

Gold Beacon Award Case Study

Agency:	Spark PHD
Advertiser:	DB Breweries
Gold Beacon Award Category:	Best Small Budget (up to \$100k pa)
Entry Title:	Tui Cricket

Spark PHD's clever use of media bought "Tui Cricket" alive and made the most of budget available. It also has won Gold in the Best Small Budget category.

Background

Tui's partnership with NZ Cricket is a perfect match – it's the quintessential Kiwi summer combination that many mates enjoy; supping a beer while watching their favourite game. However, what was needed was a campaign that would strengthen that relationship, so it was Tui that Kiwis associated with cricket.

Campaign Objective

SparkPHD needed a way to generate excitement around Tui's association with cricket on a mass scale that would get the whole country paying attention. Not so easy with a budget of less than \$100,000.

It was necessary to delve into the psyche of Kiwi males to find out what would bring this campaign to life. The key insight was that Kiwi guys secretly believed that they possess a unique and largely untapped cricketing talent. Growing up playing and watching the game, now in their adult years they analysed every piece of play. Every dropped ball was met with a resounding "I could have caught that".

So the team at SparkPHD decided to put that claim to the test.

Campaign Overview

The aim was to make Tui stand out in the cricket crowd of sponsors. A hugely popular summer sport, it is watched at home in the armchair or live at the ground. Tui needed to engage the audience of cricket fans, in fact they wanted get the whole country talking.

Campaign Overview (continued)

The core idea was to get the fans to prove their cricketing skills and get rewarded with a fantastic prize. By wearing a distinctive Tui t-shirt (which could be purchased at the game, online or with every \$30 purchase of Tui beer) at any of the one day international or T20 matches, fans would receive a Tui lanyard. Once attired correctly, if they managed a one-handed catch of any of the sixes hit into the crowd they would win \$100,000.

Simple – yeah right.

Media Strategy

The SparkPHD team needed to make every dollar work in this campaign – a mass-media approach was not viable, so their approach was to be in all places cricket would be discussed over the summer.

This cemented Tui's association with the nation's summer code and maximised awareness and excitement around the core idea.

SKY TV was a natural media partner to build awareness of the campaign. The challenge was to get Tui front and centre during daytime coverage (when alcohol advertising is not permitted). This was overcome, via SKY commentators highlighting the promotion throughout the day's coverage. Plus, every crowd shot became an additional touch point as it invariably featured a sea of orange Tui shirts.

The SKY partnership also included stories on key programmes and social media helped to broaden the reach further.

Results

The results of the campaign were phenomenal. Two lucky punters did manage to win \$100,000 each for their one-handed catch and thousands of fans donned the t-shirts and lanyards hoping they would.

All 60,000 t-shirts were sold, turning cricket grounds across the country orange. The commentators could not stop talking about the promotion, and it was so successful the TAB even offered odds on a Tui \$100k catch being made!

Tui Cricket made news headlines and featured on local media heavyweights along with international coverage in Australia, UK and India.

Non-fans started watching the games. Most importantly, the campaign translated into exceptional sales growth for Tui – while the overall category remained fairly static.

Tui Cricket captured the imagination of New Zealand and the cricketing world.