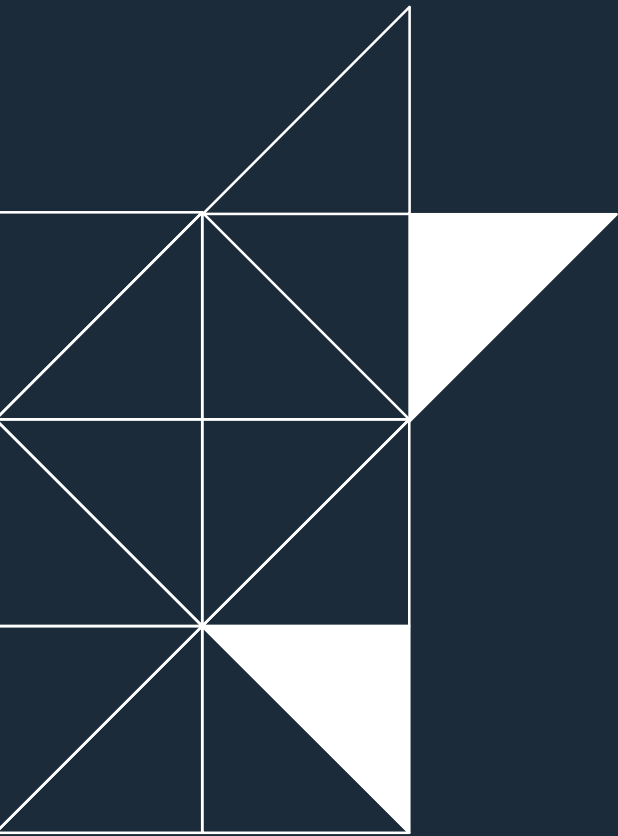
What does the Good Life look and feel like to New Zealanders?

New Zealanders associate 'the good life' with sixteen authentic moments. The moments are defined by two core dimensions:

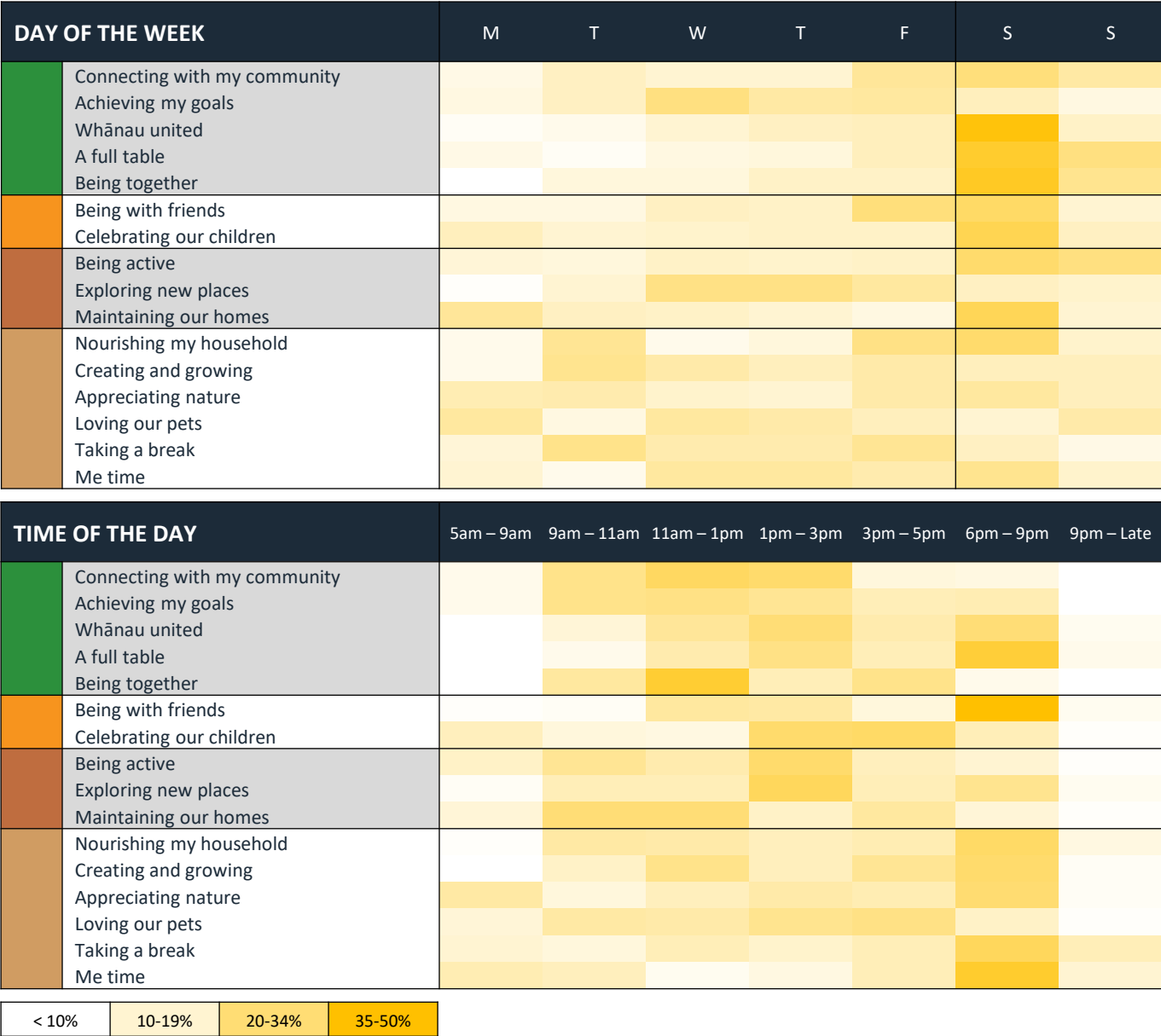
- INDIVIDUAL ("me" focus) vs SOCIAL ("us" focus)
- HIGH ENERGY (higher levels of physical and/or mental effort) vs LOW ENERGY (quieter, more relaxed moments)



How do the moments map to day and time?

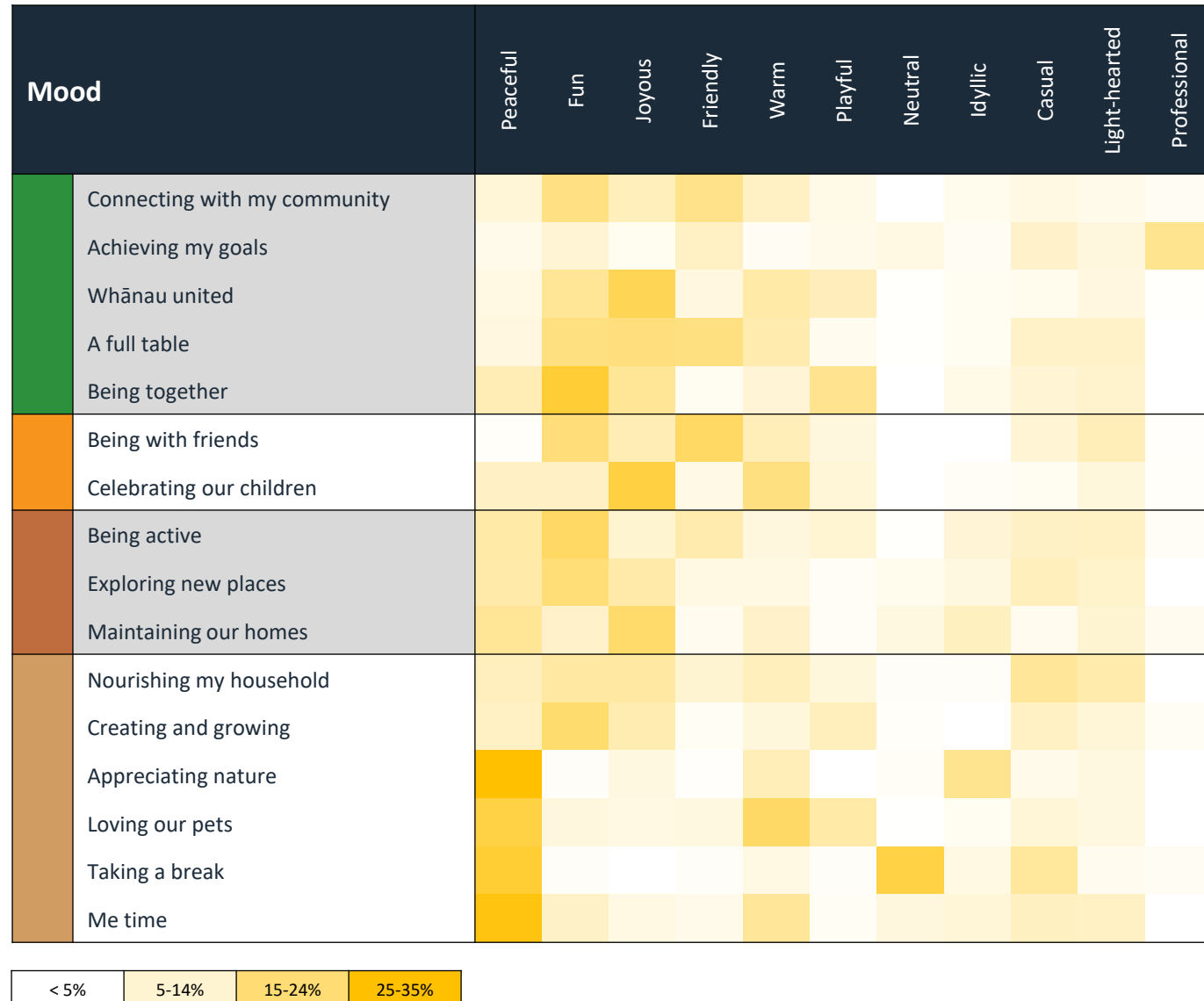


Many moments align with distinct days or times, depending on the slot of available time and the people we share moments with.



What is the mood of people during the moments?

Each moment taps into a unique collection of emotions, reflecting the ambitions of the gathering or the intention of the moment.



The 16 Good Life Moments

Glossary

The following measures are used in profiling the moments:

FREQUENCY PER MONTH

Using the scale below, please tell us how frequently this moment occurs in your life?
1 = Daily, 2 = 2-3 times a week, 3 = Weekly, 4 = Fortnightly, 5 = Monthly, 6 = Less often than monthly, 7 = Rarely/never

MOMENT SPEND

How much money did you spend during this moment? 7 point scale where 1 = None/zero and 7 = A lot

MOMENTUM

Compared to two years ago, are you having more, less or the same number of moments like this in your life? 5 point scale where 1 = A lot less, 2 = A little less, 3 = About the same, 4 = A little more, 5 = A lot more and 9 = Don't know

Whānau united

When extended family get together to re-connect, typically around a special occasion



avg
(6.3)

2.3

FREQUENCY
PER MONTH

avg
(27%)

11%

MOMENTUM

HIGH

avg
(12%)

22%

ZERO

avg
(51%)

39%

MOMENTUM SPEND

ENERGY USED

Moderate – High

FEELING

Proud, thankful, loving, excited

MOOD

Joyous, fun

WHAT

Sharing

WHO

3 – 8 people,
family / whānau

WHEN

Saturdays,
11am to 9pm

“Family get
together in Taupo.”



“Family photo with after a
fantastic weekend at a holiday
house at Waihi Beach.”



“Celebrating my
birthday with my family.”



“My wife and two of our
daughters are getting ready to
attend a wedding.”



Achieving my goals

Moments that make us proud and confident



avg
(6.3)

6.6

FREQUENCY
PER MONTH

avg
(27%)

39%

MOMENTUM

HIGH

avg
(12%)

18%

ZERO

avg
(51%)

40%

MOMENTUM SPEND

ENERGY USED

High

FEELING

Confident, appreciated, proud, important

MOOD

Professional, innovative, inclusive, liberating

WHAT

Doing, inside,
outside,
standing, sitting

WHO

Typically
2-8 people,
colleagues, team
mates, people I
don't know

WHEN

Weekdays,
throughout
the day

"Getting all dressed up for my work do! Because I have been a stay at home mom for 4 years, to have work and a work do is awesome!!"



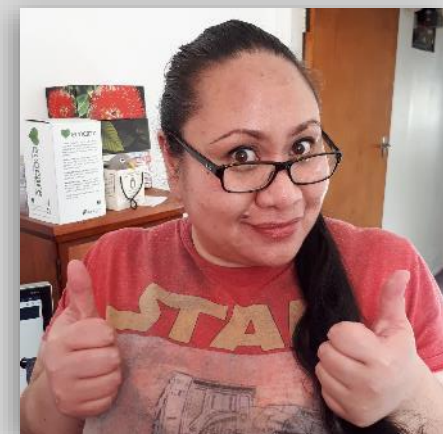
"I call it my day. My first year in the company and I was selected as a Assistant Manager of the year out of 11 persons."



"I make coffee for a living. And try to get creative. I finally nailed the cat."



"My partner got a new job!"



A full table

Heart-warming gatherings with food as the key embellishment



avg
(6.3)

1.4

FREQUENCY
PER MONTH

avg
(27%)

4%

MOMENTUM

HIGH

avg
(12%)

26%

MOMENTUM SPEND

ZERO

avg
(51%)

23%

ENERGY USED

High

FEELING

Thankful, loving, cheerful, appreciated

MOOD

Joyous, friendly, fun, light-hearted, welcoming

WHAT

Eating, drinking,
sharing, inside,
sitting, my house,
out of home

WHO

5 – 8 people,
partner, family /
whānau, friends,
parents, child(ren)

WHEN

Weekends,
dinner and lunch

"We recently had an overnight stay in Wellington and gathered with 2 of our children and some of their friends for a breakfast in the sun."



"Birthday with special friends!"



"Very Happy to have special moments with my best school mates who came over from my home country to visit me in New Zealand."



"A special lunch with special friends."



Being together

Playful moments with partners and kids



avg
(6.3)

2.4

FREQUENCY
PER MONTH

avg
(27%)

33%

MOMENTUM

HIGH

avg
(12%)

6%

ZERO

avg
(51%)

56%

MOMENTUM SPEND

ENERGY USED

Moderate

FEELING

Thankful, cheerful, content, loving

MOOD

Fun, playful, joyous

WHAT

Outside, out of
home, doing,
moving

WHO

3 – 5 people,
partner and
children,
sometimes other
family

WHEN

Weekends,
9am to 5pm

"Family get together
at One Tree Hill."



"At the zoo with my children and
their friend on a sunny day."



"My son was home and we went
bush for a couple of days, after
lots of rain we got a clear
day and climbed Mt Arthur."



"Happy times riding the local
trails."



Connecting with my community

Spending time in my community,
making new friends and
connections with a broader
social purpose



avg
(6.3)

1.3

FREQUENCY
PER MONTH

avg
(27%)

25%

MOMENTUM

HIGH

avg
(12%)

18%

MOMENTUM SPEND

ZERO

avg
(51%)

42%

ENERGY USED

High

FEELING

Proud, excited, energetic, hopeful

MOOD

Fun, friendly, inclusive, welcoming

WHAT

Outside, doing,
sharing,
travelling

WHO

6+ people, partner,
friends, people I
don't know, crowd
of people

WHEN

Throughout
the week but
slightly higher
on the weekend,
9am to 3pm

"Even though it's
a grey old day, we made
it to the Selwyn
Motor Fest with the
Plymouth. "



"Community activity."



"My later life passion was to join and
participate in The Breast Cancer
Survivors Dragonboat Team where
we train on the harbour."



"Proud to be a part of this
group who are all involved in
the Halfmoon Bay Restoration
Project."



Being with friends

Casual catch-ups with friends, typically over a meal or drink



avg
(6.3)

1.7

FREQUENCY
PER MONTH

avg
(27%)

9%

MOMENTUM

HIGH

avg
(12%)

15%

ZERO

avg
(51%)

22%

MOMENTUM SPEND

ENERGY USED

High

FEELING

Cheerful, excited, appreciated

MOOD

Friendly, fun, warm, light-hearted,
welcoming, inclusive

WHAT

Eating, drinking,
sharing, out of
home

WHO

4+ people,
friends, partner

WHEN

Fridays and
Saturdays, 6pm
to 9pm

"Had a great time
with friends."

"Out with my mate to see some
band play. Great night out!!"

"With close friends."

"Catching up with friends."



Celebrating our children

Moments of joy and pride with
our kids and grandkids



avg
(6.3)

6.4

FREQUENCY
PER MONTH

avg
(27%)

44%

MOMENTUM

HIGH

avg
(12%)

8%

ZERO

avg
(51%)

58%

MOMENTUM SPEND

ENERGY USED

Moderate – High

FEELING

Proud, thankful, loving

MOOD

Joyous, warm, fun, tender, hopeful

WHAT

My house,
sharing,
doing,
watching

WHO

2 – 5 people,
child(ren),
partner

WHEN

Throughout the
week, but more
on Saturdays,
5am – 9am and
1pm – 5pm

“My son’s
9th birthday party.”



“With my daughter
expecting her first baby.”



“My son playing his first game of
touch today and winning! So
proud of my boy who used
to be the most anxious shy kid.”



“My boys have just started surf
lifesaving.”



Being active

Getting out and moving



avg
(6.3)

5.1

FREQUENCY
PER MONTH

avg
(27%)

24%

MOMENTUM

HIGH

avg
(12%)

7%

MOMENTUM SPEND

ZERO

avg
(51%)

59%

ENERGY USED

High

FEELING

Energetic, fulfilled

MOOD

Fun, friendly, liberating, bright

WHAT

Outside, out of
home, doing,
moving

WHO

1 – 3 people,
friends, partner

WHEN

Throughout the
week, more likely
on weekends
between 9am – 3pm

"Making the most
of daylight savings and
the sunshine to climb
Mt George after work."



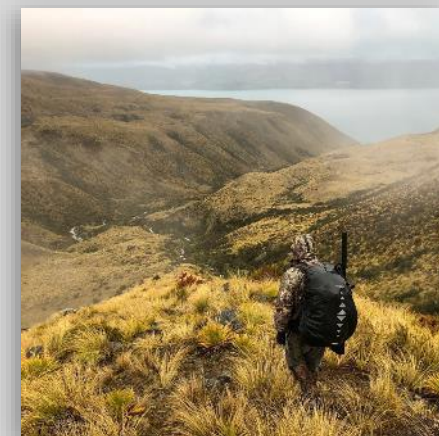
"Our Nordic Walking
group who meet every week rain
or shine. We range from in our
50's to 80's."



"Waking up on a lazy day and
cruising in to the gym. Always
feels good after the gym,
never before."



"Out hunting with friends, coming
out of a thick cloud over Jacks
Ridge by Lake Pukaki, awesome
feeling of "going home".



Exploring new places

Exciting travel to new destinations



avg
(6.3)

1.8

FREQUENCY
PER MONTH

avg
(27%)

3%

MOMENTUM

HIGH

avg
(12%)

22%

MOMENTUM SPEND

ZERO

avg
(51%)

39%

ENERGY USED

Moderate – High

FEELING

Excited, inquisitive, cheerful, thankful

MOOD

Fun, joyous, peaceful, light-hearted

WHAT

Travelling,
out of home,
outside

WHO

With my partner
or friends

WHEN

Wednesday –
Friday, 1pm – 9pm

“Out for a drive with
friends exploring our region.
Lots of laughter.”



Cycling through the Karangahake
Gorge with my wife on a fine
winter's day.”



“We were on a cruise to Vanuatu
islands and spend some
time doing a ‘sea walk’. This was an
awesome experience
to walk between the corals and fish.”



“My family on a bush walk in
Ulva Island. This speaks of our
beautiful country and exposing
the next generation of our
family to it.”



Maintaining my home

DIY, renovation and work
around the home



avg
(6.3)

10.7

FREQUENCY
PER MONTH

avg
(27%)

36%

MOMENTUM

HIGH

avg
(12%)

11%

MOMENTUM SPEND

ZERO

avg
(51%)

60%

ENERGY USED

High

FEELING

Proud, excited, creative

MOOD

Joyous, peaceful

WHAT

Outside, my
house, doing

WHO

Typically just me
but sometimes
with my partner

WHEN

Predominantly
Saturdays, not
Fridays or Sundays,
9am – 5pm

"I am happy with
the finishing touch to the
window frame."



"The past year of hard work myself
and my husband have put in
renovating our backyard. It is 95%
finished and we can finally enjoy it."



"Doing some work in
the garden."



"Scaffolds setup for the final
stretch, to complete painting the
exterior of the house."



Loving our pets

Peaceful, relaxed moments
with our pets



avg
(6.3)

17.3

FREQUENCY
PER MONTH

avg
(27%)

46%

MOMENTUM

HIGH

avg
(12%)

3%

ZERO

avg
(51%)

87%

MOMENTUM SPEND

ENERGY USED

Low – Moderate

FEELING

Relaxed, loving, amused,
appreciated, secure

MOOD

Peaceful, warm, playful, tender

WHAT

With my pet,
outside, inside,
my house

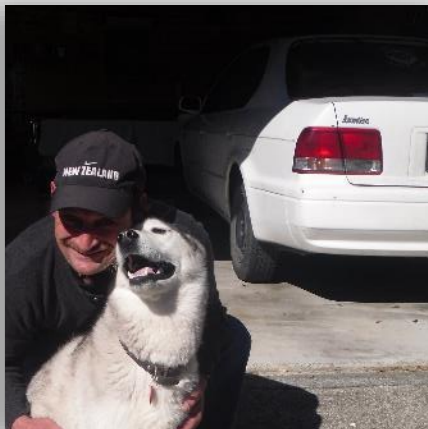
WHO

1 – 2 people,
partner

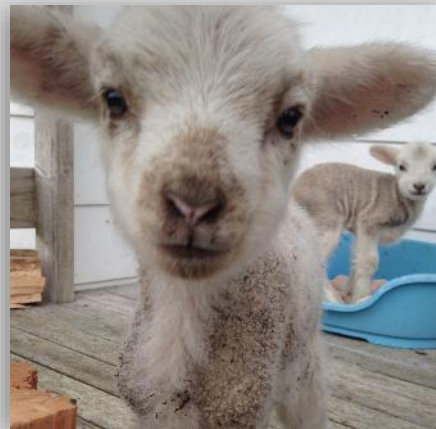
WHEN

Throughout
the week,
9am – 5pm

“Special time spent
with my boy.”



“Our baby lambs which we
look after on our back deck
after their mummy died.”



“This is a snap of a kitten that my
partner and I are fostering. He is
living the life of Riley!”



“Another walk down the beach
with my beautiful girl.”



Appreciating nature

Reflecting on the beauty surrounding us



avg
(6.3)

5.2

FREQUENCY
PER MONTH

avg
(27%)

27%

MOMENTUM

HIGH

avg
(12%)

9%

ZERO

avg
(51%)

77%

MOMENTUM SPEND

ENERGY USED

Moderate – Low

FEELING

Relaxed, thankful, content, thoughtful

MOOD

Peaceful, idyllic, dreamy

WHAT

Outside,
watching,
standing, out of
home

WHO

Just me or with
my partner

WHEN

Throughout the
week, early morning
and late afternoon

“Taking time out with friends. Watching sunrises, talking life and love. Being completely present in the moment.”



“Walking in Kahurangi National Park, the beech forest and this old giant are really stunning! It’s a very tranquil place.”



“Taking the jetski out to sea and experiencing a highlight that occurs sometimes, the dolphins coming to say hello.”



“Catching sunrise at New Brighton beach using my lens ball.”



Nourishing my household

Loving, sharing moments over food with partner and kids



avg
(6.3)

5.0

FREQUENCY
PER MONTH

avg
(27%)

38%

MOMENTUM

HIGH

avg
(12%)

11%

ZERO

avg
(51%)

39%

MOMENTUM SPEND

ENERGY USED

Moderate

FEELING

Loving, fulfilled, content,
intimate, important

MOOD

Fun, joyous, casual, light-hearted, tender

WHAT

Sharing,
eating, sitting,
drinking

WHO

2 – 4 people,
partner,
child(ren)

WHEN

Friday – Sunday,
throughout the day,
but slightly more at
dinnertime

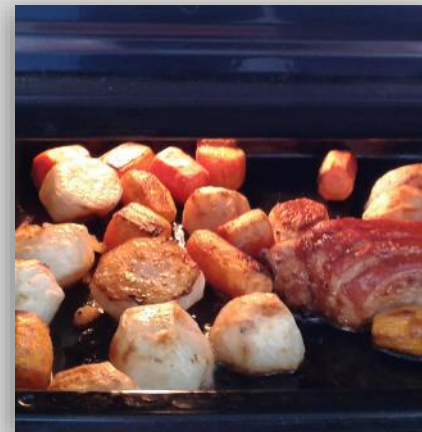
"Good healthy feel
good food."



"Out for a meal with my partner."



"Roast pork and vegetables
for dinner cooking in the
oven and filling the kitchen
with delicious smells."



"Making, sharing and enjoying
good food with my family is
important to me."



Creating and growing

Rewarding moments of creation



avg
(6.3)

5.4

FREQUENCY
PER MONTH

avg
(27%)

38%

MOMENTUM

HIGH

avg
(12%)

7%

ZERO

avg
(51%)

43%

MOMENTUM SPEND

ENERGY USED

Moderate

FEELING

Creative, proud, content

MOOD

Fun, playful, innovative, colourful

WHAT

Inside, my
house, doing

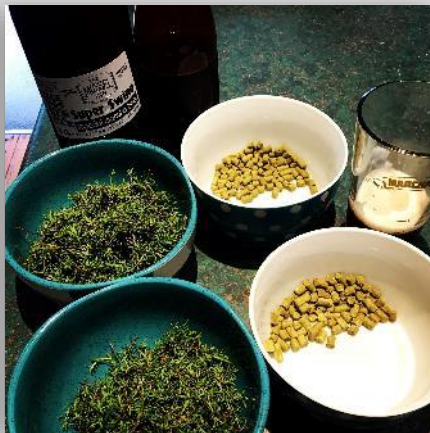
WHO

1 – 2 people,
partner,
child(ren)

WHEN

Throughout
the week,
9am – 9pm

"Home brewing."



"Harvesting a feast - first step to a delicious fennel apple and walnut slaw."



"A fruit cake that I have made and decorated by hand for my parents 50th Wedding Anniversary. I am self taught and do this as a hobby."



"Home grown, freshly picked (and organic) home grown strawberries out of my garden."



Taking a break

A relaxing moment to pause, sit down and recharge



avg
(6.3)
12.5
FREQUENCY
PER MONTH

avg
(27%)
17%
MOMENTUM

HIGH
avg
(12%)
4%
MOMENTUM SPEND
ZERO
avg
(51%)
68%

ENERGY USED

Low

FEELING

Relaxed, thoughtful

MOOD

Neutral, peaceful

WHAT

Sitting, inside,
my house,
watching

WHO

Just me

WHEN

Weekdays,
afternoon and
evening

"My a flavoured
sachet coffee, which
is my fav Black
Forest Latte."

"My usual morning routine,
plenty of coffee while
planning my day."

"Relaxing in my garden."

"Having a coffee break in my
car."



Me time

Peaceful moments where I'm making time for me



avg
(6.3)

16.4

FREQUENCY
PER MONTH

avg
(27%)

33%

MOMENTUM

HIGH

avg
(12%)

3%

ZERO

avg
(51%)

66%

MOMENTUM SPEND

ENERGY USED

Low

FEELING

Relaxed, content, thankful, thoughtful

MOOD

Peaceful, warm, light-hearted, casual

WHAT

Sitting, inside, my house, drinking, watching

WHO

Alone or with my partner

WHEN

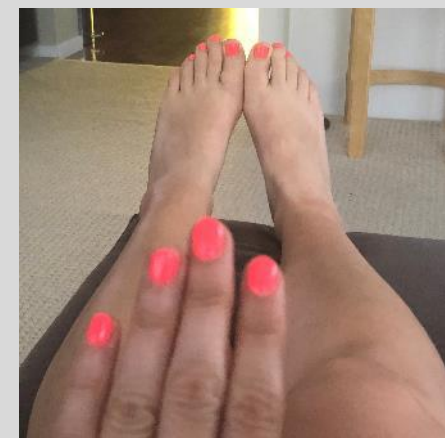
Throughout the week, 5am – 9am, 6pm – midnight

"Being able to put my feet up and read! With nobody to interrupt me!"

"This reminds me of peaceful moments that we have within a Marae. Here we meditate or pray to find our inner peace."

"Fish and chips with cold cider after a good day in the garden."

"This moment is me relaxing and enjoying having a well overdue manicure and pedicure."



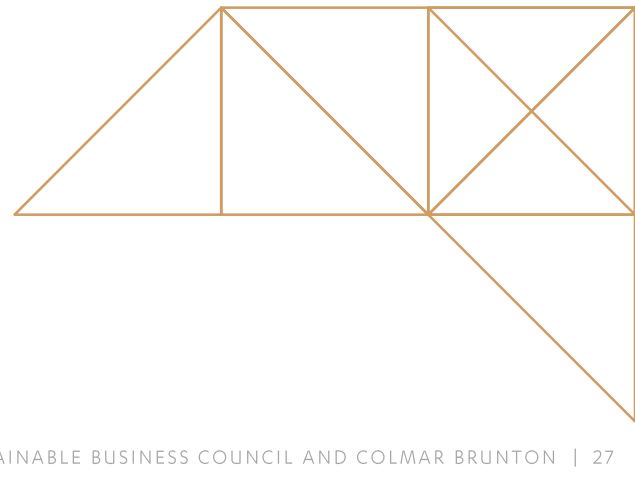
Ideas for Application

Product innovation,
a learning tool,
redesigning brand
communications...



Here are some of the ways businesses are using the Playbook:

- Integrating the 16 moments into product innovation and packaging design
- Showing marketing teams and creative agencies how to redesign brand communications to reflect people's desire to live 'better, cleaner and smarter' instead of promoting 'bigger and more'
- Guiding a brand refresh, by showing how a new brand look and experience will fit with Kiwis' aspirations and ideas of living well
- Bringing the brand's consumers 'into the room', giving everyone from different teams a shared understanding of who their customers really are, and how they like to live
- Driving discussions on how to align sustainability goals, consumer values and marketing strategy in a brand's advertisements and messaging
- Helping customer experience teams talk about whether the brand's communications and behaviour resonates with people's desire for a lower-impact 'good life'
- Adding the Playbook to a brand's senior executive learning and development toolbox, to help enhance internal understanding of how to match a brand's sustainability aspirations with customers' values



About the authors

The Sustainable Business Council (SBC) is a membership organisation whose purpose is to help businesses be the best for New Zealand and the world. We inspire businesses by creating a community of positive change, which supports members to go further, and celebrates leadership and success. SBC is the New Zealand Network Partner of the World Business Council for Sustainable Development in Geneva. We have aligned our work to the United Nations' Sustainable Development Goals for 2030. www.sbc.org.nz

Colmar Brunton is New Zealand's best-known market and social research company, with offices in Auckland and Wellington. Colmar Brunton is part of Kantar, WPP's insights network covering more than 51 countries around the world. www.colmarbrunton.co.nz



Enquiries

For more information about the Good Life 2.0 Playbook New Zealand and the Sustainable Business Council's Consumer Decision-Making Programme, visit www.sbc.org.nz

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THE **GOOD** LIFE 2.0 PLAYBOOK

NEW ZEALAND

JAN'
20

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