

Examples of Marketing in Fiji

1. Big Corporates

Fiji Airways

Fijian Rugby

- Fiji airways like to take a typical Fijian marketing approach, drawing on their proud Fijian rugby team to help them out.

- 'Seven tips on how to fly like a Fijian'

https://www.youtube.com/watch?v=2eSE00_ZPgg

Instagram



Appealing to traditional cultures and customs

- Fiji airways are keen to make their customs and cultures shine through during adverts, not only appealing to the wider world, but also their home communities...

<https://www.youtube.com/watch?v=DCz3lvIPUqg>

From Fiji Airways Facebook page - focus remains on family and home.



Digicel Fiji

- Competitions are a common marketing approach for Digicel Fiji.



- A more professionally produced advert, which doesn't lack Fiji enthusiasm
https://www.youtube.com/watch?v=MAa9Y00v_ks

- An old, but gold, here's Digicel Fiji's ad from 2009
<https://www.youtube.com/watch?v=apHTrQUccOY>

Vodafone Fiji

- A recent Vodafone Fiji advert <https://www.youtube.com/watch?v=PR9iaYuhVGy>
- Similarly to Digicel Fiji, competitions and deals are most commonly advertised on their Facebook page.



Fiji Water

- Check out this study by Singh (2010) who looks at the success of Fiji Water from marketing their products as sustainable in high-income countries.
https://drive.google.com/drive/folders/14Io4Iz_GS3F4mU3svf7ZpgLJxeffxreRa
- Advert - <https://www.youtube.com/watch?v=juHtVC60Kuo>

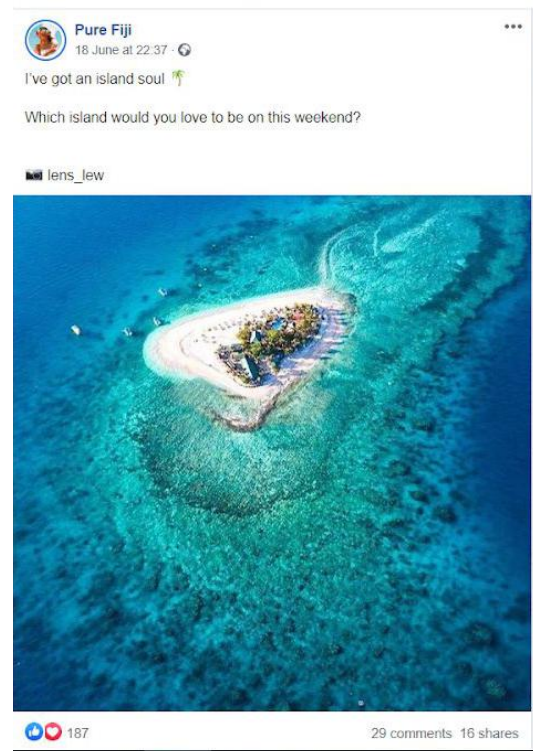
Fiji Village

- Largely shares their news articles through their social media



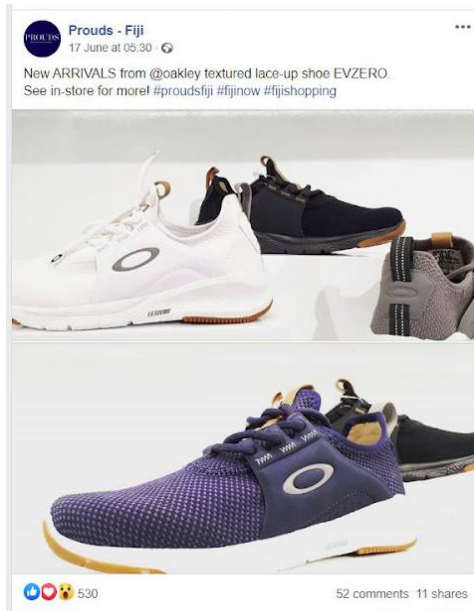
Pure Fiji

- Uses the fact that it is a Fijian family business - lots of photos of fiji star on their social media



Prouds Fiji

- Largely shares pictures and videos of their products



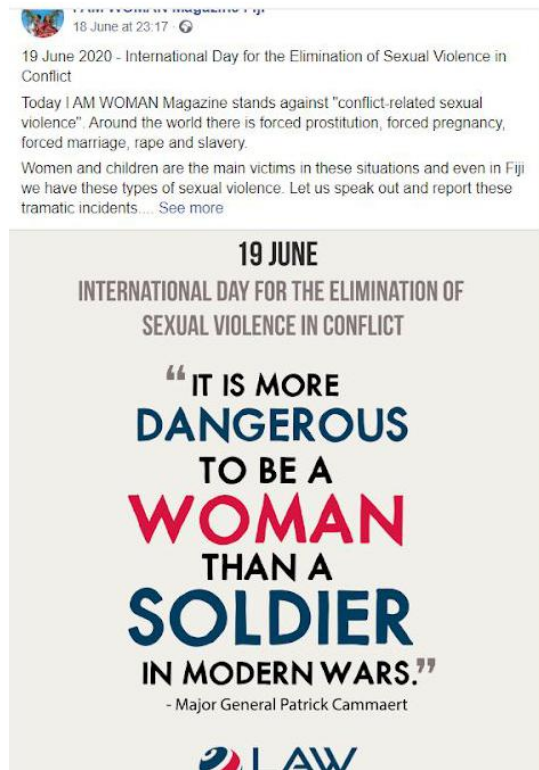
Jacks of Fiji

- Mainly uses their social media to promote their products and sales



I am Woman Magazine Fiji

Promotes female entrepreneurs, women's rights and female empowerment through their social media channels



2. Sports

The Rugby Academy

- Facebook video - <https://www.facebook.com/watch/?v=3408148689197330>

Fiji Rugby Union

- A lot of their marketing focuses on the individual players helping to create a personal connection.



Netball Fiji

- Uses twitter and Facebook to showcase its players, wins and also advertise sponsors



Netball Fiji
27 February · 🌐

Fiji Pearls to the NSL

MALIANA RUSIVAKULA

Country: Fiji
Position: GA/GB
Age: 21
Height: 180cm
No. Of International Caps: 16

- Commonwealth Games 2018 Gold Coast
- Netball World Youth Cup 2017 Botswana

VERENA ISI SAWANA

Country: Fiji
Position: WD/GB
Age: 22
Height: 176cm
No. Of International Caps: 16

- Commonwealth Games 2018 Gold Coast
- Netball World Youth Cup 2017 Botswana

EMA MUALUVU

Country: Fiji
Position: GO/GB/WD
Age: 20
Height: 183cm
No. Of International Caps: 10

- Netball World Cup 2019 Liverpool

AL+3 QA

Country: Fiji
Position: C/WA/GB
Age: 20
Height: 172cm
No. Of International Caps: 8

- Commonwealth Games 2018 Gold Coast
- Netball World Cup 2015 Sydney
- Netball World Cup 2011 Singapore

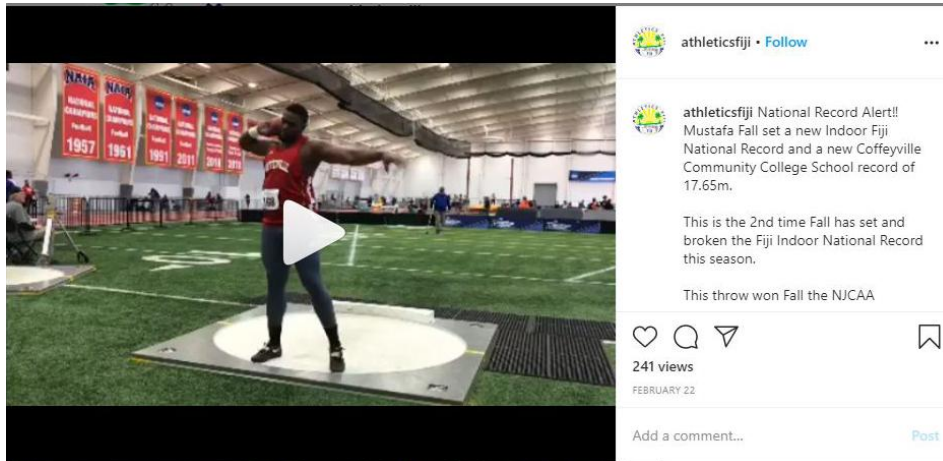
Netball Singapore is with الدريش الفردي
26 February · 🌐

Introducing to you the International Players from Fiji. They will be making their #M1NSI 2020 appearance from Round 2 onwards so Who's excited? 🙌

Like Page

Athletics Fiji

- Official instagram account - used to showcase it's athletes achievements and successes, updating the public on their progress.
 - Also used to promote coaching courses.





- Facebook page- predominantly *shares* videos of fiji's athletic history.

BoxFit Fiji

Facebook and Instagram:

- Helps promote events
- Showcases workout routines
- Displays successful transformation stories and images





BoxFit HQ

28 May at 09:00 · 🌐

Catch us LIVE at 7PM today with Digicel!

#BoxFitOnline #BoxFitHQ #BoxFitFiji #BoxFitWODs #Digicel #LiveCoaching





Digicel

26 May at 09:39 · 🌐

We are back Fiji with your favorite BoxFit session!! Get ready to sweat and burn those calories.

Join us this Thursday, 28th May for your digital BOX FIT worko...

See more




31








BoxFit HQ was live.

2 June at 07:04 · 🌐

Coach Winston Hill running you through BODYWEIGHT CHIEF today!...

See more




49




2 comments 467 views





Like Comment Share

Comments

Hide

Most relevant



Top fan

Bruce Tizard-Varcoe · 9:40

Go Winston! 🍌

Like · Reply · 2 w



Ruby Evans-Costello · 40:24



Write a comment...






Fiji National Sports Commission



National Rugby League Fiji

- Focuses on spotlighting players and trying to engage users with the posts through e.g. pick your team



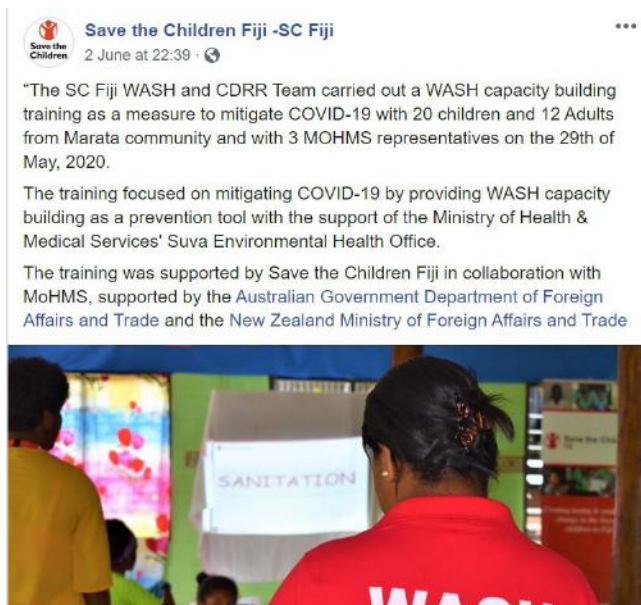
3. Charities

UNICEF Pacific



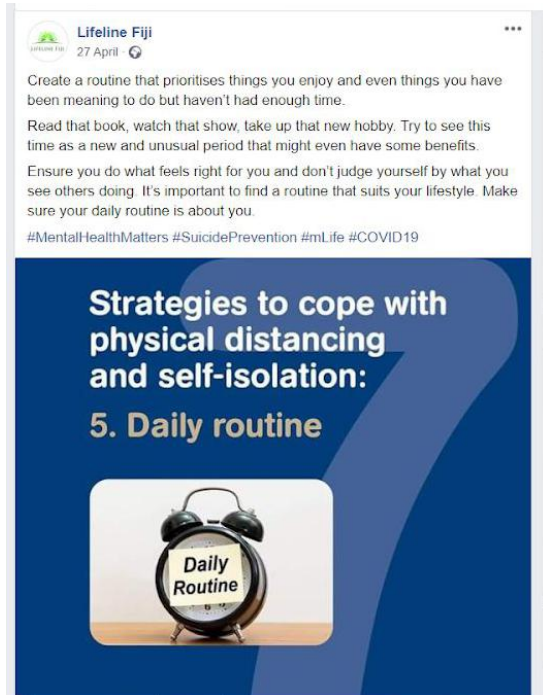
Save the Children

- Global appeal for the coronavirus
<https://www.facebook.com/104120017981023/videos/3298536143542653/>

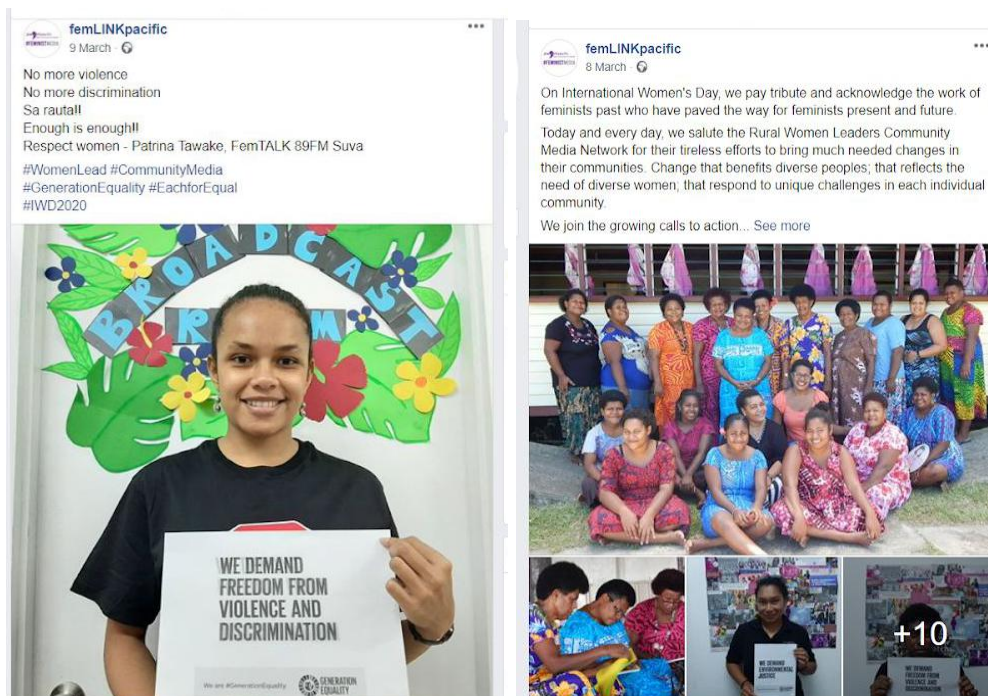


Lifeline Fiji

- Their Facebook page focuses on providing methods of coping and signposting to services when people need it.

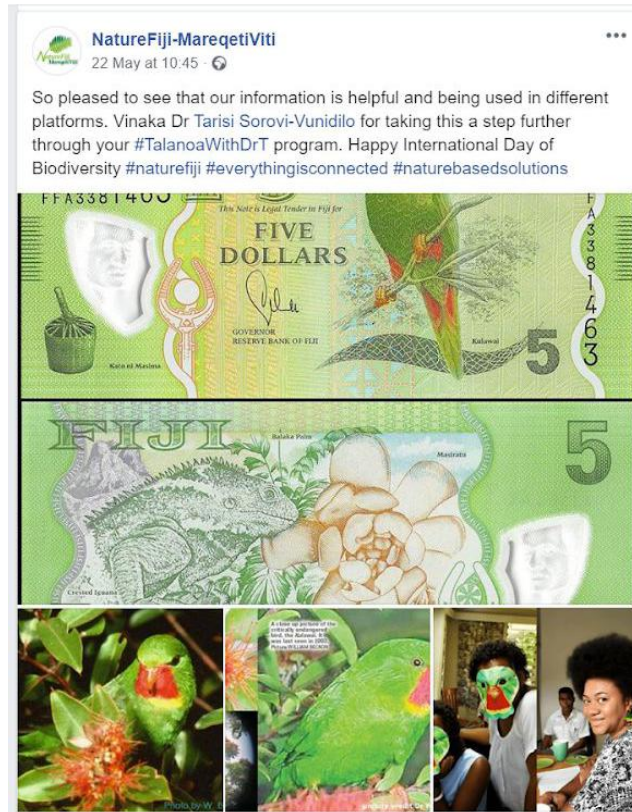


FemLink



Nature Fiji

- Nature Fiji spreads their message about the importance of protecting biodiversity by drawing on contemporary and well-recognised features e.g. Covid-19, rugby, bank notes.





Precious Plastics

- Youtube: <https://youtu.be/Os7dREQ00I4>
- Facebook: Uses shocking news stories combined with stories of hope and progress to show the importance of dealing with the current plastic situation.



Psychiatric Survivors Association

- Does not currently have much of a presence on facebook but previously used to focus largely on key progress made, encouraging people to reach out to services and individual success stories.



South Pacific Society of Lifestyle Medicine

- Promotes the idea of a healthy lifestyle as a key way to fight diseases and NCDs. Use eye catching graphics and much of their promotional material is in Fijian, this is different to many other organisations. Other posts show off the organisation's work.



YC4MH

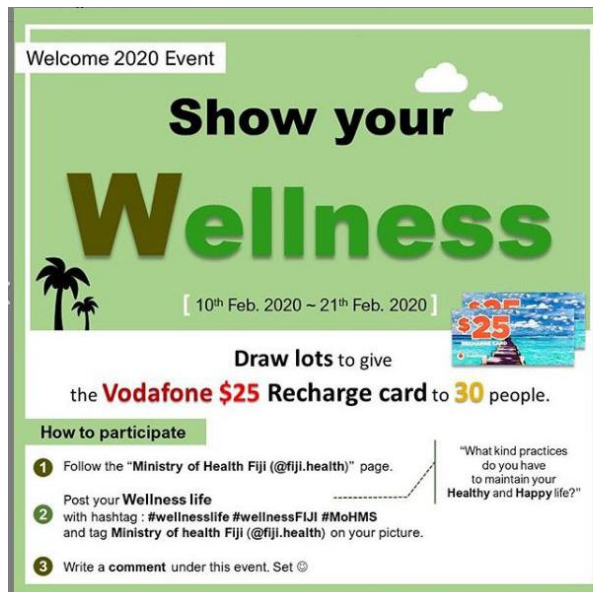
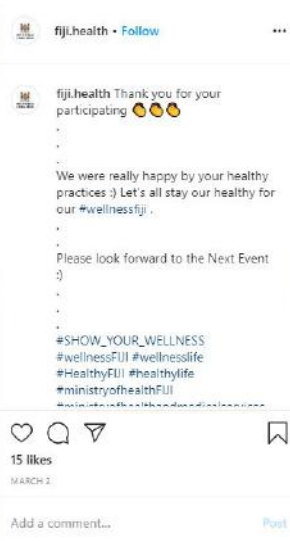
- Shares lots of inspirational messages and encourages viewers that it's ok not to be OK



4. NGO's/Small Businesses

Ministry of Health

- Instagram:
 - Competitions and online events encouraging public participation
 - Educational health posts





- **Facebook:** Posting any recent achievements and updates from the ministry of education and any success stories.



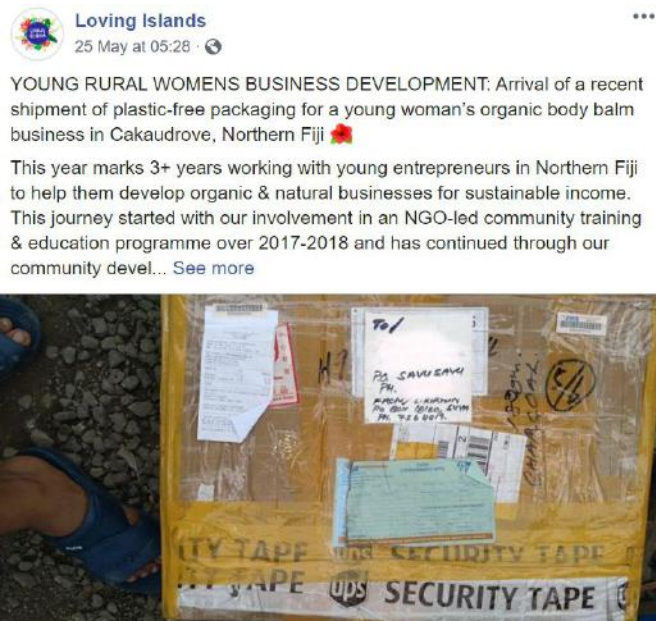
Ministry of Youth & Sports

- Using social media platforms to reach out to youth on promoting living lives which have a positive impact on the world. From sustainable developments to living clean and healthy lifestyles.
- With youth demographic being increasingly more connected globally, including Fiji, this department is seeking to use these platforms to try spread positive messages.



Loving Islands

- Supporting local communities buy selling organic goods, Loving Islands go for a variety of styles of post from education to achievements.



RakoPasefika

- Showcases their own events and also praises and raises awareness of the successes of its members.



Takape Cycling

- Largely uses its social media to advertise its cycling events and challenges.



Fusion Hub

- Uses its social media to advertise its crowdfunding, advertises its successes and provides ideas of ways to be more eco-friendly.



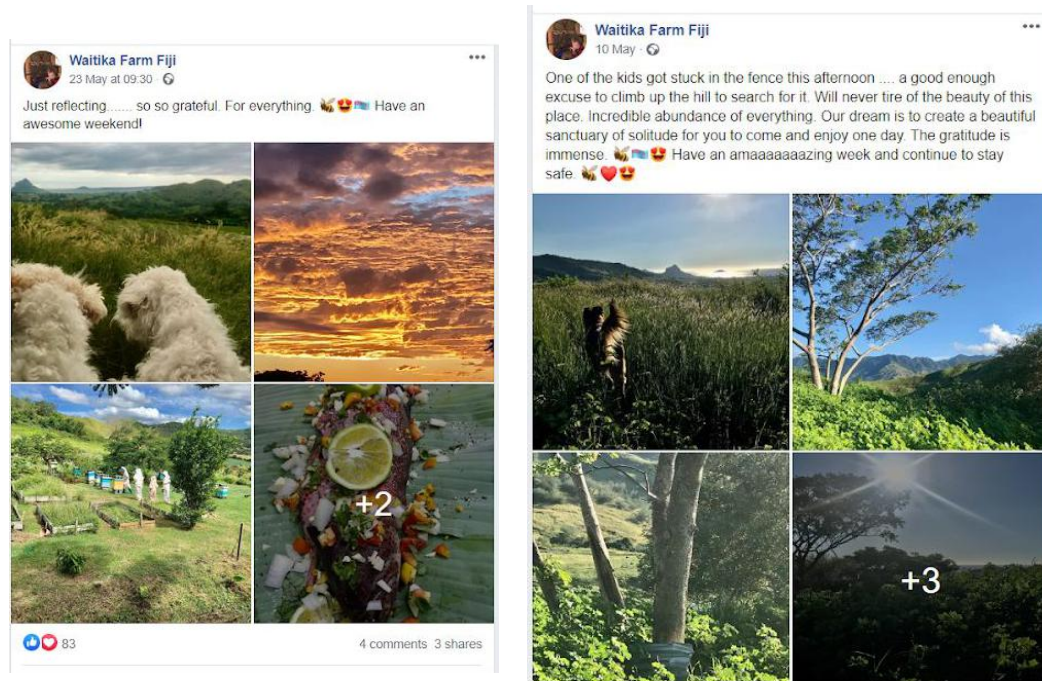
Trendy Fashions

- Largely uses their social media to advertise their products with pictures of them.



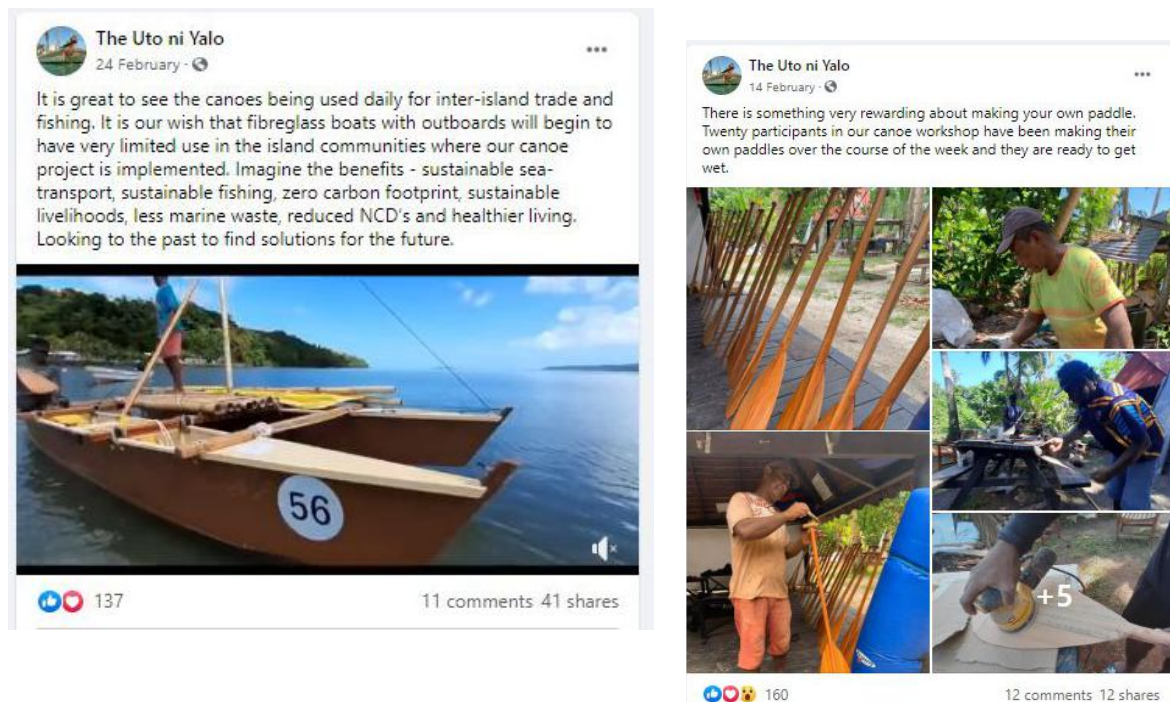
Watika Farm

- Uses their social media to show progress that is made, uses lots of beautiful images to showcase the farm.



The Uto ni Yalo:

- Documents case studies of their projects with where their boats end up and what they are being used for.
- Posts images to show the process of what they do, tagged alongside the beneficial effects of what they do.
- Also, post live videos of events and sailing experiences.



Save the Children Fiji

- Talks about its recent campaigns and asks for support. Uses the success of its campaigns and efforts as a way of seeking more donations.

Save the Children Fiji -SC Fiji 19 June at 08:47

The smiles say it all! ❤️ Children living in the Nakasaleka district of Kadavu who had lost their school bags and learning materials during Tropical Cyclone Harold received school bag kits to prepare them before school re-opens. A total of 507 school bag kits was distributed to children impacted by TC Harold. Save the Children Fiji supports education continuity. Continued education brings a sense of normalcy in these children's lives after the traumatic experience of TC Harold. #EducationForAll #TCHaroldResponse

Disclaimer: Written consent was obtained from children and their parents before they were featured in this video. Video credit: Jalesi Young, Save the Children Fiji
Funded by the Australian Government and The Prem Rawat Foundation (TPRF)



10 likes 1 comment

Save the Children Fiji -SC Fiji 26 May at 04:12

It is time to be united and to work together to be able to combat #COVID19. Together we can and together we will.
#ProtectAGeneration

COVID 19 #ProtectAGeneration

We must avert a catastrophe for children by acting globally. Millions of lives are at stake so leaders must come together to deliver:

- Urgent action for disease containment and mitigation
- Global financing now and for recovery
- Support for family finances
- Help with education and learning
- Children's safety and protection

3 likes

5. Resorts

Waidroka Bay Resort



- Video advert - <https://www.youtube.com/watch?v=FPL-bII0ZmU>

Uprising



- Video advert - <https://www.youtube.com/watch?v=9krWwz1r2Pw>

Grand Pacific Fiji

Uses eye-catching pictures to advertise its services and hotel.

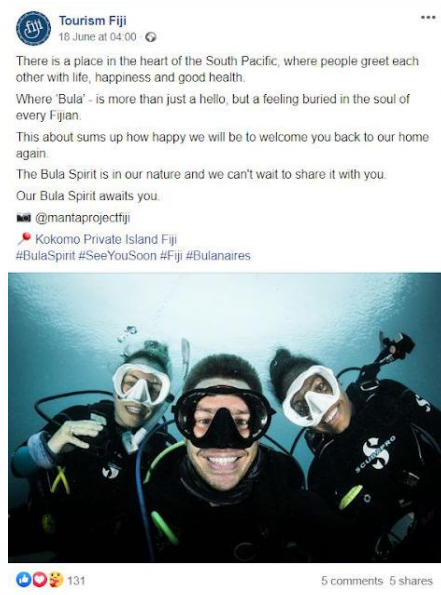


Duavata Sustainable Tourism Collective



Tourism Fiji

- Really focuses on the beauty of Fiji but more importantly, the friendliness of the country

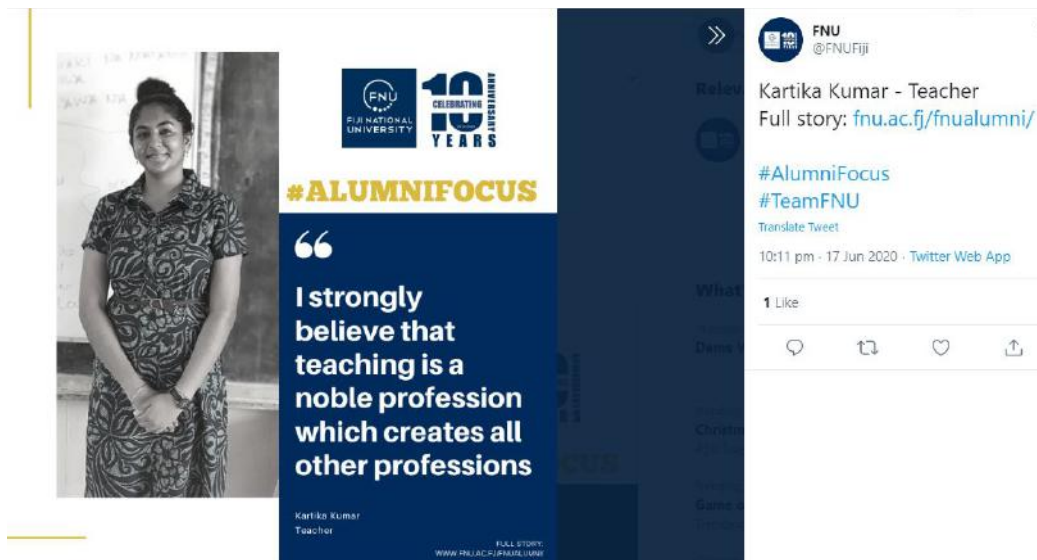


6. Education

FNU



- Twitter- Promoting courses and events, Student, teacher and alumni case studies



- Instagram
 - Promoting courses and events
 - Competitions
 - Remaining consistent and current with instagram stories

fijinationaluniversity • Follow 8h

FNU 10th NATIONAL ANNUAL DAY CELEBRATIONS

“ Reinvent your career! Choose from a range of Certificate, Diploma, Degree and short courses to redirect your career path! **”**

Apply Now
for Semester 2, 2020!

[Swipe Up](#)

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REGISTER & WIN

COLLABORATE
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ATTEND MEETINGS
DISCOVER OPPORTUNITIES
FNU BE BE A MENTOR
RECONNECT WITH CLASSMATES

Register and create your profile to

HOW TO REGISTER AND WIN

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- 2 CLICK REGISTER
- 3 SIGN UP
- 4 GO INTO THE DRAW

Weekly draws until 30th June

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Add a comment...

Post

7. Education

Fiji First

- Largely shares progress that has been made - mainly sharing posts from Fiji Government account



Fijian Government

- Uses the platform to show what ministers are getting up to - showing the success stories

