

CASE STUDIES

SEPTEMBER 2025

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THE SPINOFF

► The Spinoff x Summerset

The Spinoff partnered with Summerset for *The Third Age* campaign set to spotlight interesting folks over 65 and dives into what it's actually like to be in that age group in Aotearoa.

Whilst *The Third Age* series sat quite naturally alongside The Spinoff's regular stories, the beautiful commissioned photography elevated the content and ensured its prominence on site and on social media.

Summerset roadblock and homepage display banners have delivered above benchmark results, directing 201 clicks through to the Summerset website.

- + TOTAL PAGEVIEWS: 12k
- + AVERAGE TIME ON PAGE: 2:09
- + SOCIAL MEDIA REACH: 92K
- + TOTAL CLICKS TO SUMMERSET WEB PAGE: 200+
- + ROADBLOCK DISPLAY CTR: 0.72%

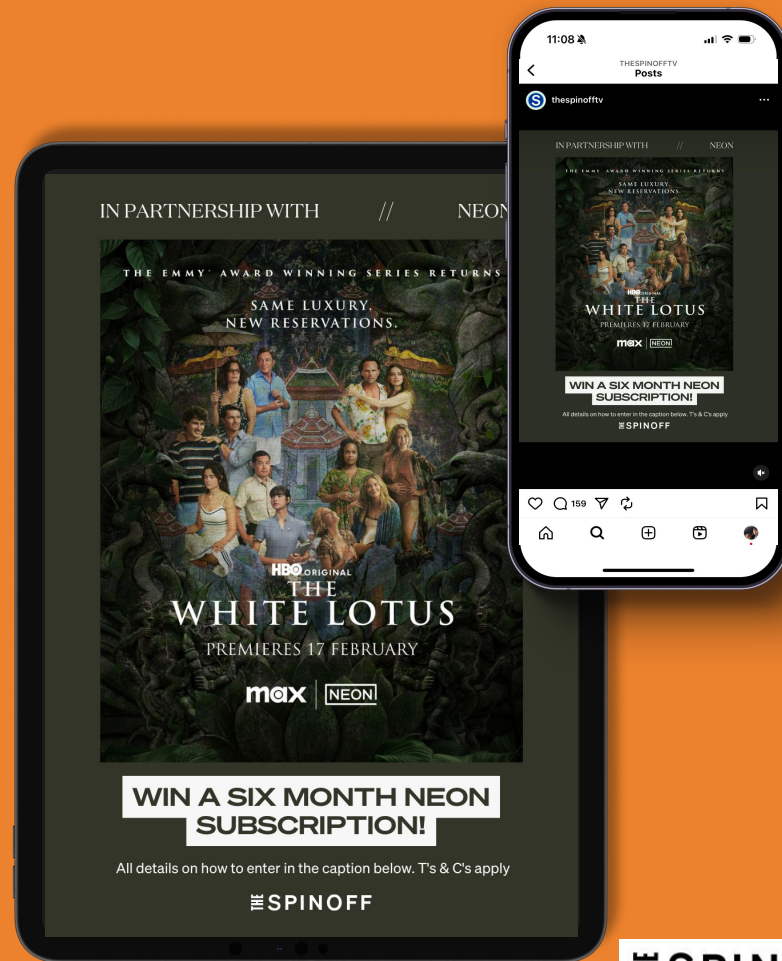


The Spinoff x NEON White Lotus Campaign

The Spinoff remain one of the only publishers to take the lead on all things Pop Culture and the results of the Neon White Lotus campaign show that we really do dominate. In classic Spinoff style we published a ranking of White Lotus characters which received strong engagement from our audiences - more than doubling the pageview KPI and average time on page.

Coupled with wrap around display ads and an Instagram competition to win a six-month subscription to Neon, his light-hearted and topical partner piece delivered amazing results for Neon.

- + 8.4k pageviews
- + 2:13 average time on page
- + 384 display clicks
- + 153 competition entries
- + 29k social reach

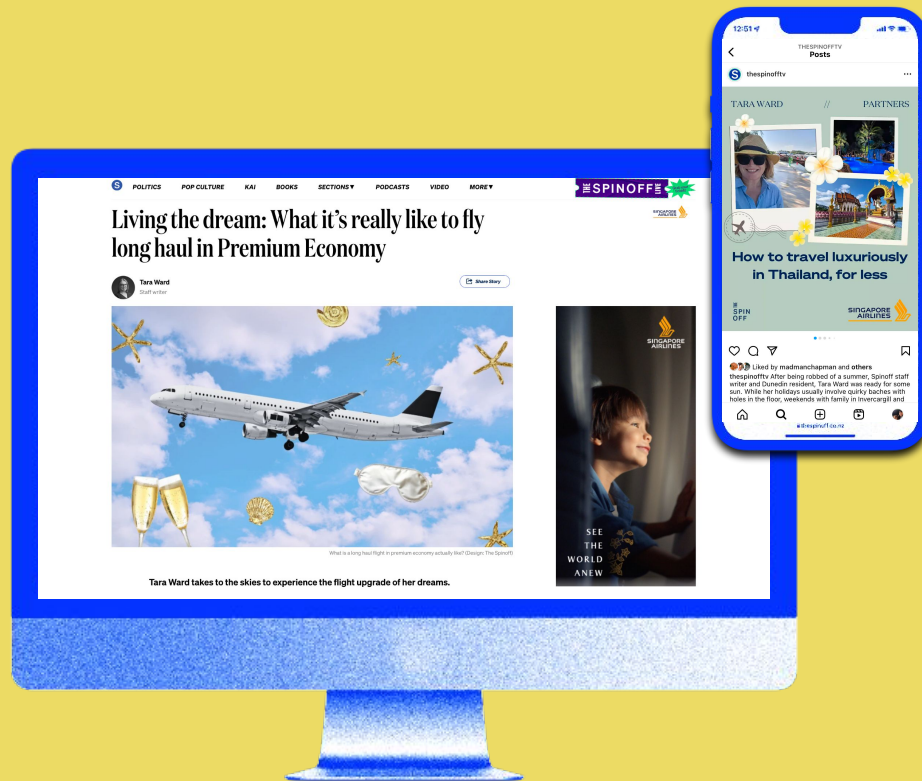


The Spinoff x Singapore Airlines

In partnership with Singapore Airlines, The Spinoff created a three-part travel series that reached soaring heights.

In the first two stories, staff writer Tara Ward took The Spinoff readers on a luxury trip to the sparkling blue waters of Thailand and unpacked what it's really like to fly long haul premium economy. The third story in the series was penned by trusted food writer Kate Underwood, who explored how our tastes change when we're 30,000 feet in the air. The wraparound display & social content performed incredibly well alongside the editorial pieces, resulting in a high performing campaign and great results for Singapore Airlines.

- + TOTAL PAGEVIEWS: 22.8k
- + AVERAGE TIME ON PAGE: 2:12
- + SOCIAL MEDIA REACH: 173.5k
- + TOTAL CLICKS TO SINGAPORE AIRLINES WEB PAGES: 2.1k
- + ROADBLOCK DISPLAY CTR: 6.5%
- + 1X INSTAGRAM COMPETITION



The Spinoff x Sorted

The Cost of Being is The Spinoff's rapidly growing content series offering a vital, human-centric look at the financial realities of everyday New Zealanders. With over 123,000 pageviews from 13 editions during Sorted's 3-month sponsorship in 2025, this series resonates deeply, generating widespread engagement. Roadblock ads promoting *The Cost of Being* consistently outperformed benchmarks, with CTRs up to 0.31%, demonstrating its powerful ability to connect brands with a highly engaged audience interested in real-world financial experiences and community support.

- ⊕ TOTAL EDITIONS PUBLISHED: 13
- ⊕ TOTAL PAGEVIEWS: 123K
- ⊕ TOTAL IMPRESSIONS: 241K
- ⊕ AVERAGE TIME ON PAGE: 3:26 minutes
- ⊕ TOTAL CLICKS TO SORTED: 786
- ⊕ ROADBLOCK DISPLAY CTR: 0.27%

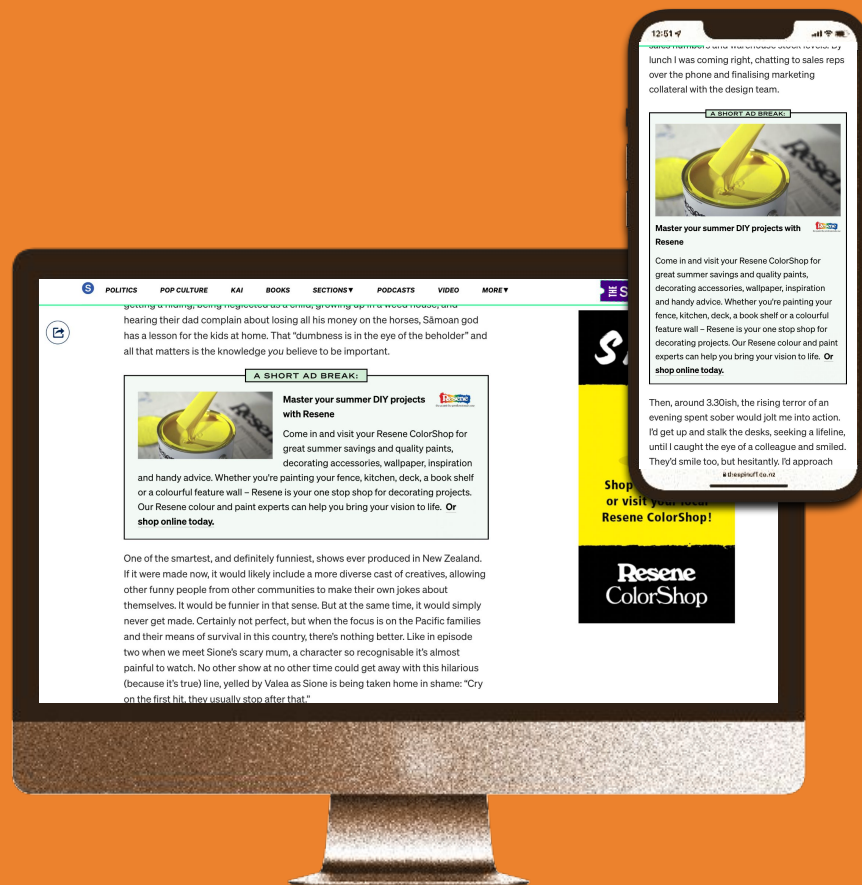


The Spinoff x Resene

The Spinoff audience was ready to paint the town this past summer. As The Spinoff's Summer Sponsor, Resene took center stage across all published content during a 9-week summer holiday period between December and February, creating a buzz that far exceeded expectations.

The strategic mix of ROS display, onsite and newsletter natives and sponsorship of our Summer reader newsletter performed well above benchmark in every aspect. Resene's summer sponsorship significantly boosted brand visibility and interaction, driving more than 2k click throughs to their website, making this campaign a standout success.

- + 950k+ impressions served
- + 2k+ clicks to Resene site
- + 4:28 minutes average time spent on page
- + 577k+ pageviews
- + 109 posts

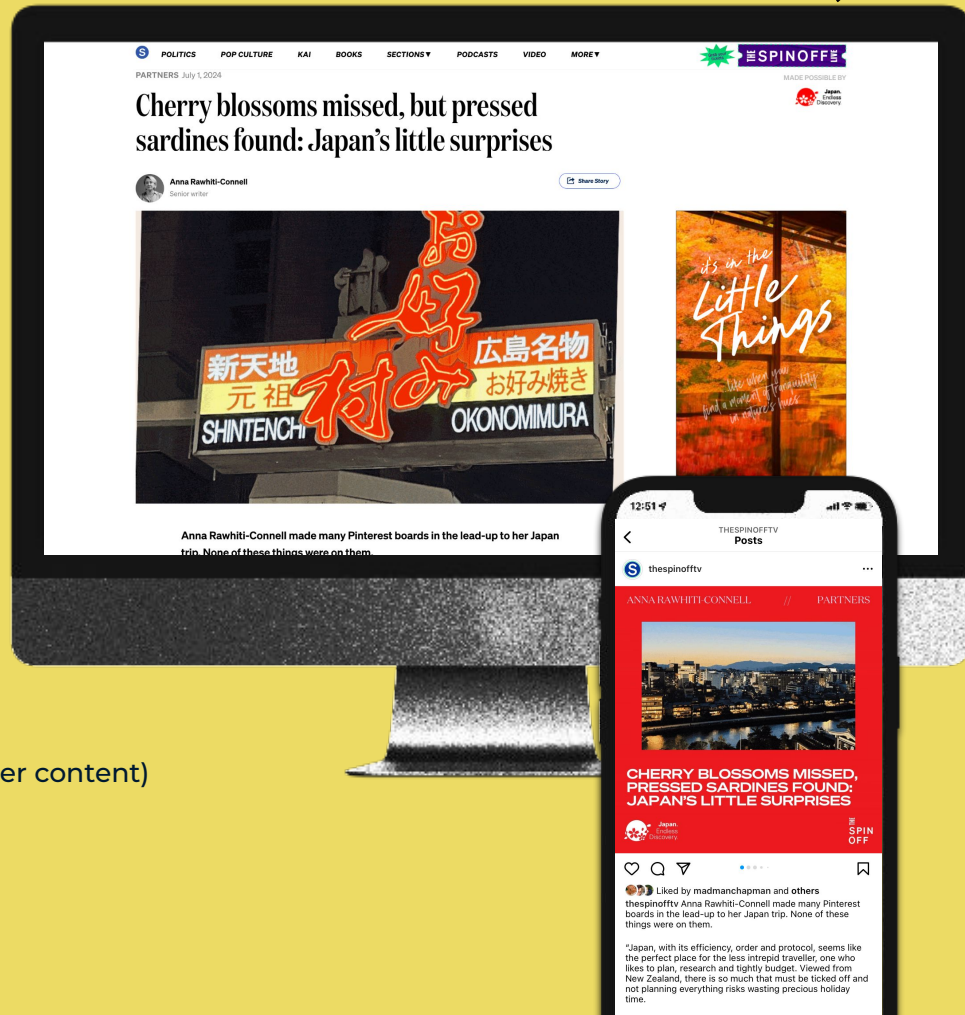


The Spinoff x Japan National Tourism Organization

For our "It's in the Little Things" partner campaign, we launched two compelling stories about Japan that exceeded our expectations. The first, written by Spinoff staff writer, Anna Rawhiti-Connell, focussed on her personal travel discoveries. Her first-person account resonated with readers, proving that authentic storytelling is highly effective.

The second piece, by travel writer Catherine McGregor, explored Japan's unique drinks culture, providing a well-rounded guide for various tastes. We also created bespoke Instagram carousels to capitalise on the way social media is used to save and share information. These posts performed exceptionally well, indicating that the campaign successfully reached an audience actively planning their travels to Japan.

- + Average Time on Page: 2:34 (exceeded benchmark for partner content)
- + Pageviews for Second Article: 4.2k (surpassed 3k KPI)
- + Social Media Saves: Higher rate compared to typical levels

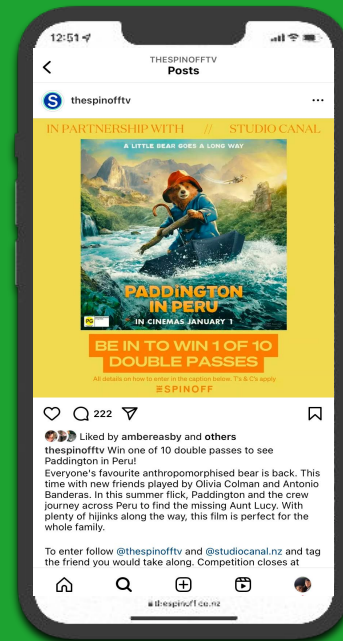
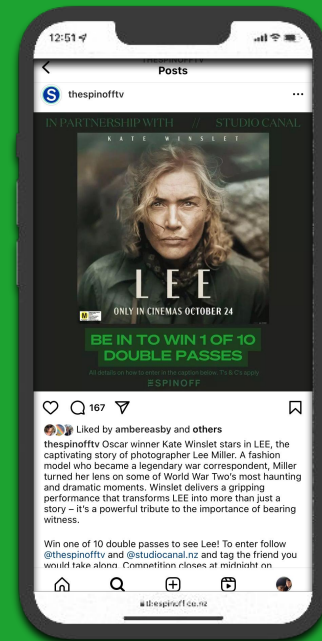


The Spinoff x StudioCanal

Over the past 12 months, The Spinoff has successfully partnered with StudioCanal on four highly impactful campaigns, engaging our dedicated pop culture audience. These collaborations have promoted a diverse range of new movie releases, spanning genres from family and children's films to romantic comedies and adventure stories.

By leveraging The Spinoff's engaged community, we've consistently achieved impressive results, including sustained growth in social media reach, engagement, and entry rates for Instagram competition giveaways. Additionally, these efforts have contributed to an increase in followers on StudioCanal's social media platforms.

- + 4 INSTAGRAM GIVEAWAYS
- + 89, 481 SOCIAL MEDIA REACH
- + 1,387 COMPETITION ENTRIES
- + 428,534 TOTAL DISPLAY IMPRESSIONS
- + 818 CLICKS TO STUDIOCANAL WEBSITE

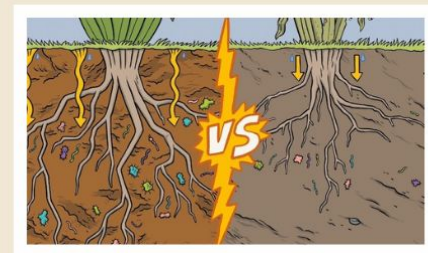
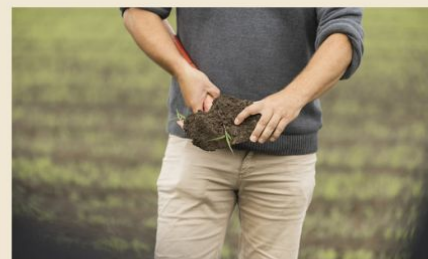
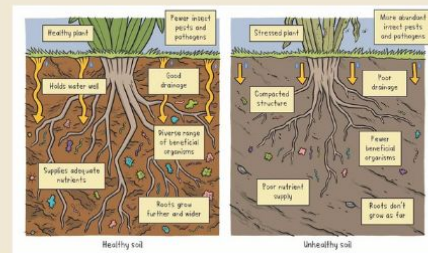
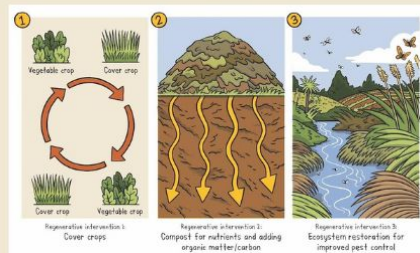
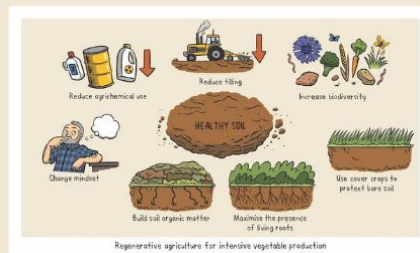


The Spinoff x Woolworths

In this informative two-part series, *The Spinoff* brought together environmental writer Ellen Rykers and illustrator extraordinaire Toby Morris to serve up a feast of knowledge on regenerative agriculture. The illustrated feature delved into the nitty-gritty of Woolworths' research project with MPI and Leaderbrand, enhanced by Toby's vibrant info graphic illustrations that truly rounded out the piece. The follow-up explainer broke down the buzzwords into bite-sized morsels of digestible information, making complex topics easy to understand.

Supporting the campaign through our highly regarded newsletter, *The Bulletin*, led to record engagement—our illustrated feature native drove a whopping 715 clicks (CTR 4.40%), while the explainer native served up an additional 469 clicks (CTR 2.80%). It's clear our audience is keen to sink their teeth into more content like this!

- + 1,344 clicks
- + 11.9k page views
- + 2:26 average dwell time
- + 115k social reach

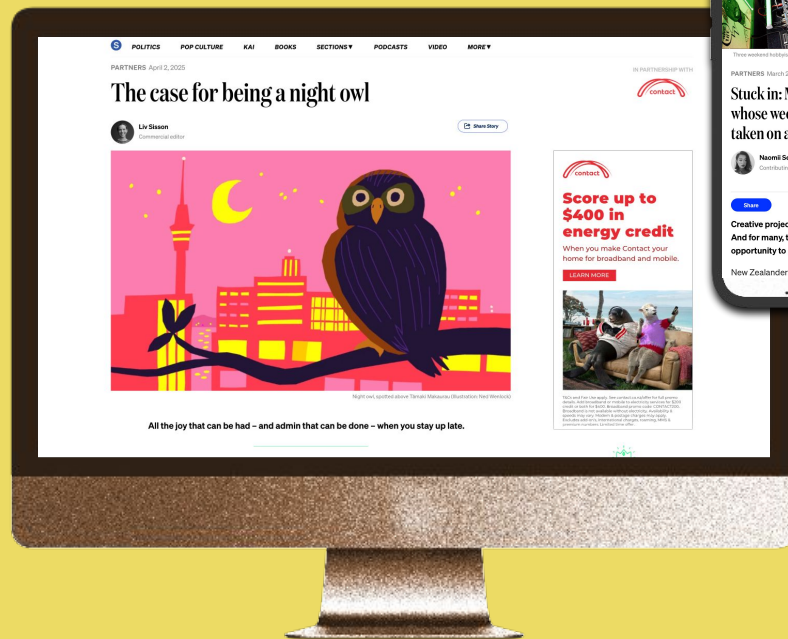


The Spinoff x Contact Energy

The Spinoff partnered with Contact Energy to create an editorial series consisting of four pieces of partner content with roadblock display, as well as native short-form ads in *The Bulletin*, pre & mid-roll ads across The Spinoff podcast network and amplification via social media.

We published an at-home guide to power-saving and EV ownership, and profiled real-life people sharing insights into their hobbies and night owl tendencies - all powered by Contact Energy.

- + Collective total 19.9k pageviews
- + 1:49 average dwell time
- + 1,860 clicks
- + 169k social reach
- + Professional photography & illustration





Send us a brief and we can get topline ideas back to you by the next day – sooner if you need.

THANK YOU

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