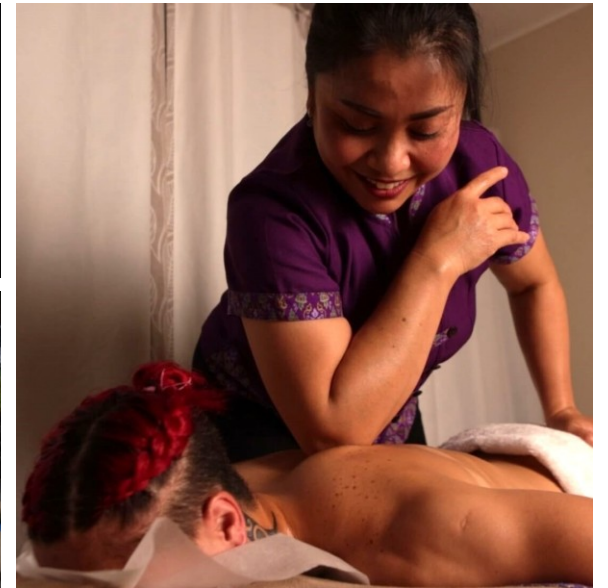


FILM & DIGITAL MARKETING CRED.



Let's be honest - running a business is hard enough without having to figure out how to market yourself as well.

I've spent the last 17 years helping good people grow their businesses with a mix of real storytelling and clever digital marketing. Nothing fancy, nothing fluffy - just the kind of marketing that actually works.

And I don't just set it and forget it. I like to work alongside my clients, showing them exactly where their money's going and how it's helping their business grow.

Honestly, there's nothing better than seeing someone light up when they realise how much their marketing's actually bringing in.

If you want someone who's got your back and genuinely wants to see you win - that's me.

-

Munzy





Key Business Challenge:

Dive HQ needed to recruit around 6 students for their February 2025 NZQA Diploma in Professional Scuba Instruction course in Auckland.

Key Creative Deliverables & Digital Platforms:

We shot interviews and B roll with four current students and the business owner, Mike. Plus we used a host of PADI supplied underwater footage for the films.

We set up a bespoke landing page & kicked off the campaign in December 2024 on Meta & TikTok.


Key Results:

After just three months, we had recruited 6 new students for the course. The campaign brought in revenue of almost \$170k which was a Return on Investment of 16:1 !

DIVE HQ Dive HQ Auckland
Sponsored · 🌐

WE'VE GOT YOUR 2025 SORTED.

📄 Our NZQA Diploma in ...See more



Dive HQ Graduate

Nicole Kempthorne

The most positive impact that the

www.divehq.co.nz
Become a Dive Instructor

Learn more

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👍 Like 💬 Comment ➦ Share

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"What stood out about Dave and his team was their genuine desire to understand our business and what we stand for. Hot Butter Productions doesn't just create video content - they take a holistic, heartfelt approach to telling your story."

Mike
Owner, Dive HQ Auckland



Key Business Challenge:

Generate a regular stream of new Clients to ensure Kelly can pay both herself and her team of four.

Key Creative Deliverables & Digital Platforms:

We created a hero film which featured long time client & recently crowned IBO World Super Bantamweight Champion, Mea Motu.

We shot Mea training and at the Spa, along with interviews with two other happy clients.

We launched the campaign in June 2023 on Google Ads, along with Facebook and Instagram.

Key Results:

Between June 2023 & March 2025, Kelly's month on month business revenue has increased by almost 150%



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"Dave is good & smart with what he loves and does best. He's helped my business to pick up & grow by managing marketing and video advertising, and I really appreciate his work!"

Kelly
Owner, Laan Sai Massage & Spa





RE/MAX
NEW ZEALAND



Key Business Challenge:

Recruit new Franchise owners across New Zealand for Don Ha, the CEO of RE/MAX.

Key Creative Deliverables & Digital Platforms:

We shot an inspiring film about Don's life along with three testimonial interview videos for the landing page we also created.

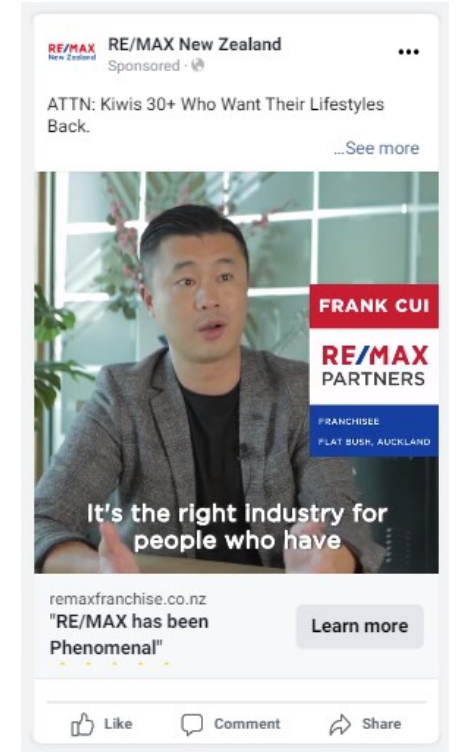
We launched the campaign in July 2022 on Google Ads, along with Facebook and Instagram.

Key Results:

In just two months, after spending less than \$8,000 on paid Advertising, RE/MAX were able to recruit one new Franchisee worth around \$60,000 profit to the business, which is a very healthy ROAS of 8:1.



CLICK TO WATCH



"Thanks Dave. Your passion for your work tells the true story. This has to be the best video work I have seen."

Don
CEO, RE/MAX New Zealand





Key Business Challenge:

Help Pim start a new massage therapy business from her home, from scratch.

Key Creative Deliverables & Digital Platforms:

We shot a hero intro film along with two testimonial films from happy clients and kicked off the campaign in 2022 on Google Ads, along with Facebook and Instagram.

Key Results:

Between launch and March 2025, Pim now rents a space in Grey Lynn, employs 3 full time staff and turns over monthly, what average Kiwis make annually.



CLICK TO WATCH



"Pim Wellness has been working with Hot Butter for 3 years. I am very happy because my shop has grown and become very successful and this is why I will continue to use Hot Butter."

**Pim
Owner, Pim Wellness & Spa**



Pim Wellness & Spa
Sponsored

Yippee - we got it!

We're super excited to announce we were voted one of the top five Massage Therapists in Auckland!!

@denizenmagazine

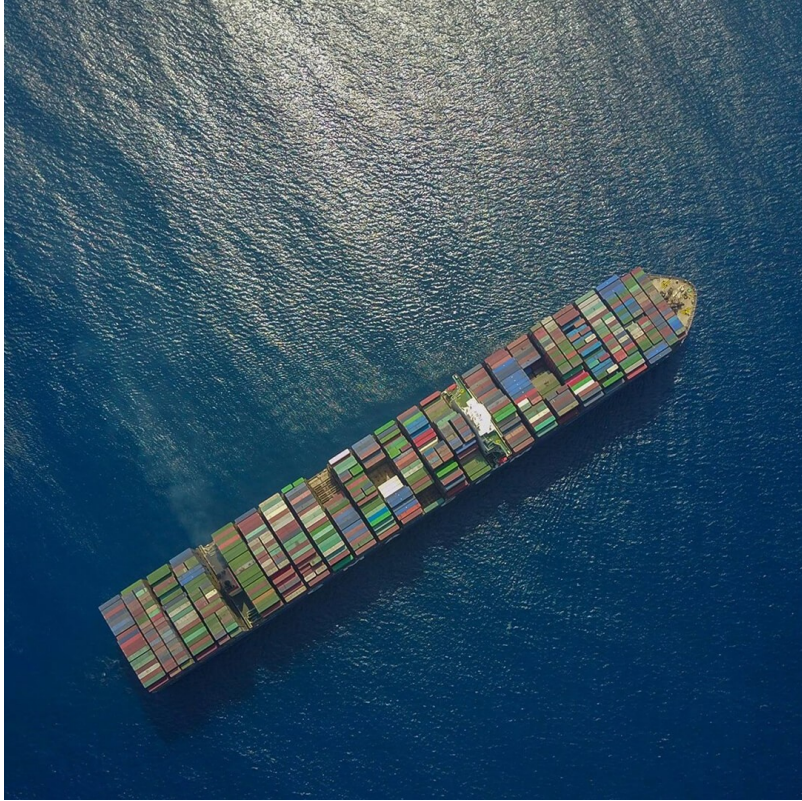
...



We did it!!! 🎉

[Book Now](#)





 **Geneva Capital**



Key Business Challenge:

Recruit new Invoice Finance Clients for the newly established Commercial business at Geneva Finance.

Key Creative Deliverables & Digital Platforms:

This campaign was originally launched in Lockdown, 2020, so we created a simple collection of short Zoom video interviews by Sarah, the General Manager.

The videos were added to a landing page we created, and they also ran in Meta as Cold and Retargeting Ads. But the lions' share of Adspend was centred on Google Ads.

Key Results:


The campaign ran for two years, and we saw some great results from a total Adspend of \$65,000. Although a new Lead cost us around \$350, the ROAS over 2 years was 5:1.

Geneva Capital
Sponsored · 🌐

ATTN: NZ SME's w \$300k+ Turnover.

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invoice finance



Volume: 90/mo | CPC: \$44.15 | Competition: 0.92

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"God, I love your lead generation system. LOL, my poor managers are struggling to keep up"

Sarah
General Manager, Geneva Capital





Key Business Challenge:

Recruiting new Franchisees across New Zealand for Brendon, the NZ Franchisor of Jim's Cleaning.

Key Creative Deliverables & Digital Platforms:

We shot an inspiring film about Brendon's life challenges & passions along with three testimonial interview videos for the landing page we also created.

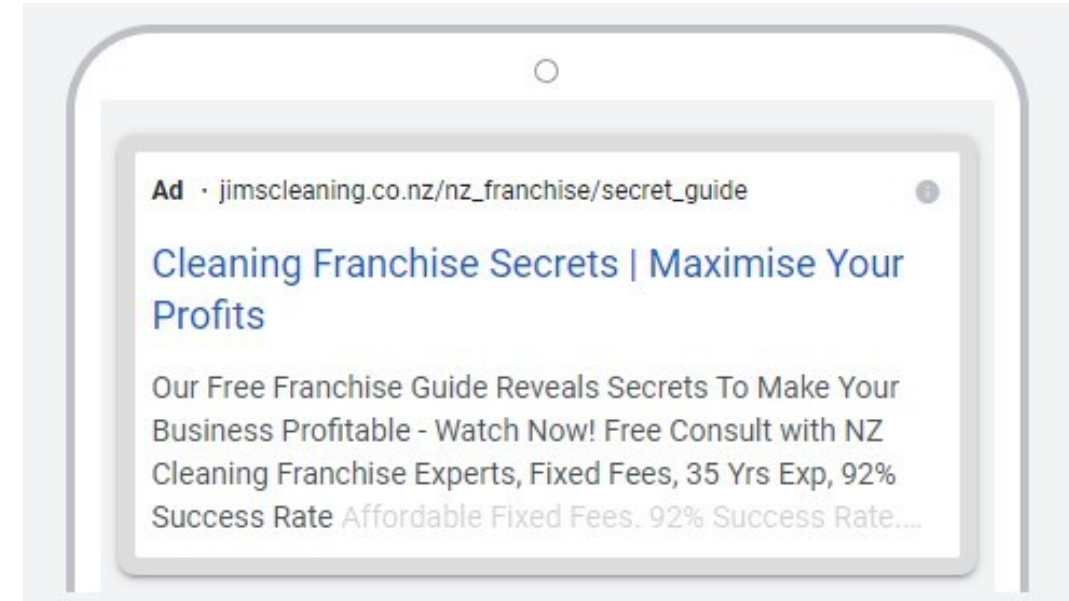
We kicked off the campaign in Jan 2021 on Google Ads, along with Facebook and Instagram.

Key Results:

In just three months, after spending around \$6,000 on Advertising and generating 330 Leads, Brendon was able to recruit nine new Franchisees worth \$90,000 in profit to the business, which is an incredible ROAS of 15:1 !

He then switched the campaign off and sold the business soon after!





CLICK TO WATCH



"Working with Dave on our Digital Marketing Campaign has given us great branded video, outstanding sales figures and awesome results."

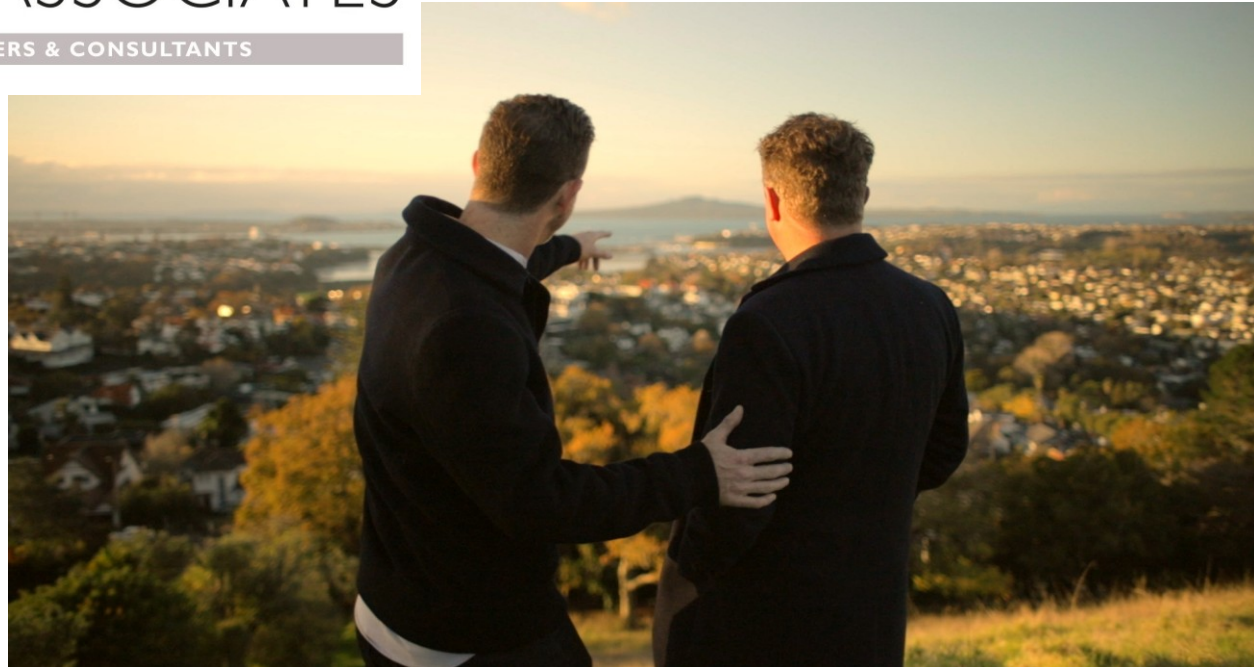
Brendon
Franchisor, Jim's Cleaning New Zealand





MCLEOD & ASSOCIATES

IMMIGRATION LAWYERS & CONSULTANTS



Key Business Challenge:

Recruit new Foreign Nationals living in New Zealand who need help to extend their stay.

Key Creative Deliverables & Digital Platforms:

We shot an inspiring film which featured an intro to the business owner, Richard's life and we saw first-hand the positive effect of his work in the testimonial films.

We also created and managed their landing page.

We kicked off the campaign in June 2020 on Google Ads & Meta platforms.

Key Results:

The campaign ran for one year and generated a flood of monthly new Leads. Total Adspend was \$18,000 and the ROAS was 6:1



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NZ Partnership Visa Experts - Partnership Visa Secrets Shared

Our Small Family Team **Help** Thousands Stay In **NZ** With **Partners**. 100% Honest & Trustworthy

CLICK TO WATCH



"I would highly recommend Dave to anyone interested in creating a Video Digital Marketing campaign. He's competent, professional and passionate about what he does. Most of all, he delivers great results!"

James
Partner, McLeod Law

