

**“It’s never been easier, or cheaper
to grow diamonds from carbon.”**

BBC



CHALLENGE

How can we celebrate 60 years of Kiwis doing more for Vogel's?

INSIGHT

Vogel's requires people to do more by double toasting, but that makes it highly susceptible to burning.

IDEA

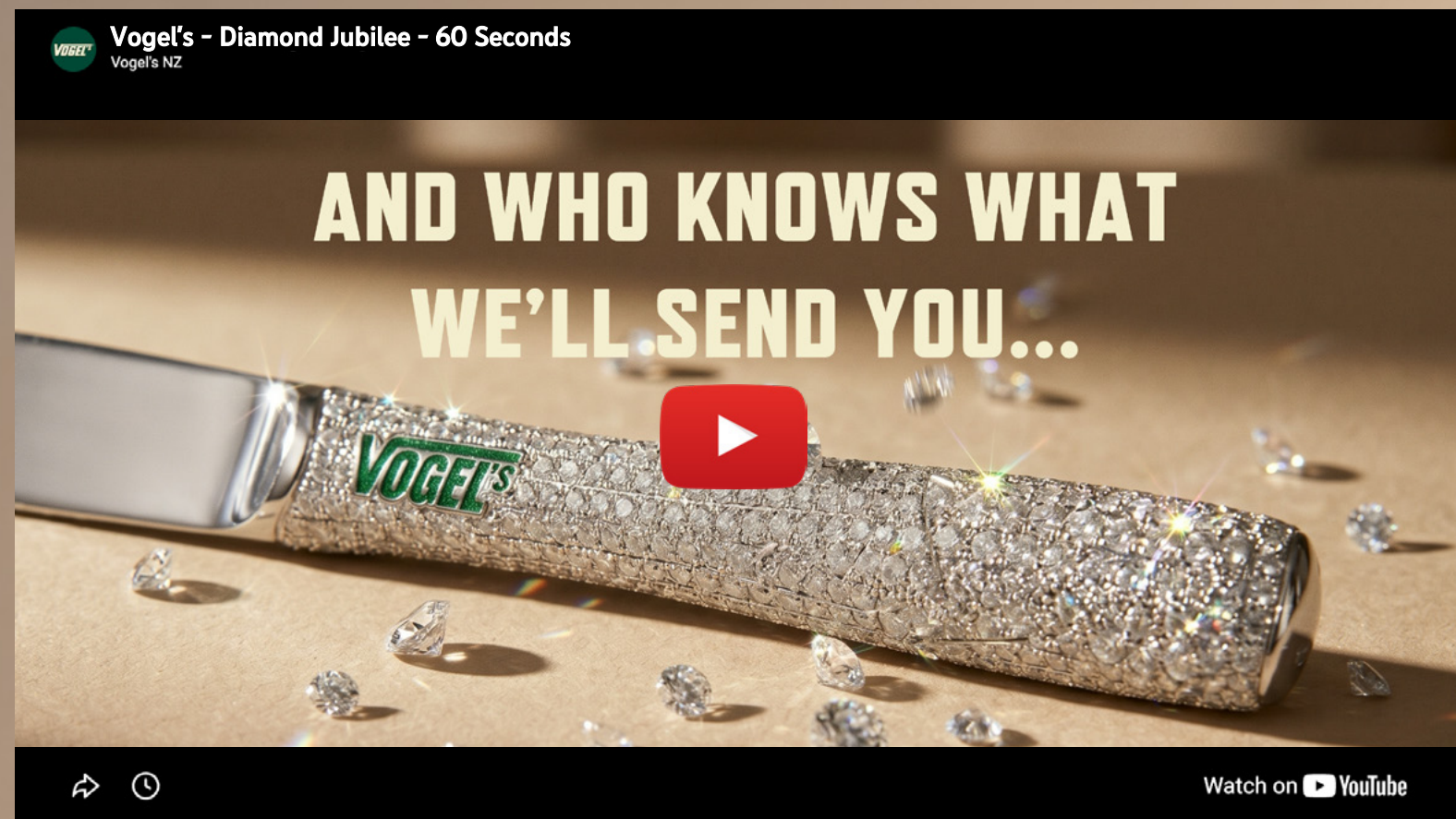
For their diamond jubilee, Vogel's is going to turn the tragedy of burnt toast into something precious...



VOGEL'S[®]
60TH
DIAMOND
JUBILEE

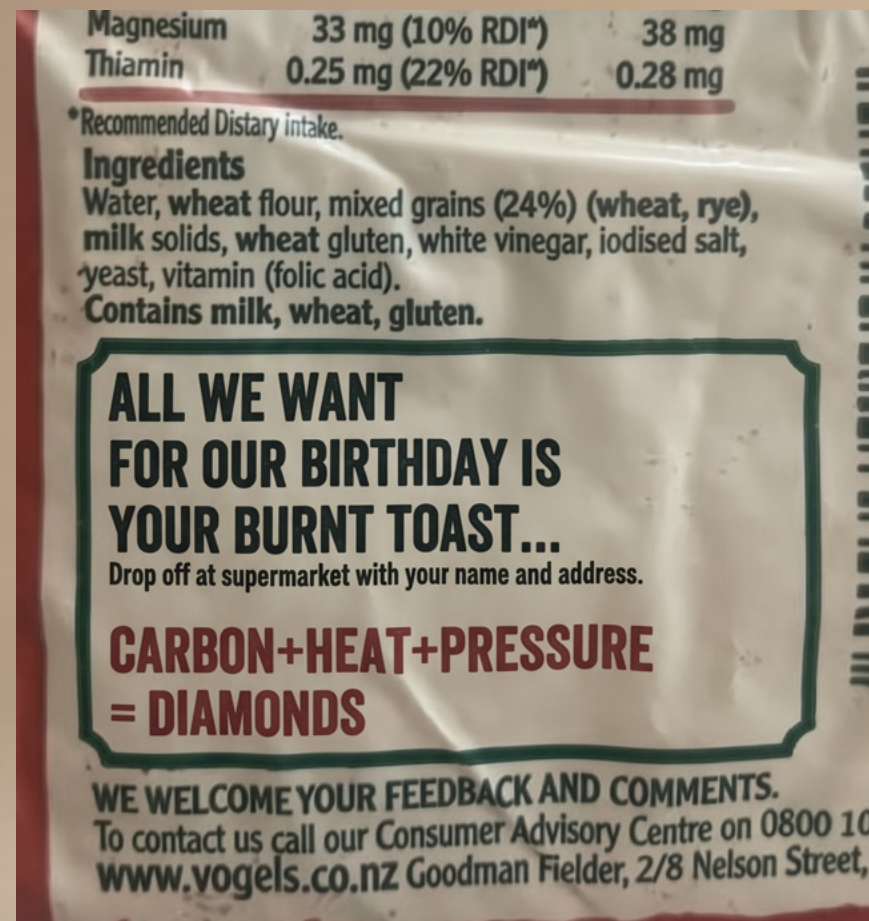
For 60 years, NZ has been burning their Vogel's. So to celebrate our diamond jubilee, we're going to use heat and pressure to turn the carbon from Kiwi's burnt toast into real diamonds...

And what makes this drip-tastic, jubilee extravaganza possible? A 2024 lab breakthrough means **diamonds can be grown in just 24 hours at an audaciously low cost.**



A TVC will be released, **calling for Kiwis to send in their burnt toast**. As the voiceover apologizes for 60 years of burnt Vogel's by offering something in return, hundreds of diamonds joyously erupt from a toaster.

The dimaonds will land in surprising places: perfectly on a ring finger, on a cat's collar, etc. The scene ends with diamonds settling onto the handle of a butter knife, alongside the words: **"And who knows what we'll send you..."**



We'll follow up with an **OOH campaign** and a **mysterious message on Vogel's packaging**. Since it's our Diamond Jubilee, this hint will spark major curiosity. **Knowing Kiwis will do anything for their Vogel's**, they'll be highly motivated to fulfill our birthday wish and drop off their burnt toast at the supermarket to see what happens next.

60 lucky Kiwis will end up winning a priceless **Vogel's diamond butter knife, forged from the exact same burnt toast they dropped off.** We know they'll treasure this piece of history for the rest of their lives... **because diamonds are forever.**

Happy 60th Birthday To Us!



✧ This idea could not have been done more than three years ago... **because we would have been 57.**