

## CAANZ Beacon Awards 2015

### Case Study

<b>Agency Name:</b>	<b>SparkPHD</b>
<b>Advertiser Name:</b>	<b>DB Breweries</b>
<b>Gold Beacon Award Categories:</b>	<b>Fast moving consumer goods Best use of Event / Activation / Sponsorship Best use of Lead Medium Best use of Earned or Owned Best Collaboration</b>

*“How 60,000 fans paid \$30 each to become our Media Channel”*

*Tui’s partnership with New Zealand cricket; this was the campaign that all kiwi males were talking about and the campaign that won SparkPHD a plethora of Gold Beacon Awards in the Fast moving consumer goods, Best use of Event / Activation / Sponsorship, Best use of Lead Medium, Best use of Earned or Owned, and Best Collaboration categories. Did we mention it also translated into exceptional sales growth for DB Breweries?*

#### Background

Tui needed to stand out in the cricket crowd. Cricket is a hugely popular in NZ, with massive numbers watching it on TV or down at the ground. Despite this popularity, it wasn’t enough to passively align the Tui brand with the summer’s cricket coverage and hope the audience would notice, SparkPHD needed to generate excitement around the cricket association on a mass scale.

#### Campaign Objective

The challenge to SparkPHD was simple: Put the Tui brand front and centre stage without relying on signage and overcome the challenge of not actually being able to advertise within cricket coverage.

## Campaign Overview

In order to achieve their objectives on a shoe-string budget, SparkPHD needed to tap into a unique insight about the Kiwi male mindset: Brought up watching their beloved national side and playing backyard cricket with mates, massive numbers of Kiwi guys secretly believe they possess a unique and largely untapped cricketing talent.

By purchasing \$30 worth of Tui beer, Kiwi guys would receive a distinctive orange Tui t-shirt (shirts were also available to purchase online or at games). Wearing the t-shirt to any of the ODI or T20 matches over the summer, cricket fans could collect a Tui lanyard. Then, wearing their t-shirt and lanyard, if Tui cricket fans managed to make a clean one-handed catch of any of the many 6's hit into the crowds, they'd win \$100,000!

## Media Strategy

Working on a small budget, SparkPHD understood that a standard mass-media campaign wasn't feasible, so to maximise excitement around their idea they needed to use the home of NZ Cricket to their advantage as well as get the Tui brand front and centre during daytime coverage.

SparkPHD knew that TV would have a role to play, given it is the media which fans turn to in order to stay up to date with the latest cricketing developments. So SparkPHD looked to the home of NZ Cricket, SKY TV, as natural media partner. An airtime schedule across SKY Sports channels plus other channels enjoyed by the target audience provided a strong base of awareness for the campaign idea.

The limitation of a standard airtime buy was that, as an alcohol brand SparkPHD were restricted to advertising after 8.30pm, and most cricket coverage screens during the day. So SparkPHD needed a clever solution to get the promotion front and centre during the live cricket. SparkPHD negotiated for the SKY commentators to frequently mention the promotion throughout the day's coverage. Furthermore, every crowd-shot became an additional touch point, as they invariably featured a sea of orange Tui shirts. This allowed SparkPHD to circumvent the rules around alcohol advertising during the daytime.

SparkPHD's SKY partnership also included featured stories on key programmes including *The Cricket Show*, and *The Crowd Goes Wild*. Additionally, a digital presence around relevant cricket/sporting content on SKY's website ensured domination of the cricketing space across all of SKY's platforms.

Targeted Facebook and YouTube activity broadened reach and ensured all of the target audience was talking about the promotion. Ongoing dialogue from the Tui Facebook page, to the large and highly engaged fan base, allowed SparkPHD to lead the cricketing discussion this summer.

## Results

SparkPHD's campaign was a huge success, with all of the 60,000 t-shirts sold, proving the campaign's appeal and exceeding Tui's sales objectives.

The promotion also drove massive value through earned media, with the story being picked up locally and internationally by the likes of the NZ Herald, TVNZ's Breakfast, Campbell Live, the Sydney Morning Herald, Daily Mail, and ESPN. This generated an estimated 120 million impressions globally!

It was the campaign that all kiwi males were talking about, but more importantly, the campaign translated into exceptional sales growth.

What's more, the campaign didn't just deliver a short term result, with many long term brand measures being sustained off the back of the campaign.