

CAANZ Beacon Awards 2015

Case Study

Agency Name:	ZenithOptimedia
Advertiser Name:	Lion
Gold Beacon Award Category:	Best use of Event / Activation / Sponsorship

Deep Dive

***ZenithOptimedia** sold more beer, re-established Steinlager's values, improved brand health and introduced a new hero to Kiwis to take home a Gold Beacon in the 'Best use of Event / Activation / Sponsorship' category.*

Background

Despite the boom in craft, the overall beer market is in decline as consumer drinking habits change. ZenithOptimedia reconnected the Steinlager brand to modern New Zealand through its sponsorship property: William Trubridge, Kiwi and World Champion Free Diver.

Campaign Objective

ZenithOptimedia's challenge was to halt declining sales, improve brand health and reconnect the Steinlager brand to modern New Zealand.

Enter Steinlager had a long tradition of supporting Kiwi's on a world stage, however, as hardly anyone in New Zealand had heard of William, or competitive free diving, ZenithOptimedia needed to educate its audience.

Campaign Overview

In William Trubridge, ZenithOptimedia had a great sponsorship property who embodied Steinlager brand values and goals. They had an amazing event, a World Record dive where a Kiwi would attempt to dive to 102M with no assistance – the question was, how to bring this to the nation?

Media Strategy

There were three phases to the ZenithOptimedia campaign.

Firstly, audiences were reminded of Steinlager the brand and introduced to William as the face of the campaign and the embodiment of Steinlager's values. TV, OOH, Cinema and Digital provided mass reach and letting New Zealand know that Steinlager was doing something new and exciting.

The second phase involved educating audiences about who William was, about the sport, the dangers, the world record attempt and why Steinlager was involved. To achieve this digital, native, radio and PR all worked in tandem with the brand story communications.

Key partnerships were established with TVNZ and NZME. TVNZ ran a series of editorial stories in the lead up on broadcast and digital. A campaign with nzherald.co.nz educated Kiwi's on the dangers and difficulties of the attempt, about William and why Steinlager was backing him. Print and radio hosted interviews and back story.

ZenithOptimedia published stories on social media, that linked to William's blog and website.

The disrupt and engage phase required New Zealanders to stop and support William – this phase drove views and participation on the day of the dive and immediately afterwards. TV, radio, digital, social and OOH integrated in real time during and following the event.

Radio integrated into usually restricted areas. Hauraki Breakfast's *Fact Factor* was hijacked, we brought listeners 102 minutes of ad free music rather than the usual 100. DJ's across the network talked up the attempt and directed viewers to watch live.

ZenithOptimedia blocked the internet by programmatically bought out impressions across desktops and mobiles. Between the hours of 8am-8.30am on dive-day all ads pushed to the live TV broadcast where studio hosts and newsreaders name-checked Steinlager as part of the broadcast. Post dive interviews were conducted live.

A live twitter feed from a sonar sensor on William's wetsuit kept watchers informed in real time and additional video content was released through Facebook and YouTube.

Results

ZenithOptimedia brought a world record attempt to New Zealand on multiple platforms, seamlessly integrating a sponsorship and event into one campaign.

The campaign captured NZ's attention with nearly half a million people watching the world record attempt live, and a follow-up video through Facebook and YouTube gaining a similar number of views.

New Zealanders engaged with William. During the campaign William gained over 16,000 Facebook fans, a 350% increase.

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