



THE EMPIRE MEDIA GROUP
PRESS KIT

EMPIRE

MEDIA GROUP

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The most forward thinking team of content creators in the country rebranded and reimagined how people engage with online content, taking years of experience and first hand learning as to what and how people engage with consumable content in this day and age and packaged it up into what is now lovingly known as The Empire.

SO WHAT IS THE EMPIRE MEDIA GROUP?

The main stance the entire team takes is a very simple one:

Every piece of content is 100% Honest, Open and Transparent. This fundamental approach to our content delivers an authenticity that sets The Empire aside from the majority of the “Blogger /Vlogger / Social Reviewer” where the main agenda is simply to share opinions with the interest of creating dialogue between the writer and our audience. We thrive on interaction diverse and often different opinions on subjects, and the honest engagement that this environment produces.

Also, given that everyone that is a part of The Empire is just a regular person, audiences find the content relatable and delivered in an easy to digest and understandable manner. We endeavour to use plain English, and we try to keep our pieces as short as is possible to deliver our message.





OUR “CORE” ACTIVITIES

Our “core” activities have a focus on Product & Service reviews, Industry News & Previews, and Editorials and Opinion pieces on things that matter to us and our community. Fundamentally, we want people to know that everything we review comes from us. Authenticity is based on trust, which our audience has placed in us to deliver an unbiased and honest this and the reason our audience engages with us in return is because we don't hold back, we call a spade a spade and we're unapologetic about it. We also where possible involve ourselves in major events around New Zealand to showcase and share through images and video

In a world where opinions are for sale on Instagram posts, we believe it is very important to represent a good, old fashioned, honest opinion. Sing its praises just to make a few dollars? we're worth more than that and so is the loyalty of our community.





CAMPAIGNS WE'VE DONE

NZTA
- CAMPAIGN AWARENESS /
INFORMATION
GATHERING FOR SURVEY

MEATSTOCK
- Sponsored Video /
Event coverage / Event marketing

BURGERFUEL
- PRODUCT LAUNCHES,
PRODUCT PLACEMENT,
BRAND ASSOCIATION

PLAYSTATION NZ
- UNCHARTED 4 PRE-RELEASE
- HORIZON ZERO DAWN PRE-RELEASE
- PS VR PRE-RELEASE &
EARLY REVIEWER

Evinrude NZ
- Hosting original Content

LENOVO
- INFLUENCER MARKETING,
PRODUCT PLACEMENT

NITRO CIRCUS
- EVENT PROMOTIONS, INTERVIEWS,
GIVEAWAYS

WHEELS FOR CURE KIDS
- EVENT COVERAGE

HOME GROWN
- EVENT COVERAGE, REPORTING,
PROMOTIONS

NZ Tattoo and Art Expo
- Event Hosting (real world and
online promotions with Event
Management)

PRICESPY
- Brand awareness / Livestreams /
Sponsored Content

And much much more.



OUR PLATFORMS

Social media is our preferred platform for two-way communication with our community, as well as being a great way to share our content from our website.

Most of the social media exists for two very simple reasons, initially to reach and interact with people in on common platforms such as facebook, but also to use those platforms to drive people to visit the web-site and get more eyes on other content that may interest them (e.g. A motoring article leading into a video game article on a racing game).

We have a number of Facebook pages, with varying demographics, with the strongest being kiwi males age 18-45. Each of our Facebook pages are tailored for the content / audience intended, and of interactions and personality driven through them, for example our page Counter Culture NZ almost exclusively shares content from other pages such as sports people and tattoo artists, whereas our page NZBLOKES, creates huge interactions and conversations around anything “ for the kiwi Bloke” from how to’s, right through to current events on a daily basis.

That being said it's not all business, with the changing times we've picked up a few content streams from around the web, for example Vlogging. Given our approach to audience engagement, we've found that our audience very much enjoys seeing what goes on behind the scenes, we've adopted “ Webisodes” which sit more in the high end, less often category of vlogging with production quality and excitement where the audience can feel a part of the experience and enjoy the adventure with us vicariously.



WITH A TOTAL FOLLOWING WELL AND A COMBINED TOTAL REACH OVER
OVER 250,000 4 MILLION ON AVERAGE



HOW YOU CAN GET INVOLVED

Product / Service Placement in Content

When the Crew travels throughout the country for endless amounts of exciting adventures, there is always opportunity to promote a product or service, be it the accommodation the crew might be staying at, the car being driven or and activity had in the content. Or even a “your name here” to facilitate a certain piece of content where the brand aligns to the narrative or subject of the content.

Campaigns

From website background buyouts to social campaigns, if there is an event or a product you want our community to know about, we can communicate in an effective and engaging way to our community

Product launches

From a write up on the website to live stream coverage from the launch event we can do it all to make sure your new venue or product is seen by the community in real time

Website banners

The old faithful, putting your client's name next to our content - background buy outs also available min 1 week enquire for more details

Sponsoring Content / sections

If your client / brand wants to be seen in no uncertain terms and supports the content and creators of the empire, perhaps a section sponsor? For example the naming rights to our motoring show The Open Road - brought to you by ...

In short, whatever the product, brand, event or thing, we can create a bespoke, engaging and unique way to convey it with our audience. This can be either for a series of content or individual episodes of established shows within The Empire network of content.

KEEP IN MIND

Anything that appears on our channels as a “review” is entirely that, while these can be sponsored by impartial brands i.e. pricespy attaching to a review to promote a service while reviewing a new phone, we do not do advertorials make to look like reviews, we pride ourselves on our open and honest findings and feel we owe it to our community to provide the truth.

FUTURE PLANS

With our model of business, a small precise team means the sky really is the limit.

With the climate of media in this day and age, we're constantly evolving and keeping up with the trends while remembering our roots.

Without giving too much away, we know we can build the biggest media agency in the country for interaction and reach in a short time, we know this because we've got the experience and the expertise

Having been industry leaders in this field at the beginning of the social trend we have been there every step of the way yielding some of the best results in the class as an independent to date.

As for the future, of course we plan to grow and expand into new areas, where things like printing press have given way to the digital age we know there is a lot more to come and while we're well-versed in what we're doing now, there is going to be room for evolution into new areas

This could range from things like, a live webshow, much like traditional panel shows, in live form living on in podcast downloadable clips. right through to high end produced web series covering new and exciting topics taken from content we're created and has done well with audiences that deserves the extra time and attention.

As we grow and evolve and platforms change, we adapt and thrive. Content matures as the team does and our team is also ever evolving with new faces and opinions coming in all the time.

Really, in this digital space, anything is possible and the constant evolution drives us to find new and different ways to deliver our content.

Put simply, Your brand can be placed in-front of the elusive counter culture that has taken to new media.
Where others struggle, you will succeed.

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Of course we're far from limited to this, we've covered events, new product launches, and even international expo's with the support of our existing partners. For example Xbox New Zealand sent Nick to E3, the Electronics Entertainment Expo in Los Angeles, and Dave was given exclusive access to the PS-VR and its launch line-up weeks prior to its international launch. We are currently evolving our digital delivery work-streams to include Live coverage via social and streaming services and we're excited to continue pushing into this space.

Now while we have a presence on every social platform available, we've put our stock into facebook, its the most commonly used by kiwi's across the age ranges and has the type of interactions we're looking for, as we are driving the community to the website everyday, it's far more engaging to do that via a facebook link than any other platform.



Which is why we have over the years amassed over 350,000 real people on our facebook platforms while growing our YouTube Channel, Instagram community and Twitter presence. Not forgetting emerging platforms like Twitch.



We're Getting the Word Out