PREDATOR FREE NZ

Challenge:

Turn homeowners from passive observers into active participants in Predator Free 2050.

Insight:

Homeowners don’t notice predators until they start crapping in their home.

Idea:

CrapSnap. You don’t need to be a predator expert.



79%

of New Zealanders support the predator free 2050 initiative.

but only

26%

are confident the goal will be achieved.

100%

of people hate crap.

https://predatorfreenz.org/wp-content/uploads/2026/05/Awareness-and-perceptions-of-Predator-Free-2050-research-2026.pdf

CRAP SNAP

Whether it’s on your doorstep, in the back of your cupboard or delicately dropped inside your favourite pair of trainers, nobody enjoys discovering unidentified crap.





Snap your day-ruining turds and CrapSnap rats out whoever left it there.

CROP SNOP

Predators like this guy have been on your property long enough that they should be paying rent.

They quite literally leave shit anywhere they want, and it looks like he's planning on having his children here!

Oooo yeah, I don't think I'll ever leave.

And they won't bugger off...

CRAP SNAP

Unless you sort them out.

To get rid of that unwanted house guest, photograph your backyard and CrapSnap analyses it, predicts where predators are travelling, and recommends the best place to set your traps.

