



ENTRY FORM

THE EFFIE AWARDS AOTEAROA IN ASSOCIATION WITH TVNZ – ENTRY FORM

ENTRY ID 637-B05

ENTRY TITLE The Cold Calls that saved summer

CLIENT DB Breweries

PRODUCT Export Ultra

FIRST MEDIA APPEARANCE DATE 8/12/24

CAMPAIGN START DATE 8/12/24

CAMPAIGN FINISH DATE 30/03/25

CATEGORY B05. – Most Original Thinking

CATEGORY DESCRIPTION

In this category entrants must demonstrate a high level of effectiveness and clearly articulate why the campaign deserves an award for Original Thinking. We're looking for the sort of work that makes you wish you'd thought of it, that encourages other brands to think differently. Consider the factors that define Original Thinking, such as:

- First of its kind (in a category)
- Breaking the rules of a category – media, tech, idea
- New combinations of existing ideas
- Wow factor – surprise, delight, fresh, unexpected

WORD COUNT: 2500 MAX

EXECUTIVE SUMMARY [0%]

Give the judges an understanding of the case they are about to read by providing a brief summary for each of the items below. A one-sentence summary is recommended for each line.

(Maximum: 100 words in total – not included in total word count)

| | |
|---|--|
| <p>The Challenge:</p> | <p>To win summer, Export Ultra needed to stake its claim on the place where beer matters most – the Kiwi backyard.</p> |
| <p>The Insight:</p> | <p>Few things are as crushing, frustrating and demoralising as accidentally freezing your beer.</p> |
| <p>The Strategic Idea/Build:</p> | <p>Own the backyard by solving the frozen beer crisis.</p> |
| <p>Bringing the Strategy & Idea to Life:</p> | <p><i>The Cold Call Back Service</i> - Vanilla Ice rang Kiwis reminding them to retrieve their beer from the freezer on the right side of ice cold. We created a cold call people actually wanted to hear.</p> |
| <p>The Results:</p> | <p>Export Ultra was the saviour of summer. We boosted key brand associations and generated >40% YoY growth, with an ROI of \$3.22.</p> |

Why is this entry an outstanding example for effective marketing in this Effie entry category?

(Maximum 90 words – this is not included in total word count)

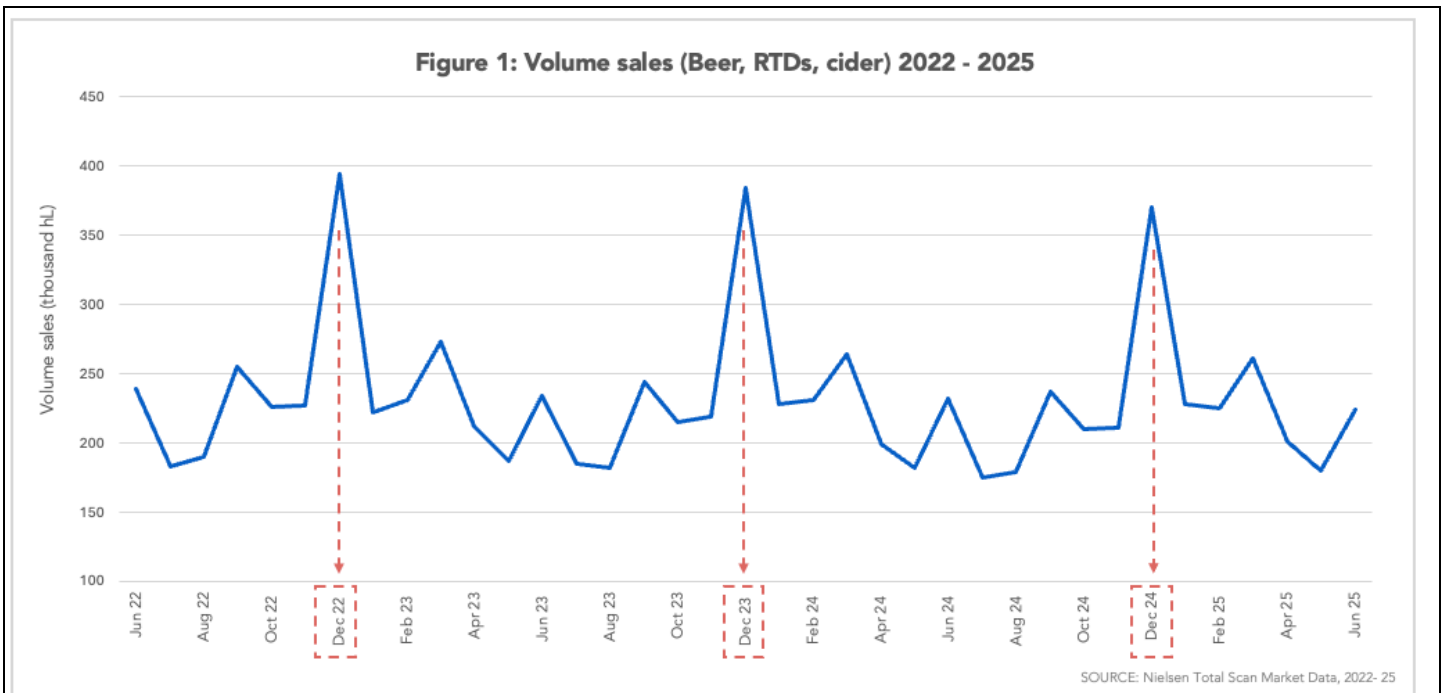
To save the summer, we brought back the last thing anyone expected to see in a modern beer campaign: telemarketing.

We transformed the industry’s most hated format into a memorable branded utility – reimagining cold calls as a cold-beer-saving PSA from 90s icon Vanilla Ice.

The service stopped Kiwis from freezing their beers, entertained them in the moment, and made Export Ultra part of the summer ritual.

A cold call became a cultural moment – proving there’s still white space in beer, if you look in the freezer.

| | |
|--|---|
| <p>01.</p> | <p>Challenge, Context & Objectives [20%]</p> <p>This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.</p> <p>Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline the degree of ambition represented by your objectives. Including historical data may be useful here to provide judges with a clear picture of the situation the brand or organisation found itself in.</p> |
| <p>01A</p> | <p>Before your effort began, what was the state of the brand's/organisation's business and the overall category in which it competes? What was the strategic challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge.</p> |
| <p>NOWHERE ELSE DOES SUMMER QUITE LIKE NEW ZEALAND.</p> <p>It's the barefoot wander from beach to bach, the splash of a manu, the sticky-glorious mingling of salt, sand and sunscreen. Life slows down and stretches out, and we gather to spend time with the people we care about.</p> <p>And where's the perfect place to congregate after a day of beaching and boating?</p> <p>THE BACKYARD - THE HEART OF SUMMERTIME SOCIALISING.</p> <p>Music spills from a tinny speaker into the warm dusk air, mixing with the sound of relaxed chat and chirruping cicadas, opening cans and clinking bottles.</p> <p>The BBQ sizzles. Jandals lie abandoned as you go barefoot in the grass.</p> <p>A beer in the backyard is the ultimate symbol of the Kiwi summer evening.</p> <p>EXPORT ULTRA IS A BEER FOR THE KIWI BACKYARD</p> <p>Local low-carb beer brand Export Ultra was made for these moments. Its brand platform, 'The beer for here' champions the Kiwi backyard as the greatest beer garden in the world.</p> <p>For Export Ultra (and the rest of the category) winning the summer means winning the year. With most annual drinking occasions crammed into these few months, this seasonal sales spike is make-or-break (Fig. 1)</p> | |



HEADING INTO SUMMER 2024/25, EXPORT ULTRA WASN'T SEEING THE MOMENTUM THEY NEEDED TO CLAIM THE SEASON.

While Export Ultra had enjoyed fairly steady growth since launching in 2023, they were still tiny compared to the category.

For comparison, NZ's leading low-carb beer Speight's Summit Ultra owned 10% of the market, while Export Ultra only had 3%¹.

Additionally, the previous summer's sales spike, relative to year-long sales, was stuck at category par².

In the leadup to the crucial summer period, Export Ultra needed to accelerate sales. Instead, they were just keeping up.

WINNING THE BACKYARD LOOKED LIKE A TOUGHER BATTLE THAN EVER

There were three main reasons why:

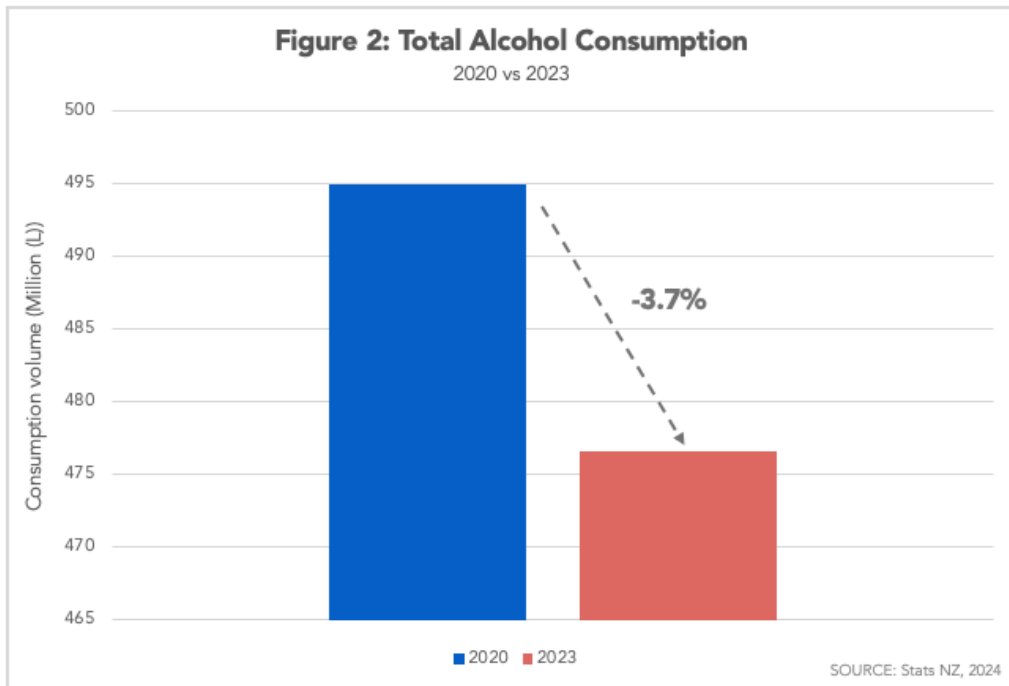
1. Fewer drinkers = fiercer fight

Heading into summer 2024/25, over 400 beer SKUs were fighting for space while the total audience was shrinking. Kiwis were drinking less or opting out entirely, with alcohol consumption in steady decline³ (Fig.2).

¹ Nielsen Total Scan Market Data, 2023-2024

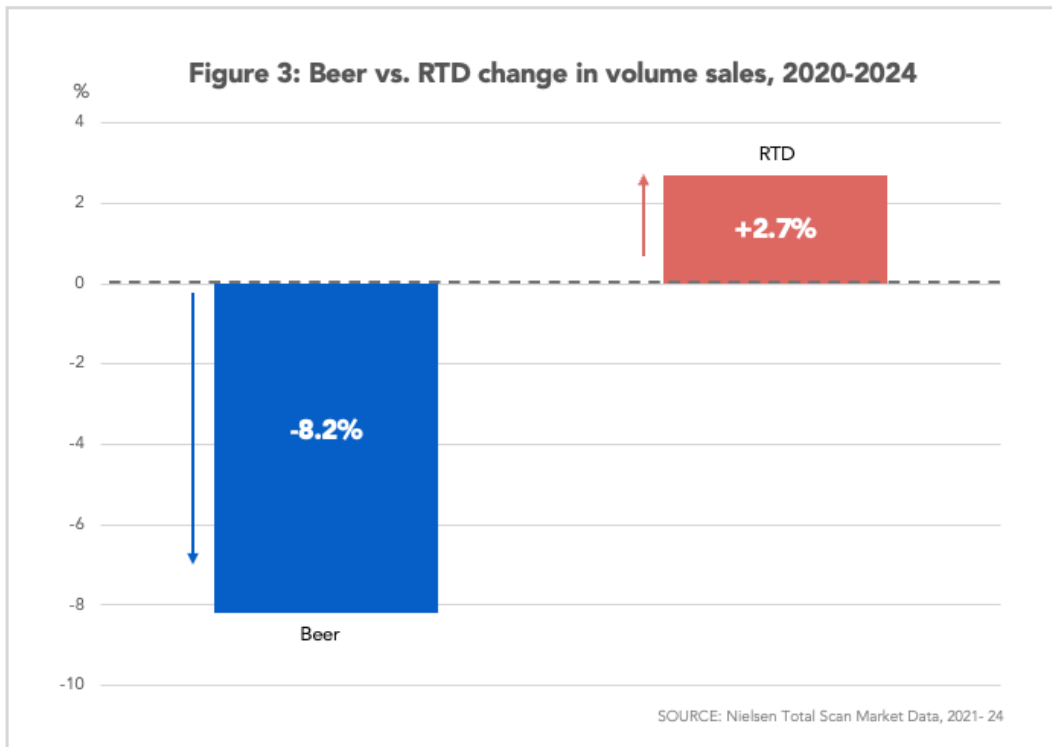
² Nielsen Total Scan Market Data, 2023-2024

³ Stats NZ, 2024



2. A new refresher in town

Beer was no longer the unquestioned go-to. RTDs were continuing to gain popularity, seen as a modern and refreshing option⁴ - the RTD category volume had risen by 2.7% over the past three years. Meanwhile, beer had declined by 8.2% over the same period⁵ (Fig. 3).



⁴ Kantar, Project Edge Consumer Qualitative Study Q4 2024

⁵ Nielsen Total Scan Market Data, 2021-2024

3. Low-carb was getting ultra competitive

By 2024, 1 in 5 beers sold in NZ was low-carb. Aside from low and no-alcohol beers, it was the only part of the category still growing. Every major brand had jumped on this opportunity. As Export's low-carb offering, Export Ultra's point of difference was no longer a differentiator.

Export Ultra was up against a shrinking category, RTD interlopers, and fierce low-carb competition, all jostling for relevance in the same tight window.

But we had a summer to win. We needed to find a way to double down on Export Ultra's place in the season.

OUR CHALLENGE:

To win the summer, Export Ultra needed to stake its claim on the place where beer matters most – the Kiwi backyard.

01B

What were the objectives you set to address your challenge? For each objective, include: KPI, benchmarks, previous outcomes and the rationale for why it was selected.

Please outline one business/organisational objective and a maximum of 3 marketing and 3 advertising/comms objectives.

Objective 1: Make Export Ultra a visible player in the Kiwi summer.

We needed a creative way to cut through the noise and get Export Ultra seen, remembered and recognised.

Measured by: Campaign awareness, engagement, organic reach, PR value

Objective 2: Change how people feel about Export Ultra.

For Export Ultra to feel like an essential, organic and relevant part of Kiwi summer culture, we needed to breathe new life into the brand.

Measured by: Consideration, distinctiveness, affinity, increase in key brand associations

Objective 3: Drive growth of Export Ultra in a crowded and competitive market.

This all needed to translate into more people buying Export Ultra – no easy feat in a market more crowded than a small-town Four Square in January.

Measured by: Sales, distribution, ROI

| | |
|-------------|--|
| 02. | Insights & Strategy [25%] This section covers the key building blocks of your strategy. Explain to the judges how you arrived at your strategy and clearly articulate that strategy. Focus on the thinking or insight(s) that unlocked your solution and tied it to successfully addressing your objectives. |
| 02A. | Explain the thinking that led you to your strategy. Explain how any insights discovered were directly tied to your brand, your audiences behaviours and attitudes, your research and/or business situation. |

EXPORT ULTRA IS THE 'BEER FOR HERE'.

To live up to this purpose in a way that would connect with Kiwi drinkers, we needed a fresh take on beer’s role in summer.

So we looked closely at how beer fits into real-life summer moments ... and we uncovered something bigger than refreshment.

THE BEER YOU’VE BEEN WAITING FOR.

That first beer back at home, or back at the bach, is the full stop on a day in the sun.

And the anticipation is half the joy.

So if, for some reason, you’re robbed of enjoying that cold beer ... the disappointment is disproportionate.

KIWIS WERE LOSING OUT ON COLD BEERS NATIONWIDE, DUE TO ONE SURPRISINGLY COMMON MISHAP.

You get home, or back to the bach.

Your beer is warm, from being stacked un-refrigerated at the local store, or from hours in a hot car boot.

So, you throw the beer in the freezer to chill quickly.

But you chill too much, and they chill too much, and...

... BOOM.

By the time you remember, the beer has frozen, expanded and exploded.

Your dreams of a cold beer have shattered, like the broken bottle that's now made a mess of your freezer.

The drink you'd spent the day looking forward to is beyond saving.

THIS WAS A DEVASTATING DARK SIDE TO THE KIWI SUMMER.

Our qualitative research saw frozen beer sob stories coming up again and again⁶:

"I'll never forget the devastation exploded frozen beer caused at my flat."

*"Every time I see it I just think to myself ... well, f*ck it anyway."*

"Damn, it's gonna have to be a warm one."

So, we quantified the crisis.

OVER HALF THE NATION HAVE EXPERIENCED THIS DISAPPOINTMENT.

This wasn't a niche frustration, or a one-off anecdote.

A nationally representative study confirmed the pattern:

Nearly four million beers had been lost to accidental freezing in the past year⁷.

2.29 million Kiwis had felt this pain⁸.

That's over 55% of New Zealand's alcohol-drinking population⁹.

INSIGHT

Few things are as crushing, frustrating and demoralising as accidentally freezing your beer in the freezer.

A genuine seasonal tension, hiding in plain sight – and totally unclaimed.

THE STRATEGIC UNLOCK

⁶ Agency Research

⁷ Octopus Group Quantitative Study, 2024

⁸ Octopus Group Quantitative Study, 2024

⁹ Ministry of Health, 2023

An accidentally frozen beer ruins the moment it was meant to make.

THE CREATIVE BRIEF:

Create a service or utility to help New Zealanders save their beer from the freezer this summer.

02B.

What was the Core Idea or strategic build that enabled you to reach your solution?

(Be succinct. A maximum of 50 words.)

OWN THE BACKYARD BY SOLVING SUMMER'S FROZEN BEER CRISIS

03.

Bringing the Strategy & Idea to Life [20%]

03A.

Describe the creative solution and how it helped the idea break out of the category and resulted in unexpected solutions.

Solving this frozen beer crisis needed more than just a PSA.

We had to reach people in their homes, at the crucial moments when their beers were most at risk.

So we did the unthinkable, and reinvented one of the industry's most hated formats: telemarketing.

We made cold calls, but not as you know them ...

Introducing, THE EXPORT ULTRA COLD CALL BACK SERVICE.

This game-changing mobile utility was designed to seamlessly integrate into summertime drinking occasions, helping Kiwi remember to save their beers from icy ruin.

There were three key components to making our beer-saving mission a success:

1. Choosing the perfect ice-cold caller

We opted for the most literal and legendary solution possible.

A man whose entire brand is cold.

Whose lyrics practically wrote our brief: "If there's a problem, yo I'll solve it."

... 90s star rapper, Vanilla Ice.

2. Creating a 'brand new invention' that would save beers, and entertain

In a world where ads are blocked or skipped, we took an outdated, intrusive method and made it both welcome and entertaining.

To receive a Cold Call, users could text "ICE ICE" to 423 when they put their beer in the freezer. This would trigger a perfectly-timed callback from Vanilla Ice, reminding them to rescue their beers at the point of perfect chill.

Export Ultra had scientifically determined that 34 minutes in the freezer was the ideal duration for a beautifully chilled brew, so Vanilla Ice's call came exactly 34 minutes after those beers were stashed to cool down out of sight, out of mind.

Users were treated to Vanilla Ice rapping, rhyming, or whispering sweet poetry - with over 20 rotating messages, each call was a fresh and shareable surprise.

This wasn't a one-and-done interaction – this was a service that could be used again and again, integrating Export Ultra into drinking occasions all summer long.

3. Making our beer-saving mission un-missable

To spread word of our service, we launched the campaign with a hero film shot at Vanilla Ice's Miami mansion. The video reintroduced Ice as a laid-back beer-saving icon, making casual cold calls to Kiwi beer drinkers - while watering his 10-acre garden, polishing his records, baking up a storm .. you know, classic Ice-man activities.

The video set the tone: nostalgic, tongue-in-cheek, and funny. We created a range of promotional assets in this vein, to spread awareness and drive uptake of our service.

03B.

WHAT WAS THE COMMUNICATIONS STRATEGY?

This section relates to the media and communications thinking and strategy that brought the creative solution to life in the most powerful and relevant way for the target audience. Include all significant touchpoints and channels in this section.

Outline the rationale behind your communications strategy. Explain how the key elements worked together to drive results:

With a mobile utility designed to slot into drinking rituals, our communications strategy had to do the same.

We built this strategy around three principles:

1. REIMAGINE THE COLD CALL

We needed a branded utility that would entertain callers and, critically, save their beers.

The perfect channel was one that had been relegated to the back drawer of naff and unwanted advertising formats – telemarketing.

We reimagined cold calls as a new kind of one-to-one mobile media: opt-in, perfectly timed, and built to entertain.

This allowed us to go beyond awareness, turning our primary channel (the phone call) into a practical solution and an organic way of making Export Ultra a key part of summer socialising.

Every other element of our communications strategy was designed to drive people to use the service, keeping it top of mind all season.

2. RIGHT PLACE, RIGHT TIME

As Kiwis left the cities for their annual pilgrimage to the beach, our media followed. We launched with broad-reach formats (TV, YouTube Masthead), then shifted to mobile and social as the country entered holiday mode.

We didn't stop at screens. We made sure to show up just ahead of the problem, in environments where those beers were being purchased with blissfully naïve intentions of "quick chills" in the freezer: programmatic OOH ran near bottle stores, we fitted supermarket chillers with branded audio personalised per store, and Vanilla Ice 'business cards' were handed out at point of purchase, and inserted into online orders. In select stores we even gave away bags of ice as a gift with purchase, further proving our commitment to perfectly chilled summer beers for all Kiwi.

3. MAXIMUM TALKABILITY

A strategic PR approach turned the idea into a frozen news explosion. Our discovery of a widely experienced cultural pain point – accidentally frozen beers – gave us a powerful opportunity to own the summer conversation.

We primed the story for social virality by producing PR-first content built to live in editorial, social, memes and aggregators. We also partnered with NZ influencers to share our hero video content and real-time clips of them using them service.

This combination of branded content with authentic UGC was designed to supercharge the conversation.

List all supplementary communications touch points used in this campaign (the touchpoints that were not central to the campaign).

- Seeded hype by sending tastemakers a custom media mailer
- Two local media interviews featuring Vanilla Ice
- Launched a social giveaway of Vanilla Ice’s iconic jacket

What was the \$ Spend? Outline the media and production spend on the campaign within the campaign period. Use actual spend rather than ratecard. In the case of donated media please list the rate card value separately from the paid media spend.

| | |
|---|---|
| Media Spend | [REDACTED] |
| Outline the media spend in relation to competition and versus last year | <p>The media budget for the Cold Calls campaign was significantly smaller than the annual spend behind Export’s ‘Beer for Here’ platform.</p> <p>While Cold Calls ran for only four months with comparable spend intensity during that period, the total investment was considerably lower than major alcohol brand campaign spend.</p> |
| Creative Production Spend | [REDACTED] |

04.

WHAT WERE THE RESULTS? [20% for 4A and 15% for 4B].

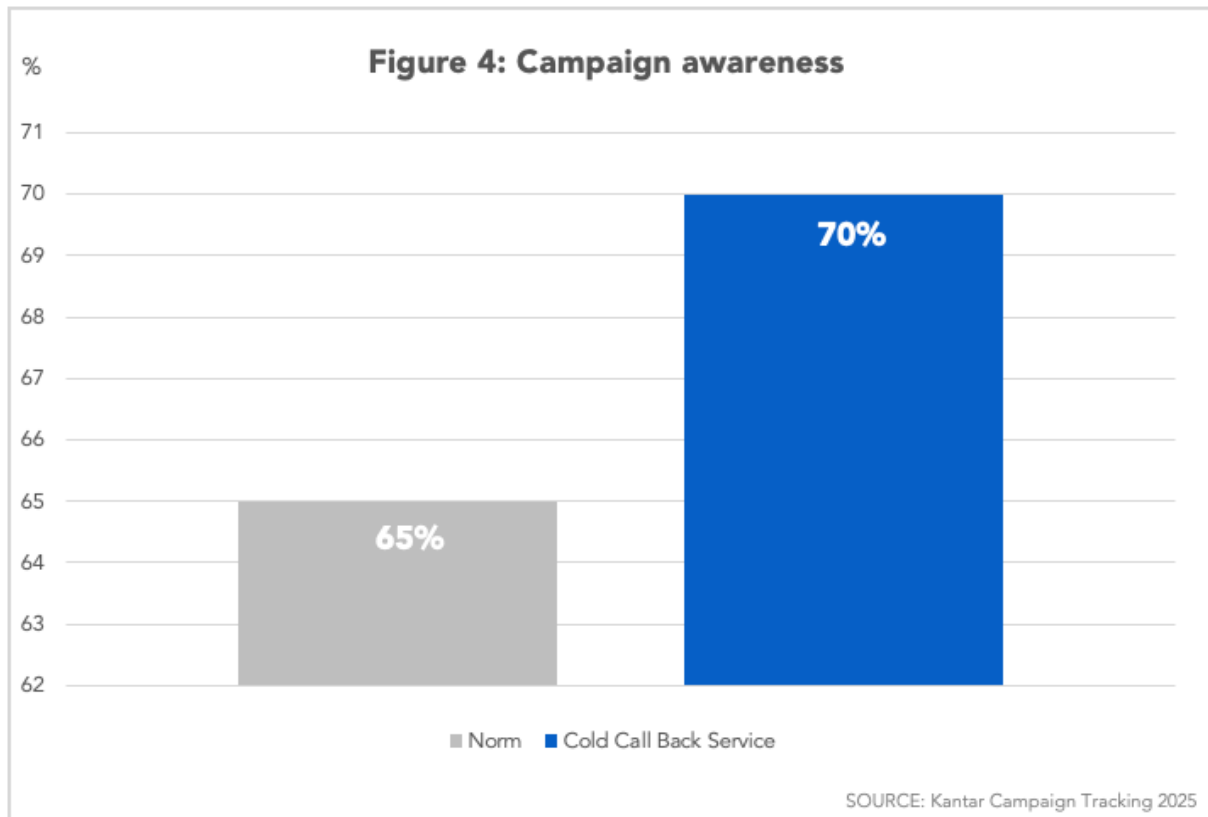
Outline the results achieved by the campaign against the short and long-term objectives set, provide conclusive proof that it was the campaign that drove the results.

| | |
|---|---|
| | <p>In this section, the judges will be looking to see a clear cause and effect between the communication activity and business performance over time. Show the compelling evidence that will convince even the most cynical finance director.</p> <p>Please Note: All results must be sourced to be judged; any unsourced results will not be considered by judges.</p> |
| <p>04A</p> | <p>Overall achievement against objectives [20%].</p> <p>Clear proof that the objectives established in section one have been achieved. Judges will be seeking quantified results. Successful entries ensure that results can easily be aligned against objectives established in section one.</p> <p>Note: Please ensure all data is sourced, and is specific to the results period outlined in the Call for Entry, and geographically isolated to Aotearoa.</p> |
| <p>No beers were smashed, but this campaign did smash its objectives.</p> <p>OBJECTIVE 1: MAKE EXPORT ULTRA A VISIBLE PLAYER IN THE KIWI SUMMER.</p> <p>We sure did.</p> <ul style="list-style-type: none"> • With no paid promotion, our social campaign launch was Export Ultra’s most successful post ever, organically reaching over two million people¹⁰. • Our campaign reached 2,243,500 New Zealanders¹¹, with 70% of Kiwi drinkers recalling the campaign¹² (Fig.4). We successfully cut through in a noisy, high-stakes season. | |

¹⁰ DB Breweries social data, 2024

¹¹ Ministry of Health, 2023

¹² Kantar Campaign Tracking, 2025



- There were 234k interactions with our Cold Call Back Service over the campaign period¹³.
- The campaign delivered a PR value of \$2.8M NZD¹⁴

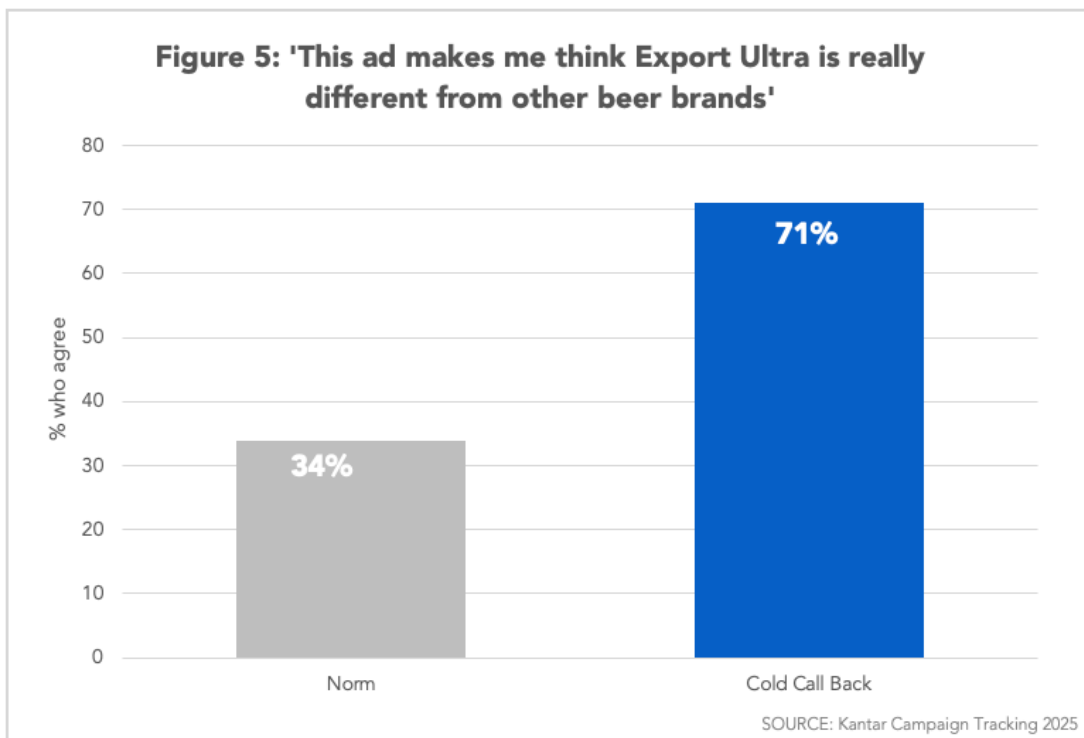
OBJECTIVE 2: DID WE CHANGE HOW PEOPLE FEEL ABOUT EXPORT ULTRA?

You betcha.

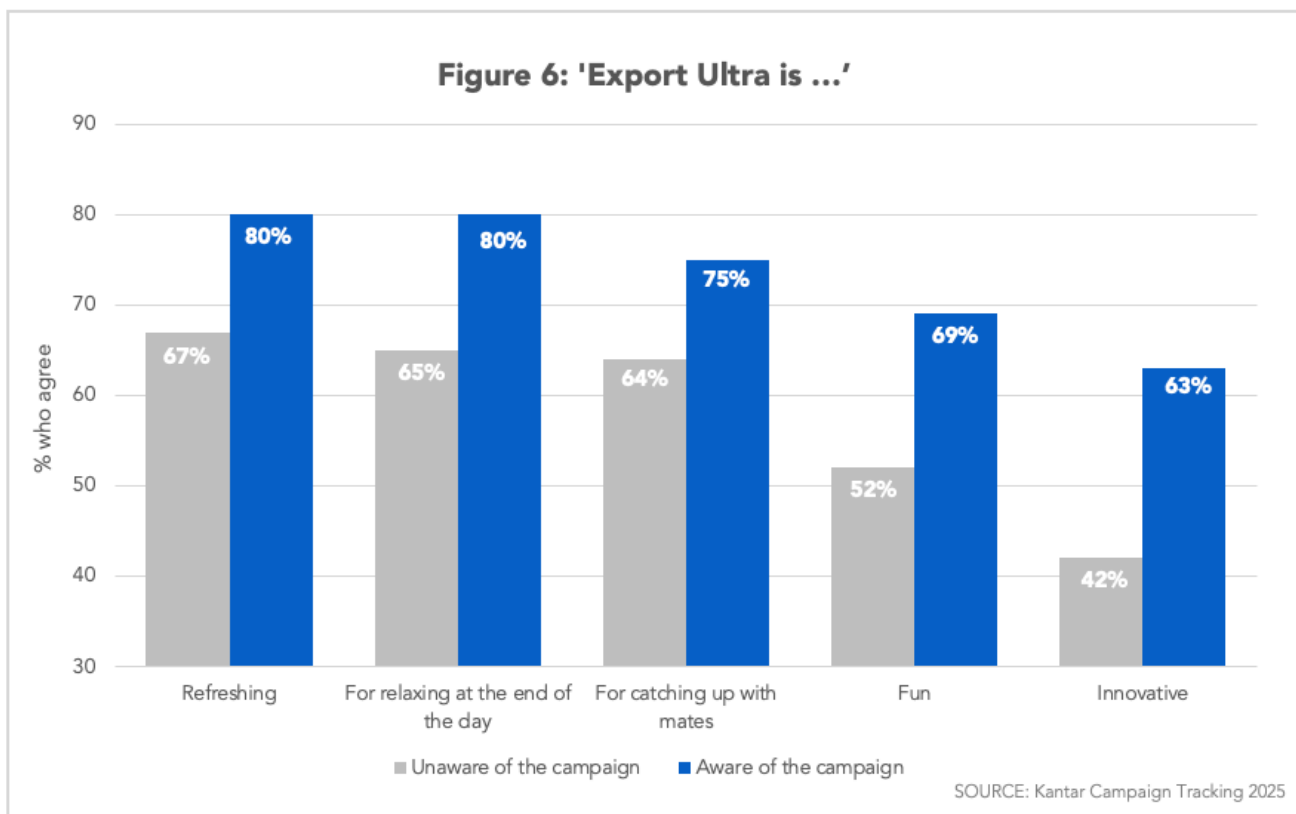
- People now see us as different to other beer brands¹² (Fig.5).

¹³ Twilio Analytics Dashboard, 2025

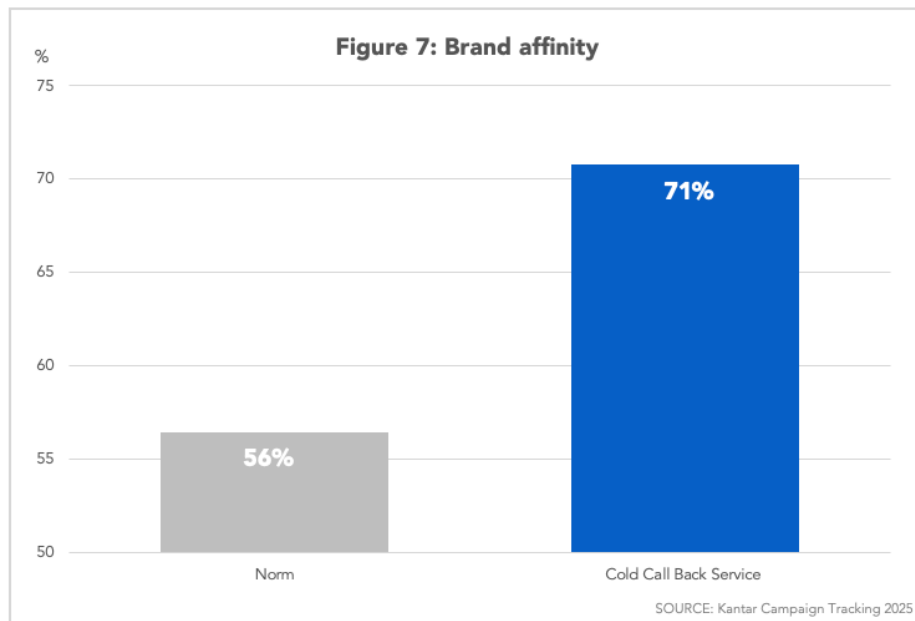
¹⁴ PR Agency data, 2024-25



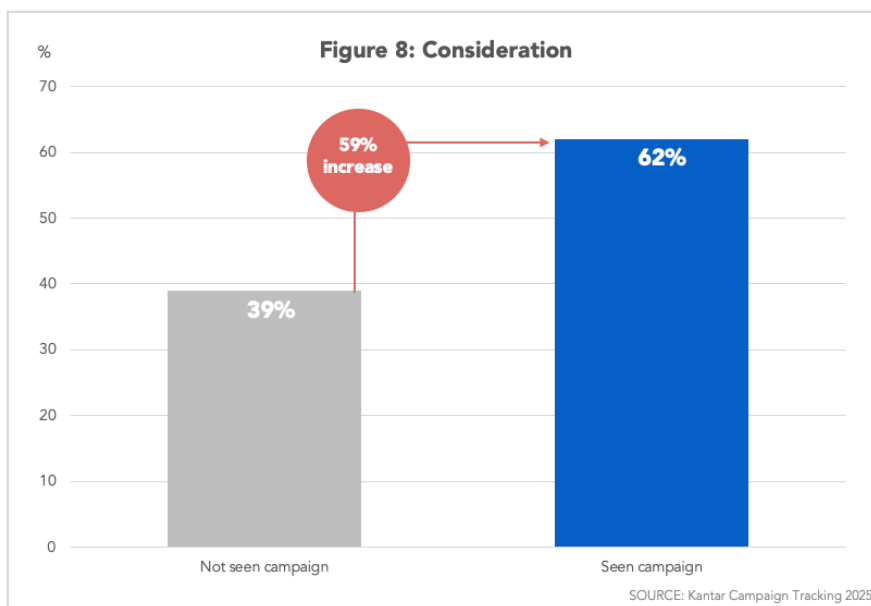
- We strengthened key brand associations.



- The equivalent of 1,749,930 Kiwis (78% of those who saw the campaign) would remember that Export Ultra was the saviour of summer beers¹².
- People now have 71% affinity for Export Ultra, 15% above industry norms¹² (Fig.7).



- Consideration saw a huge increase (Fig. 8)¹²



OBJECTIVE 3: DID WE DRIVE GROWTH OF EXPORT ULTRA?

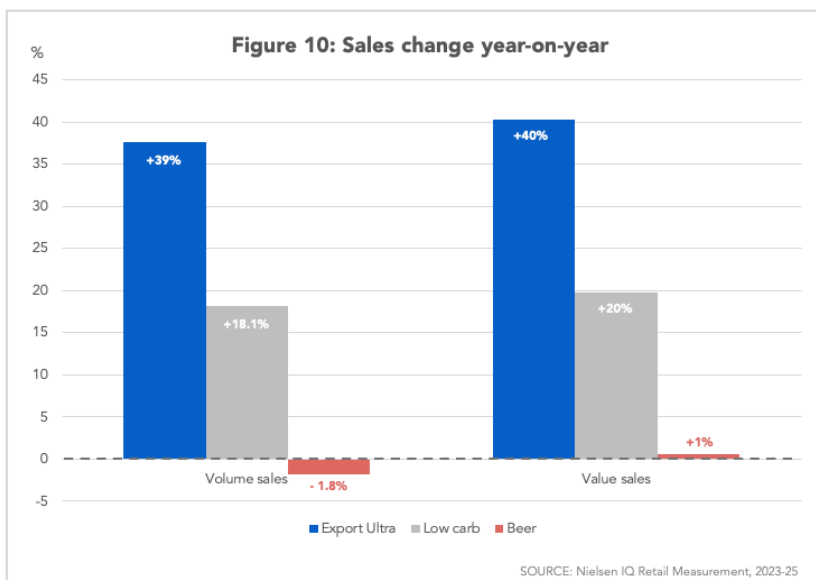
Absolutely.

The biggest test? Summer sales. And Export Ultra smashed it.

- December, New Zealand’s peak beer month, delivered a 43% increase in sales compared to the previous year¹⁵ (Fig.9)



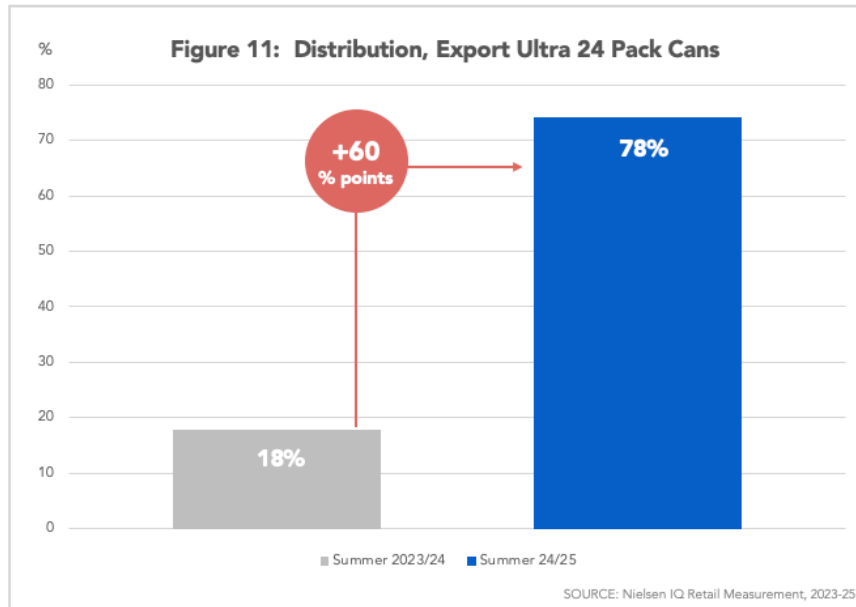
- The full campaign period saw value sales growth of 40.3% YoY¹⁵, more than double the low-carb category’s 19.7%¹⁵. Volume sales rose by 37.6%¹⁵, also outpacing low carb’s 18.1% growth¹⁵ (Fig.10)



Retailers took note - every single Export Ultra SKU increased its weighted distribution year-on-year.

¹⁵ Nielsen IQ Retail Measurement, 2023-2025

- Our 24-pack can – a job-lot format typically reserved for high-confidence SKUs – jumped from 18% to 74% weighted distribution YoY. That growth signaled retailer confidence, and that Export Ultra had become a clear choice within the social summer occasions we set out to win¹⁵ (Fig.11)



While owning the summer was our goal, the impact didn't fade with the sunshine.

- The autumn period (April-June) also saw an increase in value sales (+36.2%)¹⁵ and volume sales (+37.2%)¹⁵ compared to the same period a year ago (Fig.12)



Much like successfully chilling your beer in the freezer, we delivered results efficiently.

- The campaign earned an ROI of \$3.22 for every dollar spent (Fig. 13)

REDACTED

NB: To provide a like for like comparison to other entries, this ROI has been calculated using revenue before excise tax.

04B

Convincing proof that the results were a direct result of your campaign [15%].

Outline other external factors that could account for the results outlined in 04A and provide compelling evidence and rationale for why these did not contribute significantly to those results. There are almost always other factors that could have affected your results, such as product changes, pricing, distribution, stock levels, competitive activity, weather, etc. You need to convince the judges that these factors were not responsible for your results, or estimate their contribution and/or demonstrate how they needed the campaign to amplify their impacts.

1. Our spend was still modest compared to the category

Because Export Ultra invested more during this campaign period, we looked beyond internal results to the overall category, which we significantly outperformed despite only holding 5% SOV year-long.

2. Growth wasn't driven by more promotions.

Export Ultra's weeks on promotion were flat year-on-year – there were no extra promo periods during the campaign. While promotion sales volume rose by 39%¹⁶, this figure was in line with overall sales growth, and therefore simply reflected higher performance in those same promo weeks, not an increase in promotional activity.

3. Results can't be attributed to general low-carb beer category growth

The campaign period saw Export Ultra's value sales grow at double the rate of the low-carb beer category (+40.3% and +19.% YoY, respectively)¹⁵.

4. Results can't be attributed to a seasonal increase in alcohol consumption

Commercial growth figures are compared to the same period last year.

¹⁶ DB Breweries retail data

5. The campaign's impact didn't thaw.

In Autumn, sales were still up YoY (+36% value, +37% volume)¹⁵

Guidance Notes

Please refer to the guidance notes below, to ensure your entry conforms to eligibility criteria.

Eligibility: Data presented must be isolated to Aotearoa, and work must have run between 1 June 2023 and 30 June 2025. Results may be included up to 22 July 2025. Results data that fails to isolate or identify data specific to the eligibility period and/or Aotearoa New Zealand risks low marks and/or being ineligible.

Data Sources: All data referenced in the entry requires sources (recommended as footnotes on the page referenced or at the end of the entry).

Charts and Graphs: Entrants are encouraged to display data via charts & graphs within the limits allocated in each question. Sources required for all data including charts and graphs.

Agency names: No agencies, of any kind, are to be included in the entry.