



PRESENTED BY: EMPIRE MEDIA GROUP

05/11/2025

WIND THERAPY

PROJECT REPORT

Website:
WWW.THEEMPIRE.NZ



This project set out to achieve two main things: raise funds to support Te Kiwi Maia and the work they do. Facilitating more real-world initiatives for the well-being of First Responders and their families. Seeing the full circle chain of events that could never have been planned worked to reinforce our drive to continue to build relationships and explore peoples personal stories.



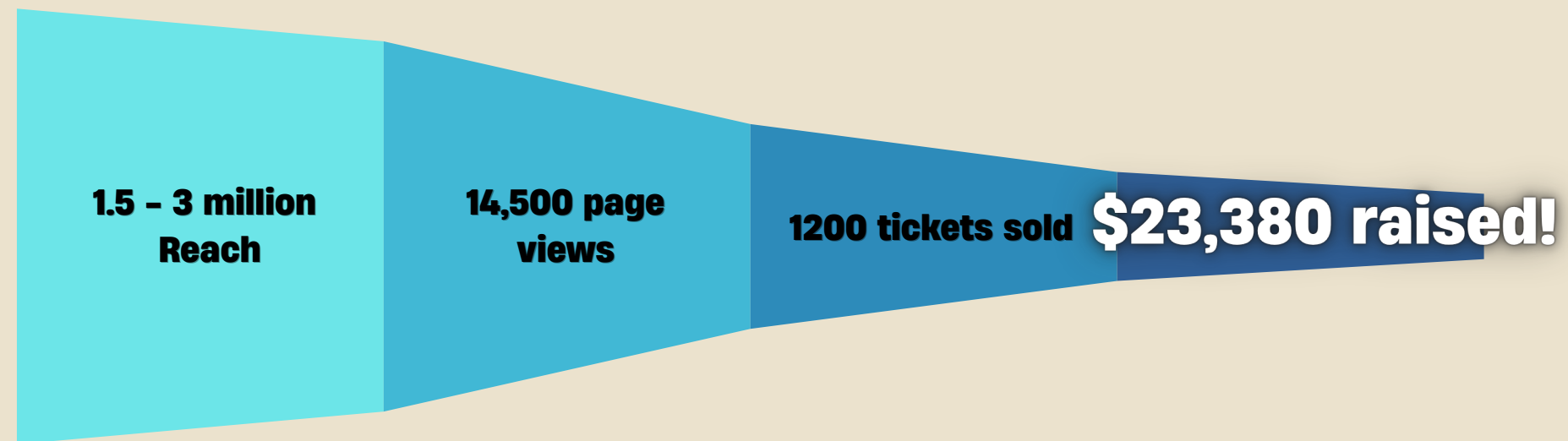
The second part of this project was to use Nic's own journey through mental health struggles to share the therapeutic benefits of motorcycling in general, more than just the riding - its the community, it's the tinkering in the shed and perhaps most importantly, it's the time with friends in the shed or at a rest stop where we can talk to our friends about how we are feeling and what support we might need for each other.



I think it's fair to say that everyone in the team had their own piece of this project that was most important to them and their own takeaway, whilst always circling back to these first two ideas. We are stoked to see the growth in brand awareness for Hungry Wolf Motorcycles, the loyalty to the sponsors that supported this project and the events attended to see the bike and meet the team.

WIND THERAPY

TRAFFIC FUNNEL



Data suggests that reach was in excess of 1.5 million to 3 MILLION impressions.

Given the huge community involvement with spreading the word of this project, we can't really track what the overall reach would have been, but if we reverse engineer the numbers, we can conservatively guess that the reach is well into the millions.

Being able to raise over \$20,000 with no money on advertising using only social media and word of mouth, we achieved something really special here, which is in itself motivation to do it again and do it better now that people know what we are about.



PERFORMANCE



ENGAGEMENT

Likes, comments and shares well into the thousands of interactions!

REACH

We estimate the reach (whilst reverse engineering the traffic tracked) to be 1.5-3m reach.

TRAFFIC

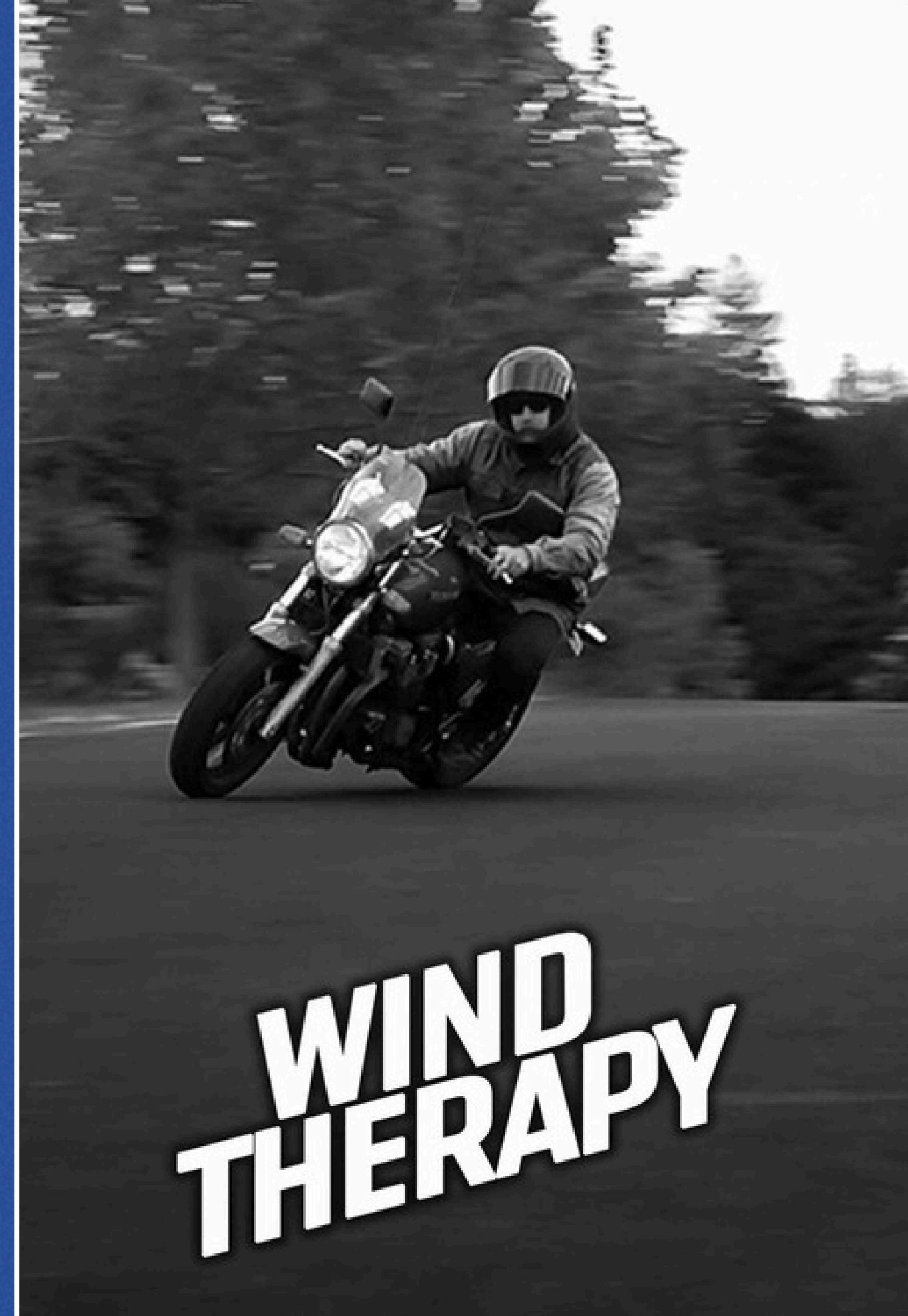
The Wind Therapy page on The Empire website had 14.5k views at the completion of the campaign which was the destination for all traffic and the hub of redirection.

FUNDRAISING

Te Kiwi Maia Raised \$23,380 in ticket sales - Merch gained a further \$400 in sales profits.

MEDIA

This project was promoted via various elements of its overall idea across many platforms, being featured in publications like Bike Rider Magazine and Submachine Magazine, leading community and industry publications. Nic was also interviewed on Newstalk ZB talking about the intersection of motorcycle communities and healing processes therein.



WIND THERAPY



IMPACT



HUNGRY WOLF MOTORCYCLES

THIS PROJECT WAS ALWAYS MORE THAN 'JUST ANOTHER BIKE GIVEAWAY'.

WE'VE LEARNT FROM REAL WORLD CONVERSATIONS WITH SUPPORT AND THOUSANDS OF COMMENTS, THAT THIS PROJECT MEANT A LOT TO A LOT OF PEOPLE BECAUSE WE'RE TALKING ABOUT IT FROM A MENTAL HEALTH PERSPECTIVE. THE OVERWHELMING RESPONSE WAS "THIS IS SOMETHING THAT NEEDS TO BE TALKED ABOUT".

NIC USED HIS OWN JOURNEY AND EXPERIENCES TO SHED LIGHT ON WHAT LIFE IS REALLY LIKE LIVING WITH MENTAL HEALTH CONDITIONS AND HOW TO NAVIGATE THOSE THROUGH THE REAL WORLD WHILE USING THE NZBLOKES PLATFORM TO SHARE THOSE IDEAS AND STORIES. NEEDLESS TO SAY, WE ARE ABSOLUTELY STOKED THAT THIS IS THE NARRATIVE THAT HAS BEEN THE BIG TAKEAWAY FROM THIS ENDEAVOUR.



LEGACY

THEN AND NOW

We made no secret when we started this, that we did not know how we were going to achieve it, but we put the word out and got started and everything fell into place as we knew it would - with the support of sponsors, supporters and the wider community coming together. Now that we know what we are doing, we can do it again and we can do it better.

The plan now is to recreate this annually with almost the same template for marketing and planning; however the thing that will be the variant is the bike and the theme around that. That will change with a new message as to why for that year's bike being the new story to tell each time.



LOOKING AHEAD

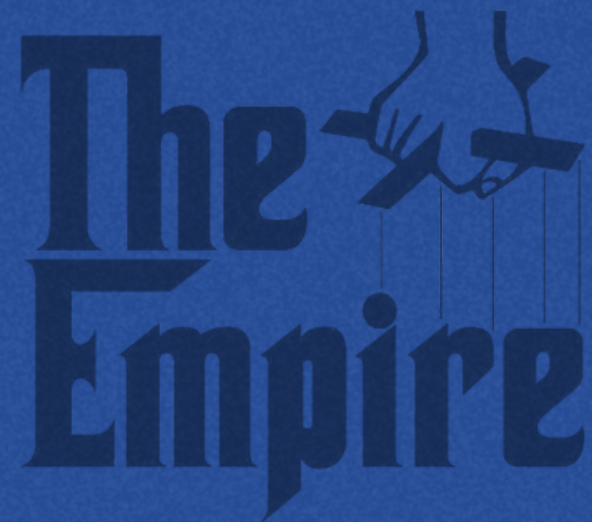
The content strategy and marketing for this has evolved as we've learnt so the plan for moving forward will reflect that, we've got the team together and we're excited to do this again and make each time better than the last!

We plan to keep the same model of \$20 tickets capped at 2,000 for the very simple reason that we want to make this achievable and attainable for anyone. It's important to us that this is the case as we want to engage as many like minded people as possible - more people = more support for Te Kiwi Maia.



NEXT STEPS

Moving forward, we plan to achieve more or less the same as we did last time which can be outlined as the following, in no particular order.



- Create engaging stories via content to showcase the project
- Raise Funding and awareness for Te Kiwi Maia
- Awareness for Hungry Wolf Motorcycles
- Awareness and conversions for project sponsors
- Social media hype for bike projects to drive raffle sales
- Raise conversations about mental health

THANK YOU



THANK YOU

to all our sponsors, donors, and the motorcycle community who've brought this to life – especially:

Yamaha Motor NZ

Emma Simpson and Auckland Panel and Paint

Motogear NZ

Forbes & Davies

Dean at Dean Seat

Tom Gilroy and Purpose Built Moto

Paul Easton and PJ Vapour Blasting

Aaron Keller and Resurgence Gear

Rebecca Brown and Pro Rider

John Pavlovich and Mothers NZ

Al Best at Submachine Magazine

Hamish Williams and Newstalk ZB

Paul Lance and Bike Rider Magazine

John and Preston and Every Sunday Motorcycle Collective

Shaughan Campbell and Paw Justice

NZ Motorcycle Show

Bradley Patten at Uppcycle

Reprographics