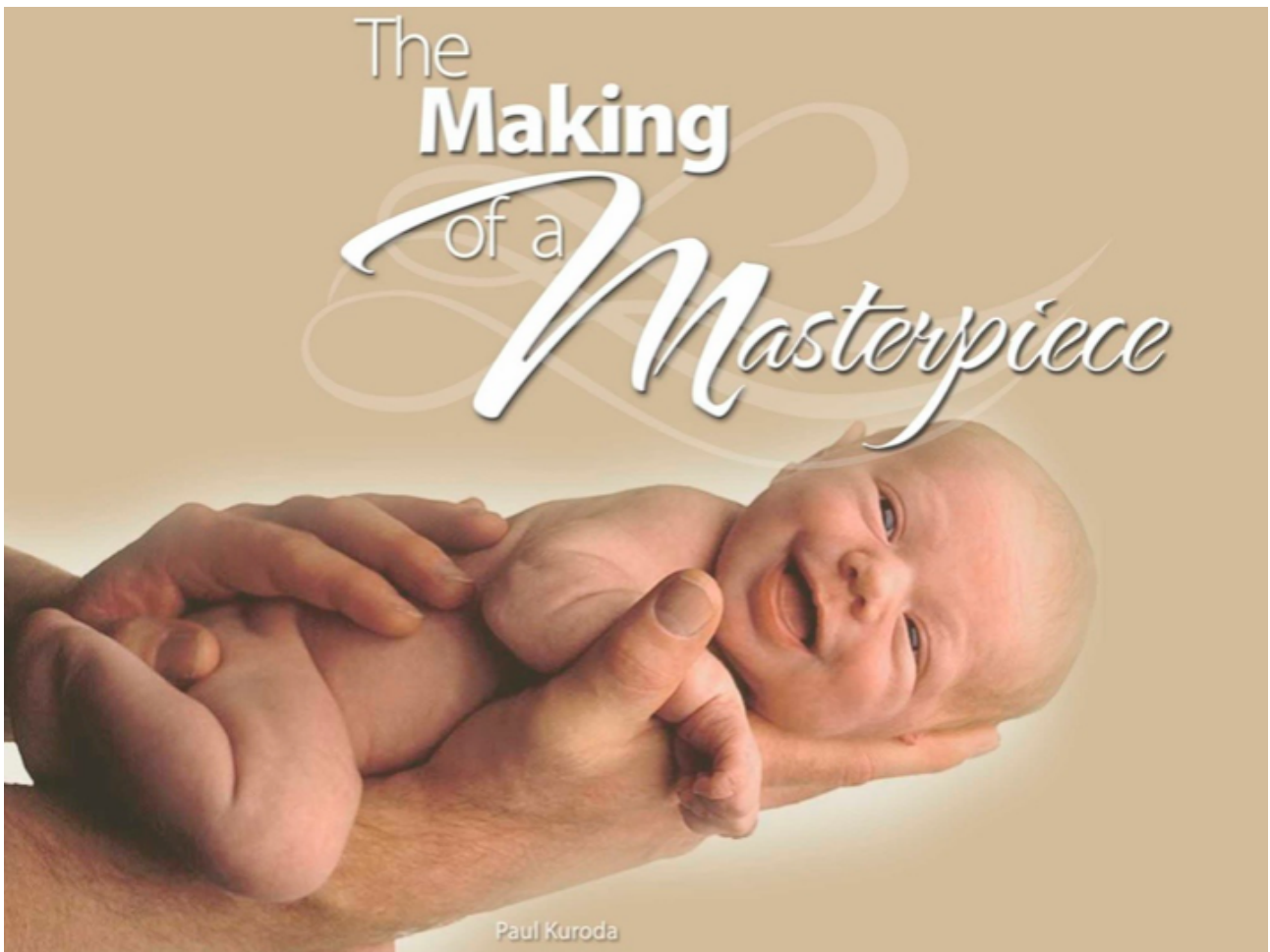


Application to The Annette Presley Dream Foundation

August 2025



Executive Summary

New Zealand's young people are in crisis. Anxiety, low self-worth, and suicide rates—the highest in the OECD—are stealing their hope. Too many of our precious young people believe they don't matter.

For 20 years, The Making of a Masterpiece live presentation proved otherwise—showing tens of thousands of students they are unique and irreplaceable, and therefore, priceless!

Now it's time to take this life-saving message online, where today's youth actually live: TikTok, Instagram, YouTube.

The Making of a Kiwi Masterpiece is a six-episode video series with 24–48 supporting shorts designed to grab attention, make youth laugh, and leave them knowing they're a *living* Masterpiece.

At its heart is “Moana Lisa,” a young Māori or Pasifika female lead whose authenticity and strength provide a powerful role model for young women. Through her voice, the series uplifts, educates, and empowers—directly supporting the Dream Foundation's goals of compassion, connection, and positive change, while empowering young women in health, education, leadership, and wellbeing.

Led by Warwick Pascoe (Creator & Script-writer), Doug Braddock (Producer) and Steve Murray (Director), the project blends decades of film-making expertise, youth mentoring, and cultural inclusion. The project is sustainable, creating a lasting, high-quality online resource that will remain freely accessible and inspirational for years to come. It is also rooted in community involvement: we have already run a teen and young-adult focus group shaping scripts and marketing strategy, and are planning a teacher focus group. We have met with iwi and kaumatua, and are considering a wānanga or hui to ensure maximum relevance and helpfulness to rangatahi Māori.

With a bold marketing strategy—weekly episode drops, daily shorts, targeted boosts, and real youth stories—our goal is to reach 100,000+ young people, inspire schools, and spark a ripple effect of hope and belonging across Aotearoa New Zealand.

A not-for-profit production of DC Communications, a registered NZ charitable trust, we've already raised \$122,000 (cash and pledge) to shoot the series. We're asking The Annette Presley Dream Foundation for \$78,000 to fund the marketing campaign. All funds will be used in New Zealand, maximising local impact, strengthening communities, and empowering our youth. With your partnership, we can help a generation of Kiwi youth—especially young women—see the truth: they are Masterpieces, and the world needs them.

Alignment with the Annette Presley Dream Foundation Vision

The Making of a Kiwi Masterpiece is a project deeply aligned with the Dream Foundation's vision of compassion, connection, and positive change. At its core, the series uplifts young people by declaring a truth that can transform lives: every human being is unique, irreplaceable, and priceless. By sharing this message in a format that resonates with today's youth, we aim to create the same ripple effect the Foundation seeks—restoring hope to individuals, strengthening families, and impacting communities across Aotearoa New Zealand, in a way that may even inspire similar productions around the world.

The project speaks directly into the focus area of Empowering Young Women. Our central character, 'Moana Lisa,' is a young Māori or Pasifika female lead whose strength, humour, and authenticity provide a relatable role model for viewers. Through her journey, young women will see themselves represented with dignity and mana, and be reminded that their voices and lives matter. The series integrates themes of health, education, leadership, and wellbeing by blending scientific wonder (human development), affirmational storytelling, and cultural inclusion.

By positioning a young female host at the heart of the narrative, supported by strong co-hosts and woven with Te Reo Māori, Pasifika languages, and New Zealand Sign Language, the series not only empowers young women individually, but also models inclusivity and respect for all. As these messages spread across schools and social platforms, they will contribute to the Foundation's goal of a ripple effect—transforming self-worth in young women, strengthening peer relationships, and inspiring communities to value and uplift every person.

We believe this partnership represents a unique opportunity: together, we can empower a generation of young women in Aotearoa New Zealand to step into their future with hope, confidence, and the knowledge that they are ***living Masterpieces***.

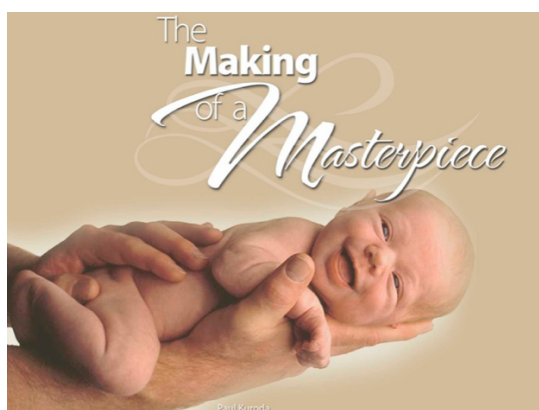
The Need



“There is overwhelming evidence to show that psychological distress and mental wellbeing for young people is declining over time. New Zealand’s high suicide rates was one of the catalysts for the Government Inquiry into Mental Health and Addiction (the He Ara Oranga Inquiry) in 2019 alongside widespread concern within the mental health sector and the broader community about services. Rates of suicide for young Māori people or rangatahi Māori have been noted as a pressing health and social issue for Aotearoa New Zealand.”

Te Hiringa Mahara (Mental Health & Wellbeing Commission, 20 May 2025¹)

The Response



For over 20 years ‘The Making of a Masterpiece’ multi-media presentation on human development was taken to hundreds of schools across the entire decile range, sharing an educational and affirmational message of hope with tens of thousands of young people. Feedback from students and teachers alike was overwhelmingly positive (Appendix 1).

The presentation was also brought to prisons, youth-correction facilities and teen parent units where at-risk youth and young adults, and their supervisors, reported the same results.

Other groups presented to included service clubs, health conferences, retirement villages, pre-schools, faith communities, ESOL classes and the general public. These tailored presentations

¹ <https://www.mhwc.govt.nz/news-and-resources/unicef-report-low-ranking-for-nz-child-and-youth-mental-health-and-wellbeing/> - accessed 23Aug25

confirmed that the 'Masterpiece Message' had universal appeal that transcended racial, political, age, gender, language, religious and educational differences.

In a nutshell, this presentation took the irrefutable (and amazing!) medical facts about human development, translated them into a youth and culture-friendly inclusive format, cranked up the volume, and convincingly declared that every human being is unique, irreplaceable and priceless, a *living* masterpiece, and therefore inherently of value!

The Next Step



Covid lockdowns, combined with a change in personal circumstances, brought the live presentations to an end in 2020.

Coincidentally, the universal roll-out of smartphones amongst youth, and exponential growth of online video consumption, has made the path forward clear.

'The Making of a Masterpiece' must transition to an online version. While many online mental health initiatives exist, very few combine scientific wonder, humour, Te Ao Māori, and cultural touchstones in a way that captures our youths attention and speaks to their identity.

Market research, extensive consultation, fundraising and rigorous script-writing followed, until the reboot: 'The Making of a Kiwi Masterpiece' is now ready for shooting, currently scheduled for late 2025 / early 2026.

While the core human development information was retained, and freshly checked for accuracy by a practicing gynaecologist-obstetrician,² the vehicle for delivery was completely reworked, as was the affirmational messaging.

² Dr Lena Clinckett - <https://www.healthpoint.co.nz/maternity/specialist/dr-lena-clinckett/at/obstetrics-gynaecology-southland-southern/>

The Project Team



Warwick Pascoe – Project Creator & Script-writer.

Warwick presented 'The Making of a Masterpiece' for over 20 years as an in-person multi-media presentation in primary, secondary & tertiary schools, Teen-Parent Units, prisons, community groups, nurse & mid-wifery training schools, service clubs, businesses, ESOL classes & conferences.

Warwick and his wife Michele set up the registered charitable trust *DC Communications Incorporated* in 2006 to manage donations supporting the presentations. Contributions have already been received to cover the video production costs of the current six-episodes series, and the Trust will steward any further funding received.



Doug Braddock – Producer, Script-writer & Investor

Doug runs *Treasure Field Productions*, and has almost 40 years experience in the wider Film & Television industry.

Doug's also mentored teens from difficult backgrounds through a State college for several years.

Doug is working on the project commercially, however he and his wife Sharon are making a passion-investment of approximately 45% of the production budget, in the form of a credit against Doug's fees.



Steve Murray – Director.

Steve has headed Synergy Films for 28 years, and has made thousands of productions.

Steve will be directing the studio shoot.

Marketing Strategy

The target market has been defined as, primarily, New Zealand secondary school students and young adults as those facing the greatest mental health challenges – see Appendix 2.

We also aim to reach secondary school teachers with the aim of encouraging them to show The Making of a Kiwi Masterpiece in science and health classes – see Appendix 3.

To reach them the presentation has been broken down into six episodes of 12 to 25 mins duration, and 24–48 shorts on TikTok, Instagram and YouTube, building trust and a subscriber base, supported by a youth-focused website and teacher resources. A test-and-measure rollout will foster targeted social, school, and community engagement.

The material will be presented by three people, Warwick Pascoe (creator & script-writer), a young Māori or Pasifika female actor, and a young male actor as outlined in the synopsis below:

Series Synopsis

Episode 1 – commences with an image of the Mona Lisa which swiftly morphs into a Kiwi version, ‘Moana Lisa,’ a young Māori or Pasifika female, who interacts with a young male co-host ‘Nemo’ in a wildly humorous and engaging manner in order to grab, and hold, the viewer’s attention.

Drawing heavily on ‘The Matrix’ movie and Kiwiana references, the audience follows Moana’s adventures as she’s rescued from The Matrix, and learns more about ‘the real world’ from co-hosts Nemo and ‘Metamopheus’ (Warwick Pascoe).

During this episode the purpose of the whole series is explained, being that the audience will be taken back in time through the foundational stages of human development *in utero*, in order to show, through the progressive revelation of amazing medical facts, that they truly are unique and irreplaceable, and therefore, priceless. Just like the Mona Lisa, but much more so, as they’re a living masterpiece.

Episode 1’s draft script is attached as Appendix 4

Episode 2 – in this ‘Lord of the Rings’ themed episode Moana and her co-hosts ‘Randalf’ & ‘Dodo’ reveal that, at birth, before you’ve even posted on social media, you’re already a biological masterpiece! As evidence we take a high-res simulated journey into the mitochondria, the powerhouse of the cell, where a miniature world of incalculable complexity is on display, including thousands of the smallest known nano-machine, ATP Synthase, which provides power for the trillion of cells keeping every human on the planet alive!

Episode 3 – now transitioning into the womb to explore the 3rd trimester, Moana and her ‘Raiders of the Lost Ark’ themed co-hosts ‘Hēnare’ and ‘Muringa’ Jones, we’re treated to a hyper-realistic animation of a growing human being who knows their mother’s voice, is imprinted with her food preferences, memorises her Spotify favourites, and probably experiences their very first dreams!

Episode 4 – Moana and co-hosts ‘Captain Verbosa’ and ‘Pita Hurling’ now take us on a ‘Pirates of the Caribbean’ themed tour of 2nd trimester highlights, where we meet Curtis Means, the world’s most premature baby, born only 19 weeks after conception! We also learn that this was the age

when our bodies started making melanin that colours our skin and hair, revealing that, prior to this, all humans had exactly the same colourless skin.

Episode 5 – travelling at warp speed now, Moana, ‘Captain Berk’ and ‘Croc’ take us back in time in a ‘Star Wars’ / ‘Star Trek’ themed mash-up to the very moment when every human being’s development journey commenced. A cascade of biological facts follows, again confirming that, from the moment of conception, our uniqueness was stamped on every single one of our cells, thanks to the life-giving DNA code within.

Episode 6 – it’s back to ‘The Matrix’ now as Moana, Nemo and Metamorpheus wrap things up with a summary of the amazing discoveries made on this journey back in time, offering viewers compelling evidence of their uniqueness and inherent value. The conclusion is that, what every human has to offer during their lifetime, cannot be replicated by another. The episode closes with a karakia which includes a powerful call for all humans to be united in love and mutual respect.

While the script is primarily written in English, Te Reo Māori is used throughout the series, as is New Zealand Sign Language, and a selection of other languages commonly spoken in New Zealand, including Samoan, Hindi, Mandarin, Tagalog, Tongan, Niuean, Cook Islands Māori, Fijian and Tokelauan. The idea being to underscore the universality of the core message by the use of this country’s three official languages, and others commonly spoken by Pasifika people, and recent immigrants.

Each episode also ends with a post-credits scene where, over the course of the series, we observe the deepening, albeit fraught, relationship between Moana and her young male co-host. Will it end happily ever after? You’ll have to watch all six episodes to find out!

Marketing Strategy Summarized

A specific strategy has been developed for each target market, and the release campaign emphasizes different markets sequentially. The following elements are included:

- The series and accompanying assets are branded ‘The Making of a Kiwi Masterpiece’, enabling brand awareness in interests of bolstering viewership, viewer trust, and cohesion of materials
- The six episodes are released on the web one week apart, with 4-8 short supporting videos surrounding each episode (i.e. one short, supporting video, released every 1-2 days). These are in YouTube Short (9x16) and TikTok format and include mini-attention-grabbing excerpts, cast & crew and behind-the-scenes interviews, and interviews with experts. Additional video content from youth and teachers who love the series will also be sought. *Overall strategy: – building viewer trust and familiarity, encouraging subscribing and sharing, with an inherent call-to-action of watching the related episode*
- Though YouTube predominates, a website will also provide access to all content, as well as cast bios, and creator’s vision. A youth-specific area will zero-in on how unique, irreplaceable, and priceless the viewer is. A teacher-specific area will relate the series against educational benefits and NZ syllabus strands, making the content as easy as possible to use. A cross-references page will give links to trusted medical sites for each of the facts presented in each video, confirming authenticity and accuracy of all points
- The passion-investor/partner strategy will involve excellent communication and updates to a growing list of interested people from pre-production through premier screening and marketing campaign. At all stages partners will feel included and have insight into how the

project is developing. At the end of the marketing campaign there'll be opportunity to review successes and learnings, and to consider next steps

- The initial campaign may sequentially involve three months focused on youth, and three months focused on teachers
- Test-and-measure techniques are intended throughout the marketing campaign

An indicative Marketing Release Strategy is included in Appendix 5

Success Criterion

Market	Success Criterion
1 - Kiwi youth on YouTube & social media	High viewership (100K+ aggregate). High YT subscriptions (10K+ plus) Feedback from youth of increased self-worth and hope through message of being a unique, irreplaceable, and priceless living Masterpiece (12+ stories, 3+ of these able to be videoed), <i>via YT comments</i> .
2 - Teachers	Teachers using and appreciating the series in 50+ schools. <i>Via anecdotal, and website sign-up for materials, comments</i> .
3 - Wider NZ population	YouTube viewing statistics will allow tracking of younger and older viewer demographic statistics. Some supporting content may be created specifically with younger and older viewers in mind, and may be boosted through social media towards these demographics.
4 - Passion-investors / partners	Passion-investors/partners have felt included and informed throughout, and feel their investment has been very worthwhile. <i>Anecdotal and survey</i> . Funding raised for marketing plan. A strong sense by many at end of marketing campaign of 'this was a real success', and 'what can be done next to provide even more benefit'.

Marketing Budget

The marketing budget envisages the following:

- Creation of 4-8 'short' 9x16 videos from each of the 6 episodes (24-48 in total). In many cases an additional piece-to-camera or additional voice-over will be required to make each short self-contained. These videos will involve intentional writing during pre-production, some additional studio time during filming (an additional day), and additional editing / grading / audio mixing during post-production
- They'll also form part of a strategic timed roll-out plan during launch which involves optimising YouTube thumbnails + captions, social-media release, google 'boost' investment, and some A-B optimization. Sub-weekly statistical viewership reviews, and efforts to optimize (eg: re-editing of shorts that lose traction, adjusting thumbnails and captions, and adjusting social-media target demographic sub-grouping)

- An interactive aspect will involve reviewing comments on videos, responding (in a limited way) and seeking primary-target viewers (teens, teachers) who so loved the material that they'd be willing for us to interview them and use their feedback as further shorts
- The website will also be developed, and maintained in parallel with the release campaign
- Databases of interested people will be added to throughout the production and release (pre-existing database, additional contacts added through web-inquiry, and also through YouTube subscriptions), segmented by target market. Each new asset released (such as a video-short, or episode) will harness this growing support base. This information will be a valuable asset retained at the end of the campaign ahead of subsequent projects
- Passion-investor / partner relationships are especially valued, and will be looked after from early in the production through regular updates (initially by email). Partners will be invited to a premier viewing, and given the means of easily sharing content through their own social media channels. Strategic partners interested in the Marketing strategy will be kept updated during this, particularly as analysis is done of viewership, subscriber, and teacher up-date metrics

Marketing Budget – The Numbers

Website	\$4,000
Creating Additional Content	\$35,000
Advertising and paid-boosting	\$20,000
Managing Campaigns	\$13,000
Contingency	\$6,000
Total	\$78,000

The Ask!

We now ask The Annette Presley Dream Foundation to assist us with making the Masterpiece Reboot dream a reality by funding the marketing budget outlined above (\$78,000).

With your support, we can take a proven message of hope to 100,000+ young New Zealanders online, helping them see themselves as priceless Masterpieces.

Your investment of \$78,000 in marketing will ensure this series not only reaches its target audience, but transforms the lives of those who need it most

Should our request be granted, DC Communications Incorporated, a registered charitable trust, would steward all funds for the project.

Appendix 1 – Feedback

(original letters & emails available upon request)

Tauhara College, Taupo

"Warwick gave a highly informative and entertaining presentation on human development to our Year 10 students which had them engaged for an entire period. He was extremely well prepared and we look forward to hosting him next year!"

James Lamb (HOF Science)
20 June 2016

Palmerston North Girls' High School

"Thank you for a thought-provoking and well illustrated talk which spanned from birth to human conception. Incorporating the latest scientific knowledge, both the content, visual support and lively personal presentation thoroughly engaged our students who really enjoyed the experience."

Andrew McCreary (HOD Science)
Dr Heather Meikle (HOD Biology)
6 June 2016

Palmerston North Boys' High School

"Very entertaining, enthusiastic presenter! Lively talk given by someone who truly has passion for the topic he talks about. Students were totally engrossed throughout the presentation and most found it relevant to what they are studying at PNBHS. Highly recommended to all schools!!"

Geedha Reid
HOD Science
24 May 2016

St Bernard's College, Lower Hutt

"All six presentations were tailored to the audience. He had extras for the Year 11 & 13 classes. All classes asked questions and were given excellent responses. Warwick was brilliant for every presentation. He treated each presentation as if it was his first of the day. The information was perfectly suited to the audience....His slides were brilliant. They were scientifically accurate and portrayed the message that life is a masterpiece expertly...We would definitely recommend him to every other school..."

Brenten Higson
HOD Science
13 May 2016

Korokoro Primary School, Lower Hutt

"We really enjoyed Warwick's presentation. The kids were highly engaged and the subject matter was interesting for everyone. We also valued the underpinning messages about appreciating the uniqueness of each person and about celebrating diversity whilst realising that we all share so many commonalities."

Martin Hookham
Principal
9 May 2016

Reporoa College, Bay of Plenty

"Thank you for coming to speak to our Year 9 and 10 students. The vast majority of our students enjoyed your lecture; definitely learnt more about their time in the womb, and appreciated your high tempo style.
Our PE staff were especially complimentary and were wondering if you would like to come back and teach some of their Health syllabus, voluntarily of course!..."

Martyn Owen
HOD Science
1 June 2015

Fraser High School, Hamilton

"Thanks so much for taking the time to talk to our students about the Making of a Masterpiece. Our students were totally engaged, both through the amazing information you relayed to them and the enthusiasm by which you presented it.
It is such a gift that you offer schools and teachers to share your passion with others and to reinforce what we are teaching within our classrooms.
Thank you for taking the time for our students and helping them to understand that they are the true miracle of life."

Sarah Summerfield
Year 12 & 13 Dean, Science & Biology Teacher
3 September 2014

Hamilton Girls' High School

"I would like to say a big thank you to Warwick from The Making of a Masterpiece for coming in to Hamilton Girls' High School and presenting his informative and fun presentation on birth back to conception.

The presentation was really helpful for our students, as it is informative, interesting and has relevant and important messages throughout it. Warwick was humorous and delivered serious messages in a way that make young people want to listen..."

Lynn Hodgkinson
HOD PE & Health
27 August 2014
[Read More...](#)

Tauranga Girls College

"...Warwick is an extremely engaging speaker. He managed to keep the students' interest for the entire presentation, and the teachers were also entranced.

Warwick managed to weave anecdotal stories and robust science, and he related it all to the students' own experiences...I would highly recommend this presentation as very suitable for Year 11 and Year 10 science classes studying genetics and/or reproduction."

Dr Treena Blythe
HOD Science
25 June 2014
[Read More...](#)

Mahurangi College, Warkworth

"Thanks for the presentation. It certainly gave the students an interesting and new perspective on the complexity of human life. Feedback I had from students was very positive..."

Gerald Walker
HOD Science
12 December 2013

Western Heights High School, Rotorua

"Warwick is an excellent presenter of so many interesting facts about the human body. One cannot help listening intently to every word, just in case you miss something. This presentation is very well suited for young adults, giving them the biological facts in an exciting and humorous way."

Mark Tiedt
HOD Science
21 October 2013

Botany Downs Secondary College, Auckland

"Warwick Pascoe has presented to our school at Botany Downs Secondary College for the second year in a row to our Year 10 Health and Physical Education classes. He is an amazing speaker who gets the students involved and fascinated by his presentation on The Making of a Masterpiece. Students were kept interested throughout the presentation and were shown images and facts about

the developing baby. This presentation is not to be missed. Staff and students were captivated by the images and stories."

Debbie McGregor
HOD Health
11 September 2013

James Hargest College, Invercargill

"Warwick Pascoe presented his 'Masterpiece' to our Year 8 students and had them enthralled for a full hour. It was informative, fascinating and wondrous all wrapped up in a family-friendly, non-offensive, age appropriate package which incorporated relevant stories and humour.

Warwick's colourful images were not something that any of our students, nor staff, whom were equally captivated, will easily forget. This presentation was an educational experience that all people need to share in and one that we will definitely have at our school again if we get the chance."

Peter Nielsen-Vold
Year 8 Leader
1 May 2013

James Cook High School, Auckland

"...Warwick was very passionate about his presentation and maintained a captive audience throughout the hour he presented. Warwick managed to speak at a level that was understood by our students and was also very approachable at the end of the presentation. The visual effects and models he used were informative and dynamic.

Warwick and his team were great to work with and the presentation itself was set up entirely by them. From a logistical point of view it was no hassle at all to organise. I think most students would gain beneficial knowledge from viewing the presentation and I would recommend having the opportunity to view it. It also created a lot of interesting discussion points."

Ben Claxton
Head of Health
2 November 2012
[Read More...](#)

Takapuna Grammar, Auckland

"Our students found the presentation very informative and enjoyed the manner in which it was presented. It gave them a different perspective with which to view this area of the curriculum. The staff thought it was informative, well-prepared and presented. The message that was delivered should give everyone something to think about."

Ingrid Mckenzi
Science Teacher
8 August 2012

Pakuranga College, Auckland

..."An extremely enthusiastic and informative presentation which captivated our Year 9 students, providing them with fascinating stories and facts about the wonders of human development. Warwick's passion and enthusiasm for the content is a lasting memory for both the students and teachers and his ability to engage all of the students is commendable...."

Steph Ward
HOD Health
1 August 2012
[Read More...](#)

Edgewater College, Auckland

"Earlier this year Warwick came into our school to give presentations to two of our Year 9 health classes. The subject we were doing was nutrition and how it can affect your development. The stunning visual effects and great use of props kept the students captivated for the whole hour. There was a great mixture of academic information as well as basic life skills taught, at a level the students can understand.

Warwick and his administration team were a pleasure to deal with and were happy to adapt and be flexible in order to fit with the curriculum we were teaching. I have no hesitation about recommending Warwick to come and speak at your school whether it be to year 9's or year 13's.

David Williams
TIC Outdoor Education
HOD Health
20 July 2012
[Read More...](#)

Tamaki College, Auckland

"...Tamaki College is made up of Maori and Pacific Island students and on the day the [Making of a Masterpiece] presentation was performed, over 600 students attended. The content and the messages contained within the presentation are important issues for teenage students, particularly the uniqueness of each individual..."

Mrs Faulafo Gogo
Health Department
20 July 2012
[Read More...](#)

Kelston Girls' College, Auckland

"Warwick's presentation was very informative and entertaining. His rapport with the girls was awesome. The girls loved the interactive nature of the presentation and his willingness to answer any questions. His passion and enthusiasm had the girls captured right from the start. Warwick is a true

professional and I have no hesitation in promoting his presentation as one that needs to be seen by our young people."

Haidee Tiffen
Head of Faculty of PE & Health
8 June 2012

Vision College, Christchurch

"Thank you so much for your presentation last week. It was engaging enough to keep all of our students interested, even with their various levels of understanding and knowledge. They also appreciated being able to hold the props you had brought with you. The message that each of the students is a masterpiece came through clearly and was very encouraging, especially for those that had never thought of themselves as such..."

Tara Talbot
Head of School
Early Childhood Education
5 March 2012
[Read More...](#)

CHIP Summit, Los Angeles, United States of America

"...We so much appreciated your presentations. They highlighted just how 'fearful and wonderful' a creation each individual truly is. Beyond that, you have inspired us to greater effort in reaching each individual with the blessing of complete health. Thank you for touching each of us in such a thought-provoking way."

Kathy Pflugrad
Communications Director
18 November 2011
[Read More...](#)

Turanga Ararau (Iwi Tertiary Education Provider) Gisborne

"...It was great for the students to see and hear how unique each one of them are which is an identifying factor and also how precious they are in their uniqueness.

Thank you for taking time to speak to our students, it was very worthwhile..."

Na Win Ruru
Operations Manager
16 November 2011
[Read More...](#)

Westlake Boys High School, Auckland

"Thank you for speaking to our Year 9 and 10 boys earlier this year. Your presentation 'The Making of a Masterpiece' was very well received by our students and staff. The information in your talk and the presentation were both fascinating and informative. Noticeable was the energy and enthusiasm you bring to the presentation and all the staff agreed your presentation was the best we've ever heard on this topic.

The talk also provided an excellent forum for the students to ask questions and voice opinions. We would highly recommend this presentation to other secondary schools."

Theuns Strydom
TIC Health
6 November 2011

James Cook Primary School, Marton

"I would like to take this opportunity to thank you for the very informative and interactive presentation delivered to 50 of our Year 6-8 students. The manner in which you were able to quickly build credibility and connections with students engaged them quickly. Your humour, use of scientifically correct information and visual aids held their interest as well...Like a tour guide your ability to guide the students, teachers and parents through the creation process respectfully allowed the awe and wonderment of life inside the womb to be valued. Again thank you.

In addition, the time you took to meet to with me personally to discuss the content of your Masterpiece presentation and learn a little more about our school's journey and our students was much appreciated and valued. Your ability to link key messages into our school's core culture was noted and valued. Thank you.

Michelle Cameron
Principal
20 October 2011

Hauraki Plains College, Ngatea

"Warwick came to speak to our year 12 and 13 Childcare students. From the very beginning, it was obvious that Warwick was passionate about the subject matter. He very quickly engaged all the students with his friendly and enthusiastic manner.

The feedback I received from the students was that they really enjoyed the presentation, especially the real life stories. Many had no idea how amazing the whole process of conception to birth was and were astounded to learn how early a baby's heart starts beating. Students commented on how special he made them feel by stressing the uniqueness of every single person....

Famke van Laren
Year 13 Dean
5 October 2011
[Read More...](#)

Whangaparaoa College, Auckland

"...I personally would recommend this presentation to any school. I believe it could fit in with the Science curriculum as well as both Junior and Senior Health programmes. Warwick's enthusiasm for the topic keeps learners thoroughly engaged as well as willing to ask questions. His use of resources is fantastic and of great interest to his audience. Overall, it was an interesting presentation delivered by a passionate presenter."

Melinda Freeman
HOD Health
20 September 2011
[Read More...](#)

Vision College, Hamilton

"Vision College Early Childhood students invited Warwick into college to do his Masterpiece presentation. We have a range of students from age 16 upwards and all found this beneficial. Comments from the students were that it was innovative, Warwick was an interesting speaker and it was a good length. They enjoyed the visual presentation and the babies that were used to demonstrate size were fantastic. We would definitely have the team back again for our future students."

Pam Wilson
ECE Course Co-ordinator
30 August 2011

Orewa College, Auckland

"This presentation is outstanding and I highly recommend it to students of all ages...Warwick truly engages the students with both his enthusiasm and passion for this subject and the students are entertained for the whole hour...I can recommend Warwick to other schools, presenting to both junior and senior level students. I am sure all students would be impressed and I hope that we will see him again this year at Orewa College."

Dean Preston-Thomas
TIC Health
15 April 2011
[Read More...](#)

Fraser High School - Teen Parent Unit, Hamilton

"...His presentation was absolutely professional, interesting and informative. He held his audience with his lovely relaxed manner and imparted important messages, like understanding the bond between the unborn child through to later years...I would without hesitation recommend Warwick as a presenter to secondary school students."

Sue Ford
Director
5 November 2010

Paraparaumu College, Paraparaumu

"...The students all thought the presentation was excellent and relevant. One specific message that they all took away was how unique they all are. It has been extremely useful to reflect back on your presentation when we are studying particular topics in Health. I would recommend this presentation for all Senior Health and Science classes as it can easily be adapted to the different modules that we teach."

Brenda McKenzie
Acting HOD Health
13 June 2010
[Read More...](#)

Waiopahu College, Levin

"Along with 150 Science and Health students from my College I listened to Warwick's 1 hour presentation. He offered a lively and appropriate narrative, tailored to the age of the audience. Complimenting the delivery was an outstanding set of still photographs and short video clips. I recommend Warwick and his presentation to any secondary school age audience."

Barry Petherick
Principal
10 June 2010
[Read More...](#)

Lynfield College, Auckland

"...Warwick Pascoe gave the Masterpiece presentation to our Year 9 and 10 students. He is an extremely energetic speaker who shares his passion for science in a clear and fascinating way, aided by the use of pictures, video and props. The presentation material is factually correct and completely free of bias or opinion...I can recommend Warwick unreservedly to all schools who want to give their students a real sense of the wonder of the scientific world inside them."

Rob Boasman
Faculty Manager of Science
December 2009
[Read More...](#)

Te Whare Whai Hua, Lytton High School, Gisborne

"...Many of the girls were profoundly touched by what they had seen and I believe it gave them a deeper understanding of how their child is nurtured in the womb. Hearing how their eating, smoking and drinking habits impact on their child, would have come as a surprise to some of our young mothers. The presentation was well timed as we had new mothers in our midst."

Jo Ashwell
Centre Manager
August 2009

Woodford House, Napier

"...The girls found the presentation interesting and informative, being given some very valuable perspectives on the first nine months in utero. The content was very supportive to what is already covered in our school health programme, and as a health teacher I found your delivery and the presentation itself to be very professional and well constructed..."

Dionne Thomas (Mrs)
Head of Physical Education & Health
June 2009
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Napier Boys High School

"...As a Human Biology teacher I found the presentation by Warwick to be a useful teaching tool for my Level 1 students. He was interesting and informative throughout and did not push a controversial message or challenge anyones beliefs. The topic was of direct relevance to the Human Reproduction topic of the NCEA course, and fitted nicely into a teaching period time slot."

Simon Coe
Biology Teacher
June 2009

Wanganui Girls' College

"...One of the most interesting and worthwhile presentations we have seen, beautifully illustrating the journey from conception to birth without bias or pushing any message other than that life is precious, our bodies are a miracle of engineering and we need to appreciate and respect the process of human development. Warwick was able to get this message across in terms easily understood by our students and they were appreciative and interested throughout..."

Maartje Morton
Deputy Principal
May 2008
[Read More...](#)

Palmerston North Boys' High School, Palmerston North

"Palmerston North Boys' High School was the recipient of a presentation [in July 2008] by Warwick Pascoe on the miracle that is birth. The presentation was informative and vibrant and held much appeal for the year 11 audience...I would have no hesitation in recommending Mr Pascoe for future

presentations."

Blair van Stipriaan
Teacher
8 June 2010

Horowhenua College

"...Your presentation was outstanding and contained fascinating and thought-provoking information for the students. This tied in beautifully with the Health Curriculum. Your very knowledgeable dialogue, video footage and life-sized models made this presentation very real for the students. They were fascinated and engaged in your presentation..."

Robyn Keeling
Dean of Pacific Island students
April 2007
[Read More...](#)

Raumati South School

"...The presentation celebrates the uniqueness of each individual and tracks children backwards from birth to conception using models and photographs. Content was not presented in a way that could be controversial. It was good from a scientific and health perspective. During the presentation our student audience of around one hundred and seventy children were highly engaged..."

Graham McDonald
Principal
June 2008
[Read More...](#)

Southland Institute of Technology

"...The presentation is scientifically based, and uses all the latest technologies to provide insight into the life in the womb. This presentation is an important educational tool as we try to inform our community and society of the importance of child care commencing at conception and develop scientific appreciation and insights into the human journey from conception to birth..."

Patricia Conradson
Tutor, School of Nursing
July 2008
[Read More...](#)

Y.M.C.A. Young Parents Programme

"...It was evident that Warwick had put a lot of time and effort into his incredible presentation. He was very professional and it showed that he was passionate about the subject. We all thought Warwick

was a great, friendly person who has worked hard to create a stunning masterpiece of his own...

The students at the Y.M.C.A. Young Parents Programme, Wanganui
May 2008

[Read More...](#)

Girls' Brigade - 3rd Invercargill Company

"...We can highly recommend your professional and informative approach in speaking to our girls, who were completely fascinated by all the material which you presented to them. Our group of girls who are aged 9-15 years, were able to understand and participate enthusiastically with you in your presentation, along with some of our mothers who were present also. Your material was indeed 'family friendly' as you stated and regardless of age, we all learned lots from the extremely effective photography and visuals in your presentation..."

Nardia Livingston
Captain
June 2008

[Read More...](#)

Training for You, Wanganui

"...The students found the content relevant, fascinating and extremely well presented. There was plenty to talk about after you left! If you are travelling this way next year we'd certainly love to have you back for our next group of students!"

Iain Whittaker
Teacher Aide Tutor
April 2008

St Joseph's School, Timaru

"Each year, the Year 7 and 8 students at St Joseph's study Pubertal Change during the final term, and last year we invited Warwick Pascoe to speak to our students as part of this unit....Our teachers felt the presentation was an excellent balance to complement other more factual work done during the unit and with our school nurse..."

Jo Armstrong
Senior Syndicate Leader
August 2007

Sancta Maria College, Auckland

"...Without doubt this would be one of the most fascinating presentations that I have seen delivered to young people within the school environment..."

Paul Daley

Principal
June 2005
[Read More...](#)

Christchurch College of Education

"The 'Miracle of Life' presented by Warwick Pascoe is an informative, educationally sound and engaging presentation. I highly recommend it to anyone with an interest in how a life is started and progresses through to birth. His presentation held the interest of our sports coaching students and provoked thought on issues related to growth and development..."

Sharyn Pratley
Visiting lecturer, Sport Coaching
April 2005
[Read More...](#)

Rotary Club of Gisborne

"The Gisborne Rotary Club wish to thank you sincerely for your informative educational and entertaining talk at the breakfast meeting yesterday morning.

Your sincerity and naturalness, your own expertise, your form of expression, and of course your genuine appearance of enjoying whatever you do, all combined to make a presentation worth hearing and certainly made for an exceptionally interesting guest speaker slot...."

Sam Gillgren
Secretary
October 2004

Christchurch College of Education

"...This presentation should be seen by all, as it is informative, well researched and enthusiastically presented..."

Lynn Kidman, PhD
Principal Lecturer, Sport Coaching
March 2003
[Read More...](#)

Appendix 2 - Target Market #1 Kiwi Youth on Social Media

Persona



Emma, 16, lives in South Auckland and attends a co-ed high school. She spends around 5 hours daily on TikTok, Instagram, and YouTube, using them to escape stress, connect with friends, and discover beauty, lifestyle, and music trends. She often feels pressure to look and act a certain way online, but also craves authentic voices that make her feel seen. Her parents have separated and she and her younger brother divide their days between their parents' homes, trying to fit in to new, blended situations. A classmate

committed suicide last year and though she hides it, it has shaken Emma deeply. Like many of her friends, she often feels anxious, and desperately wants to belong and be cherished.

Emma's phone is her main entertainment and social lifeline, and she loves humour, short relatable videos, and stories of real people overcoming challenges. She wants to feel confident, valued, and part of something bigger than her day-to-day struggles.

Strategy to reach people like Emma

- Although the series is based on real-world experience and refinement with thousands of youth in NZ schools over a 20 year period, a focus-group of current teens and young adults was convened early in the marketing strategy to refine social-media and video-release approach to best connect with young people
- TikTok & Instagram provide a place to discover the series and an on-ramp to short content linking to the episodes
- A YouTube channel contains all episodes (& shorts) as the main location to watch and subscribe
- A website with background information on the Masterpiece message and project team, references and feedback, proves authenticity
- Facebook and YouTube 'boost' spend with carefully segmented demographic targets
- A release-campaign that includes 4-8 video items per week over a six-week period (one Episode is released every week)
- Mid-stream adjustments to campaign approach is expected and resources allowed for. (Adjusting based on viewing trends. A-B testing, and comments)
- Strategies are designed-in making it easy for viewers to share videos with friends
- Seeking to interview and show video-content from specific youth, with permission, who find the series really engaging and helpful

Appendix 3- Target Market #2 Secondary School Teachers

Persona

Mark, 38, is a secondary school science teacher in Wellington who deeply loves his subject and sees science as a doorway to wonder and hope.

Mark teaches Years 9–13, and has a special interest in biology and the human body, weaving in environmental care and the beauty of life's design.

Mark intentionally looks for content that will inspire curiosity, deepen understanding, and show his students the good in humanity. He appreciates material that is local, respectful of Te Reo Māori and Te Ao Māori, follows tikanga (eg opening & closing karakia) and helps to address the undercurrent of racism in our schools & society. He often uses YouTube, podcasts, and engaging articles to bring lessons alive, believing that stories and visuals help students connect emotionally with science.

He values resources that are engaging for teens, scientifically accurate, and easy to integrate into lessons and class discussions.

Mark's approachable and empathetic, encouraging students to see themselves as capable contributors to a better world through their scientific knowledge. His aim in life is to foster a lifelong love for learning and a sense of purpose in his students.



Strategy to reach people like Mark

- Website with a page specifically for teachers, answering questions, explaining the intention behind the video series. Also includes clickable references to reputable trusted medical and scientific sources behind all facts presented in the videos (organized in-order by video)
- Supporting videos include short interviews with medical and scientific experts, explaining specific facts in more detail
- An existing database of teachers and schools that have hosted the original in-person presentations (over a 20 year period) is contacted with information about the new video series. The timing of this is optimized to the most effective time in the school calendar
- Comments are encouraged from teachers, and are read weekly during the marketing campaign
- Mid-stream adjustments to campaign approach are expected and resources allowed for. (Adjusting based on viewing trends. A-B testing, and comments)
- Seeking to interview and show video-content from specific teachers, with permission, who see value in the content and find the series really engaging and helpful for their students

Appendix 4 – Episode 1 Script (draft)

THE MAKING OF A **KIWI** MASTERPIECE

Episode 1 – The Masterpiece Reloaded

[Close-up of the original Mona Lisa which smoothly morphs into Moana Lisa- a Māori or Pasifika woman, wearing a korowai and moko kauwae. She sits poised in a picture frame with an ornate Māori pattern labeled Moana Lisa, with distinctive New Zealand scenery such as Aoraki Mt Cook from the Hooker Valley behind her. She smiles enigmatically]

NARRATOR (V.O.)

She's more famous than the All Blacks

[Nemo, in All Blacks gear, dives in slow motion for a try in front of Moana, who follows him impassively with her eyes]

NARRATOR (V.O.)

Receives more visitors than Hobbiton

[Nemo, now as a Hobbit wearing fluffy slippers (simulating furry feet), walks past Moana smoking a pipe. Moana remains still, eyes tracking him]

NARRATOR (V.O.)

Has more followers on Instagram than Taika Waititi

[Nemo pops up dressed as Taika Waititi in 'Boy,' goofy, bushy moustache & helmet, with a copy of the book Shogun. Moana raises an eyebrow].

NARRATOR (V.O.)

And she's older than the America's Cup!

[Nemo, now in Emirates Team NZ gear, hoists aloft a large 'Stars & Stripes' cup, and pulls out two tiny red socks from within. Moana rolls her eyes]

NARRATOR (V.O.)

She was also created by someone even smarter than Nanogirl....

[as an aside] *and that's saying something*

[Nemo appears in a white lab coat, safety glasses, holding a flaming Bunsen burner, swinging it past Moana, making her recoil]

NARRATOR (V.O.)

The incomparable Renaissance geniusLeonardo da Vinci!

[Nemo, now as da Vinci, wig & beret, paint palette in one hand, paint brush in the other, tries to paint eyebrows on Moana. She pushes his face away and he falls over. Moana looks down, then at camera, and smiles broadly]

NARRATOR (V.O.)

She's also hung-around the palaces of Kings and Queens...

[Nemo on a throne, wearing a crown, looking haughtily at Moana. She frowns]

NARRATOR (V.O.)

*...and even in the bedroom of one of history's greatest military
and political leaders, the Emperor Napoleon Bonaparte*

[Nemo as Napoleon, in bed reading a book about Gallipoli. In her picture frame Moana reads a book about Robyn Kahukiwa]

NARRATOR (V.O.)

*And since being installed in the world famous Louvre Museum in Paris
in 1797, she's become accessible to the general public, and in time,
became a super star even bigger than Julian Dennison!*

[Nemo, as Julian Dennison (ie with wollen hat & mud streaks down both cheeks as per Hunt for the Wilderpeople), looks shocked. Moana looks down on him, arms folded, lifts her chin and raises eyebrows haughtily]

NARRATOR (V.O.)

*Sadly, not every visitor has treated her with the respect she deserves.
In 1911 she was stolen from the Louvre and kept hidden in a
cupboard for two years before being recovered.*

[Nemo, as Agent Smith from The Matrix, sneaks up behind Moana and places a bag roughly over her head]

NARRATOR (V.O.)

*Since then, she's been cut by an admirer, had a rock, acid and a teacup
thrown at her, been sprayed with red paint, smeared with cake,
and most recently, splattered with soup!*

[Nemo still as Agent Smith threatens Moana with a knife, then throws a rock, acid (water), teacup, paint can, cake and can of soup at her, all hitting a Perspex screen. Moana goes from scared to sad, ending in tears. Camera zooms in on Moana, then fades to black]

[The title "The Making of a Masterpiece" fades in, and then the word "Kiwi" grows in between the 'a' and 'Masterpiece', smoothly pushing apart the rest of the words, subtly simulating growth of the unborn in utero. Sub-title "The Masterpiece Reloaded" fades in]

[Metamorpheus (dressed as Morpheus from The Matrix) stands next to Moana]

METAMORPHEUS

*Nau mai haere mai and welcome to The Making of a Kiwi Masterpiece.
I'm your host, Metamorpheus, and this is my co-host, Nemo*

[Nemo, dressed as Neo from the Matrix, but in All Blacks hoodie with wrap-around sunglasses]

NEMO

Talofa lava!

[Metamorpheus turns towards Moana]

METAMORPHEUS

Tēnā koe Moana, we meet at last. I imagine that, right now, you're feeling a bit like Arihea; tumbling down a tuatara burrow? Hm?

MOANA in frame

Āe, Metamorpheus!

[Metamorpheus opens a pill case and places a red and blue jet plane sweet in each hand and offers both (open) hands to Moana]

METAMORPHEUS

This is your last chance Moana. After this there's no turning back. You take the blue jet plane, you leave this presentation, and go back to watching endless TikTok videos and believe that you, along with every other human being on the planet, are simply an insignificant glitch in The Matrix. You take the red jet plane, you stay in the present, and I show you how deep the tuatara burrow goes.

[There's a reflection of the jetplanes in Metamorpheus' sunglasses. As Moana reaches for the sweets, he interrupts her]

METAMORPHEUS

Remember; all I'm offering is the truth, nothing more.

[Moana takes the red jet plane. Within the picture frame she glitches into green Matrix code. Moana is ejected from behind the picture frame, now in Black Ferns rugby hoodie and wrap-around sunglasses, and lands in a super-hero pose]

[Metamorpheus beckons to Moana with his hand]

METAMORPHEUS

Nau mai ko Te Ao Tūturu, the real world. Now that you've been unplugged from The Matrix you can begin to learn some universal truths that will change the way you see yourself, and the wider human whanau.

[Matrix code in the picture frame glitches to reveal a painting of Jacinda Ardern as the Mona Lisa]

METAMORPHEUS

As you'll be aware, there are others claiming to be the Mona Lisa, however this is fake news, as there's only one real you, correct?

[Metamorpheus and Nemo turn simultaneously to look at Moana, who smiles and speaks emphatically]

MOANA (thumbs pointing to herself)

100%! Huia tū rae, I'm as unique as a Huia's tail feather!

[Metamorpheus turns slowly to camera]

METAMORPHEUS

And the same is true of you! Yes, there are literally millions of copies of the Mona Lisa; everywhere you look, there she is! However we should never forget that the painting hanging in the Louvre today is actually 'the One;' the real Mona Lisa.

[Metamorpheus turns to Nemo]

NEMO

In the same way, there are over five million people living in Aotearoa New Zealand. And even though we often don't feel unique in any way, observational science confirms that not one of them is identical to the one and only real you.

METAMORPHEUS

In fact, all eight billion inhabitants of the real world are also as unique as every last dinkum Kiwi, even if they're an identical twin!

[Moana looks quizzically at her mirror-image which has appeared in the picture frame]

NEMO

So you and the Mona Lisa are both as irreplaceable as an original copy of Te Tiriti o Waitangi!

[Nemo, dressed as Leonardo da Vinci, lies in a coffin holding a bottle of Palmolive dishwashing liquid upright on his chest. Moana in black with black lace scarf over her head looks down sadly]

METAMORPHEUS

As you'll appreciate, the Mona Lisa's 'Architect,' Leonardo da Vinci, has been dead for over 500 years. Even if he was still around, having been pickled in Palmolive dishwashing liquid, he couldn't recreate his original masterpiece which took years to paint with thousands of individual brushstrokes.

[Moana faces camera]

MOANA

And you cuzzies? Well, no matter how many more humans there are in the future, not one of them will be, or could ever be, you! Not even a genetically identical clone would make the grade, as they'll have unique life experiences which will shape their personality, differently to yours!

NEMO

Now can you imagine the French ever wanting to sell the Mona Lisa?

[Moana looking shocked, holds up a 'Not for Sale' sign]

NEMO (Cont'd)

You might just as easily picture Ed Hillary's ice axe for sale on Trade Me!

METAMORPHEUS

And why're the French so attached to a five hundred year old, slightly battered, painting of an Italian woman?....Because, being a unique and irreplaceable masterpiece, the Mona Lisa is absolutely..... priceless.

MOANA (beaming)

Tino pai!

NEMO (to camera)

So too are you e hoa mā.....and SO much more! Now without meaning any disrespect to my illustrious companion here...

[Nemo turns nervously and gestures towards Moana who is raising an eyebrow]

NEMO (cont'd)

...at the end of the day, the Mona Lisa is made of thin layers of pigmented glaze over lead white undercoat on a piece of poplar tree wood. And yes, through da Vinci's brilliance, she almost looks alive, but alas, she is not.

[Moana is fuming]

METAMORPHEUS

But you, are a unique, irreplaceable and priceless living masterpiece!! Of course, this is easy to say, and many people watching are just not going to believe me. To a large extent this is because of all the messages they absorb on a daily basis from social media, magazines, adverts, movies, frenemies and, inevitably, from inside their own head, telling them they're not attractive enough, smart enough, rich enough or talented enough, to ever be valued for who they really are. But let's go back to the Mona Lisa for a moment. For nearly 300 years she was only seen by a privileged few amongst royalty and aristocrats in France.

MOANA (deadpans)

Things were pretty bougie back then.

METAMORPHEUS

However from the time she was hung up in the Louvre she's been viewed by literally tens of millions of people ranging from art ignoramuses through to the best art experts in the world.

And through numerous studies over the last 200 years we've learned just how amazing the Mona Lisa truly is, with da Vinci's new painting techniques, his masterful brush strokes, and brilliant insights into the construction and operation of the human body.

*As art expert James Payne notes in his excellent YouTube video:
[‘Mona Lisa by Leonardo da Vinci: Great art explained.’](#)*

[Nemo, wearing a Union Jack T-shirt, reads with a slight English accent, while looking admiringly at the Mona Lisa in the picture frame while Moana looks on jealously]

NEMO

“When you stand in front of the Mona Lisa, you are looking at more than just a portrait of an individual. You are looking at the accumulated knowledge of a genius who blended art, science and magic to create a profound meditation of what it means to be human.”

METAMORPHEUS

And our purpose behind this korero is to do something very similar.

By reviewing some of the most amazing observations from the fields of anatomy, physiology, obstetrics and genetics over the last 100 years or so, and focusing on the first nine months of your foundational development when you were growing in your mother’s womb, we’re actually going to see that you are a blend of flesh and blood, and more than a little magic, to reveal an equally profound meditation of what it means to be human.

NEMO

So join us in the next episode as we begin our journey down the tuatara burrow to discover how you became a living masterpiece in the real world!

[Moana looks at Nemo & Metamorpheus]

MOANA

K, so whatdaya need to get this series underway?

[Moana holds out a pair of nerf guns]

NEMO (rejecting the guns)

Facts. Lots of facts.

METAMORPHEUS

Haere rā e hoa mā

NEMO

Zàiliánxi

MOANA (in NZ Sign Language)

"You [are] unique, can't be replaced, [you're a] valuable living masterpiece!"

MOANA (speaking again)

Please like, subscribe, comment & share so that others can also unplug from The Matrix of mediocrity. Then join us for Episode 2 where we'll take you on an unexpected journey that could change your life!

NEMO (whispering, ending with a wink)

Keep watching after the credits

[Credits roll]

[Post-credit scene]

[Moana and Nemo next to picture frame (showing Mona Lisa), dressed in their Matrix costumes]

NEMO (looking impishly at Moana)

Hey Moana, okay if I ask you a question?

MOANA (condescending)

Sure.

NEMO (nervous)

Are you...ah....'real'?

MOANA (serious)

What is 'real'? How do you define 'real'?

NEMO (serious)

*Well, I was kind of hoping that this series would do that,
but can you help me?*

MOANA (Slight smile)

*Unfortunately no-one can be told what real is. You have to experience it for
yourself. So let me show you how a 'real' masterpiece is treated.*

[Moana leans towards Nemo as if to kiss him. Nemo, taken aback at first, looks pleased and leans towards Moana and closes his eyes as their lips almost touch. Moana grabs a tin of soup from out of sight, looks towards the camera with a mischievous expression while Nemo is still puckering up, then tosses the can's contents into Nemo's face. Moana turns her back on him in a huff, and Nemo, looking shocked, turns towards the camera looking sad and bedraggled as soup drips off his face. He then licks some soup from his face]

NEMO (grinning)

Curried kumara!, my favourite

[Scene fades to black]

Appendix 5- Marketing Release Strategy

This is a representative strategy for roll-out for target market #1, youth audience. Refinements will be on-going.



1 - Platforms & Purpose

- **YouTube (long + shorts):** Home for full episodes & searchable evergreen content.
- **TikTok:** Fast audience growth, discoverability, trend riding.
- **Instagram (Reels + Stories + Posts):** Community building, engagement, brand trust.
- **Facebook:** Parents, teachers, and older audiences; community sharing & discussions.

2 - Content Breakdown

Main Episodes (6 total):

- Released **weekly on YouTube + Facebook Premiere.**
- Post teaser clips and countdown Stories/Reels 2-3 days before each release.

Supporting Shorts (24–48 total):

- Aim for **2-3 shorts per week** across TikTok, YouTube Shorts, and Instagram Reels.
- Types:
 - Compelling excerpts from main episodes.
 - Cast/crew BTS snippets.
 - Expert insights on facts featured.
 - Teen/teacher reactions.

3 - Sample Weekly Schedule

Week	YouTube	TikTok	Instagram	Facebook
1	Teaser Trailer (long)	Trailer clip	Trailer clip	Trailer post + watch party event
2a	Ep 1 Premiere	1 excerpt + 1 BTS	1 excerpt + Q&A Story	Ep 1 post
2b	2 shorts (BTS + expert)	2 shorts	2 reels	Share BTS clip
3a	Ep 2 Premiere	1 excerpt + teen interview	1 excerpt + live Q&A	Ep 2 post
3b	2 shorts (expert + BTS)	2 shorts	2 reels	Share expert insight
4a	Ep 3 Premiere	1 excerpt + 1 BTS	1 excerpt + Q&A	Ep 3 post
4b	2 shorts (teen/teacher + BTS)	2 shorts	2 reels	Share teacher testimonial
5a	Ep 4 Premiere	1 excerpt + expert	1 excerpt + live	Ep 4 post
5b	2 shorts (BTS + teen)	2 shorts	2 reels	Share BTS
6a	Ep 5 Premiere	1 excerpt + expert	1 excerpt + Q&A	Ep 5 post
6b	2 shorts (teen + BTS)	2 shorts	2 reels	Share teen reflection
7	Ep 6 Finale Premiere	1 excerpt + BTS	1 excerpt + celebration post	Ep 6 post

4 - Additional Engagement Strategies

✓ **Stories (Instagram + Facebook):**

- Use polls (“Which fact blew your mind most?”), quiz stickers, countdowns before each episode.

✓ **YouTube Community Posts:**

- Weekly “Did you know?” trivia and behind-the-scenes stills.

✓ **Cross-tagging:**

- Tag cast, crew, experts, schools, and supporting organisations for reach amplification.

✓ **Live Engagement:**

- After episodes 1, 3, and 6, do a 10-minute live Q&A on Instagram and Facebook.

✓ **Pinned Comments:**

- On YouTube, direct viewers to related short clips to encourage multi-video watch.

✓ **Hashtags:**

- #NZMasterpiece #KiwiMasterpiece #EveryPersonAMasterpiece #BehindTheMasterpiece
-

5 - Posting Timing

- **Main episodes:** 7 pm NZT (post-school, family accessible).
 - **Shorts:** Midday and 7 pm slots on TikTok, YouTube, and Instagram.
 - **Stories/Reels:** Mornings (7–8 am) or evenings (8–9 pm).
-

6 - Measurement & Adaptation

- Track:
 - Views, watch time, and retention on YouTube.
 - Shares and saves on Instagram.
 - Engagement (comments, shares) on Facebook.
 - Completion rates and FYP reach on TikTok.
- At week 2 & 4, adjust short style/topics based on which formats resonate most (e.g., expert clips vs. teen interviews).