



**Press Release**

Date: 20 February 2018

**BORN TO BE WILD**

**NHNZ launches wildest studio in the world**

Video content has skyrocketed, and now accounts for nearly 74% of all online engagement<sup>1</sup>. Recognising this phenomenon, alongside global consumer trends of authenticity, raw humanity and a return to nature, award-winning wildlife filmmakers NHNZ has launched the new short-form division, WiLD Studios.

With international brand marketer and executive producer, Carolyn Managh, at the helm, WiLD Studios is on a mission to strengthen connections between brands, nature and wildlife. WiLD Studios produces cinematic short-form content—anything from 30 seconds to 30 minutes- by tapping into NHNZ’s remote production crews located in key wildlife destinations around the world.

“WiLD Studios celebrates the magnificence of our natural planet, with the mission of strengthening connections between brands, nature and wildlife. Whether it’s Antarctica, Mainland China, Siberian Desert or the Amazon, we can make it happen. With remote production crews experienced in cinematic 4k filming to international broadcast standards,” explains Carolyn Managh.

Chief Creative Officer Wunderman UK & EMEA, Ian Haworth praises the timing and relevance of WiLD Studios, saying, “Authenticity and purposefulness are now an essential part of any brand’s communications, whether in campaigns or social media content. Using connections to nature is a powerful platform to do this, and when it comes to content in this space, the filmmakers at WiLD are wildlife whisperers.”

Right out of the gate, WiLD Studios’ first big initiative is a collaboration with WWF-New Zealand (spearheading the project for global). Project Extraordinary is a competition that will see one creative agency potentially make history. The challenge invites creative minds globally to develop a short-form video concept that demonstrates how sustainability is desirable and sexy; to encourage 1 billion consumers globally to make more than 50% of their purchases based on sustainability as one of the top 3 decision triggers, by 2020.

NHNZ Managing Director Kyle Murdoch says, “WiLD Studios is the natural next step in the evolution of NHNZ. We’ve had a love affair with wildlife for over 40 years, including 10 years producing long-form documentaries co-funded by brands such as Samsung and Buick. Combine this experience with a growing appetite for short-form content and then add Carolyn’s marketing and agency experience into the mix, and we have a world class offering. This is part of NHNZ’s long term strategy to be a best in class producer across a range of content offering.”

For more details, visit [wild-studios.com](http://wild-studios.com).

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**WiLD STUDIOS**

Short-film version of Natural History NZ  
5 Melville Street, Dunedin 9016, New Zealand  
Wild-Studios.com | projectExtraordinary.org

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## Notes to Editor

<sup>1</sup>The State of Video Marketing 2017 study, Demand Metric

We're NHNZ, an international production company that sees the world a little differently. Maybe that's because we're located on the edge of it. Based in Dunedin, on New Zealand's south-east corner, we collaborate with some of the world's best filmmakers to make factual TV for the biggest global broadcasters.

Over the years, we've made original content for PBS, Discovery Channels, Animal Planet, A&E Bio Channel, Smithsonian Channel, National Geographic Channels, NHK, CCTV, Travel Channel, Arte and France Télévisions. We've also picked up over 300 awards along the way, including the Wildscreen Panda and a number of Emmy Awards.

Now part of the Blue Ant Media family, we've been sharing some of the planet's most interesting stories for 40 years. And we're as dedicated as ever to creating programmes from a different perspective.

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