



**INDY &
LAURA**

BRIEF

GET CONSUMERS TO CHOOSE ALL GOOD FAIRTRADE BANANAS OVER NON-FAIRTRADE BANANAS.

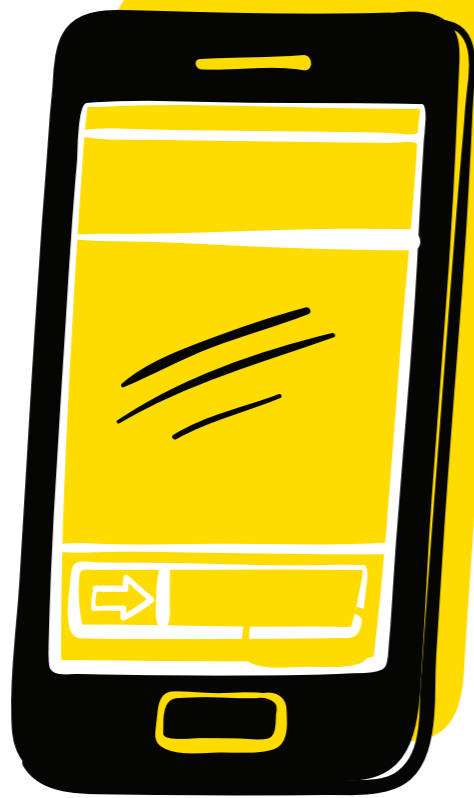
INSIGHT

PEOPLE IN NEW ZEALAND HAVE IT PRETTY SWEET BUT WE STILL COMPLAIN ABOUT THE “UNFAIR” THINGS IN LIFE. THIS CAMPAIGN ENCOURAGES THEM TO MAKE THE WORLD A LITTLE BIT FAIRER.

IDEA

SHOW PEOPLE HOW RIDICULOUS THEIR FIRST WORLD PROBLEMS ARE.

**My diamond earrings
keep scratching my
new phone.**



**Life's not fair but
our bananas are.**

**Our fairtrade bananas won't fix first world problems
but they will ensure that our growers in Ecuador get
a fair deal. Making everyone feel all good.**



**My barista forgot to
add caramel to my
triple shot soy latte.**

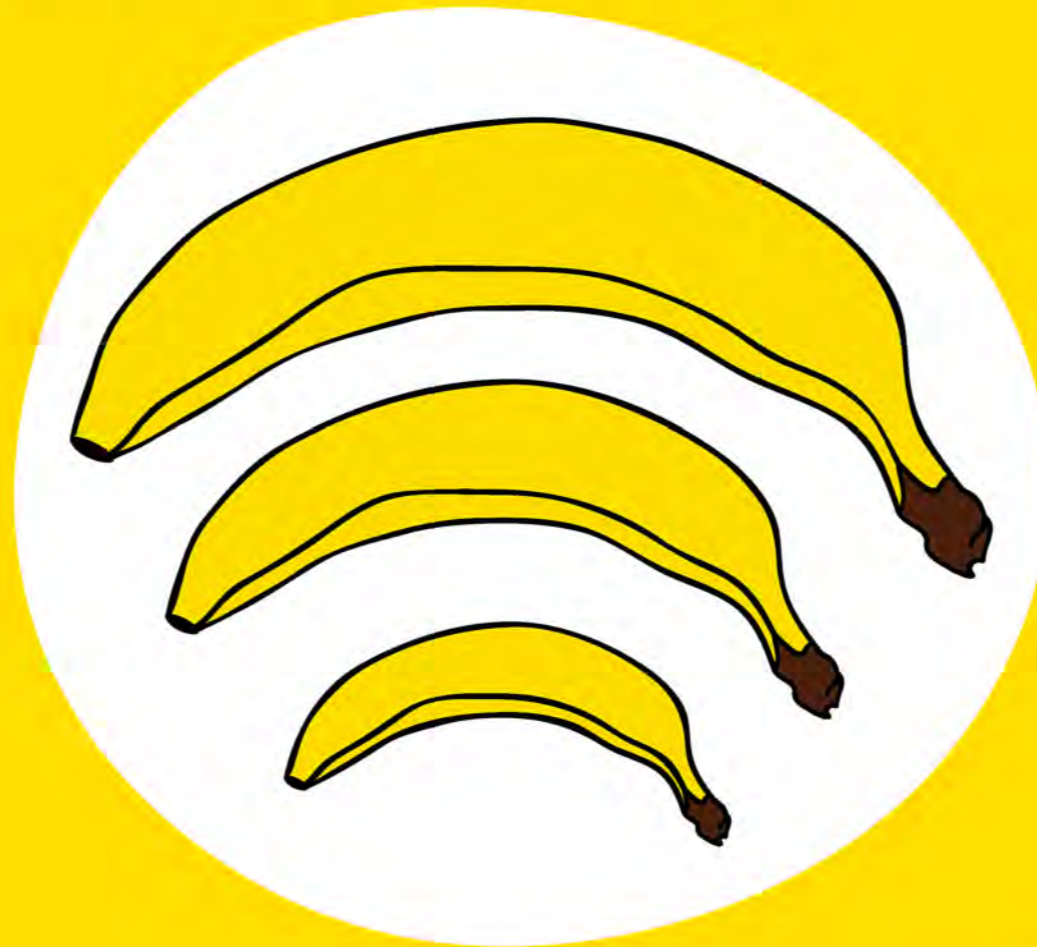


**Life's not fair but
our bananas are.**

**Our fairtrade bananas won't fix first world problems
but they will ensure that our growers in Ecuador get
a fair deal. Making everyone feel all good.**



**My wifi doesn't reach
my bedroom so I have
to sit in the lounge
with my family.**



**Life's not fair but
our bananas are.**

**Our fairtrade bananas won't fix first world problems
but they will ensure that our growers in Ecuador get
a fair deal. Making everyone feel all good.**



BRIEF

UTILISE TVNZ'S PLATFORMS IN ORDER TO PROMOTE MAGNUM ICE CREAM.

INSIGHT

MAGNUM IS NOT AN ICE CREAM FOR KIDS.

IDEA

GIVE MAGNUM AND TVNZ THE ADULTS ONLY TREATMENT.

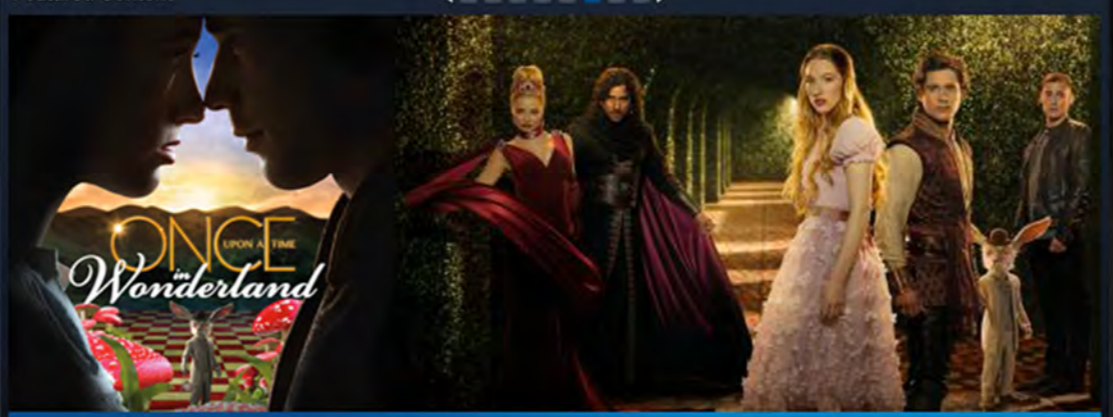
AO

This programme is rated Adults Only. It includes content that may offend some people. We advise you send the kids to bed and indulge in your favourite Magnum ice cream.

Classification takeover

ADULTS ONLY

Featured Content



Once Upon A Time In Wonderland

Follow Alice back through the rabbit hole to Wonderland and meet the Red Queen, the White Rabbit and more in the brand new spin-off to Once Upon A Time. Watch on TVNZ OnDemand.... [more >](#)

[Watch episodes](#)



SEX

VIOLENCE

LANGUAGE



WATCH MY KITCHEN RULES ON TVNZ ONDEMAND [▶](#)

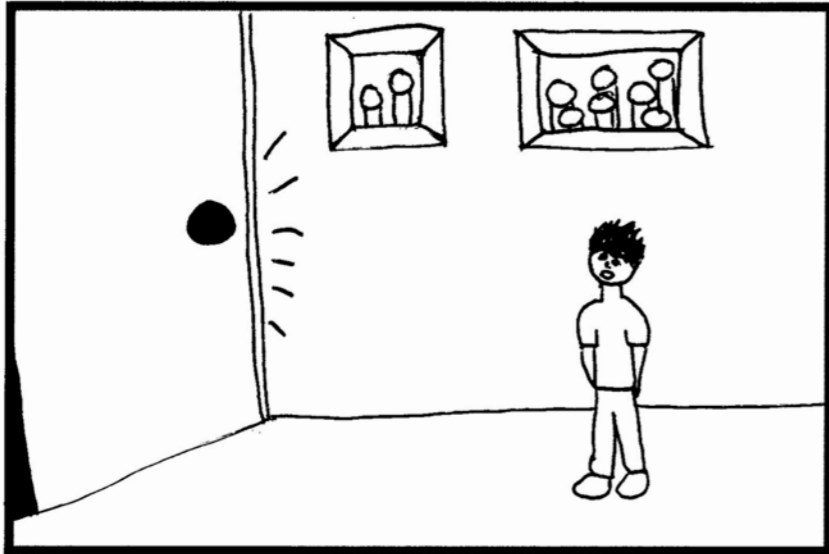


WATCH RESURRECTION ON TVNZ ONDEMAND [▶](#)

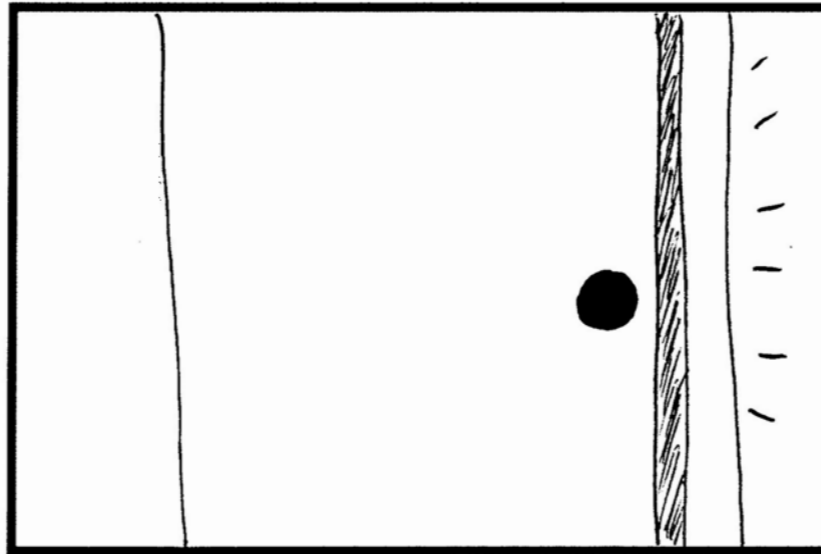


WATCH SHORTLAND STREET ON TVNZ ONDEMAND [▶](#)

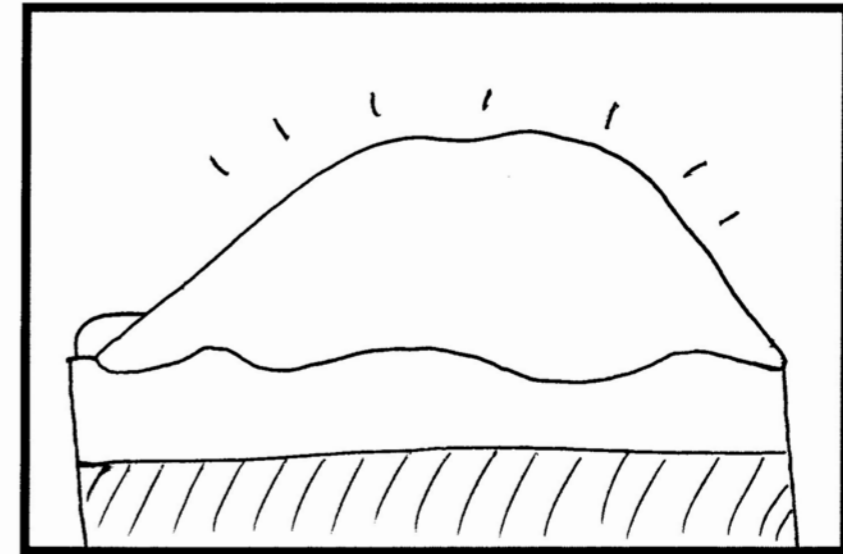
Microsite- Reorganisation of content, action would go into violence, romance into sex and so forth.



SFX: Moaning noises



Sfx: moaning noises continues.

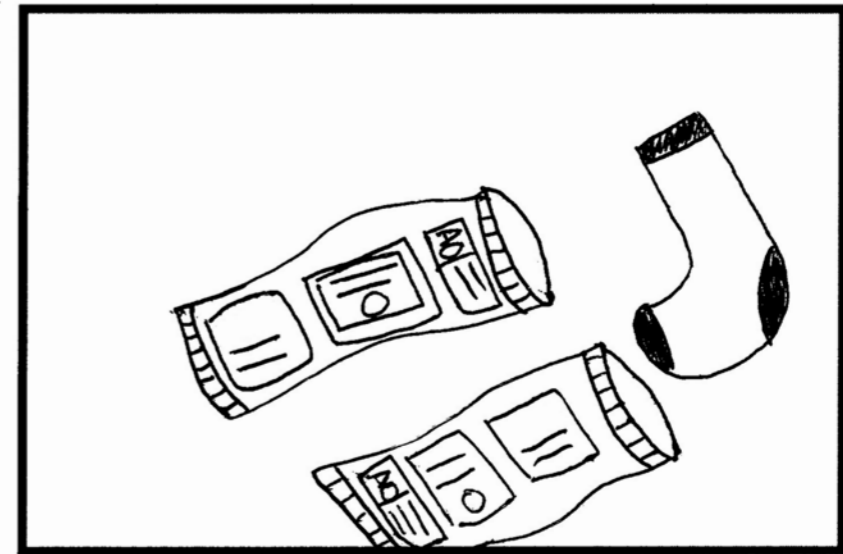


Sfx: Shuffling & moaning noises.

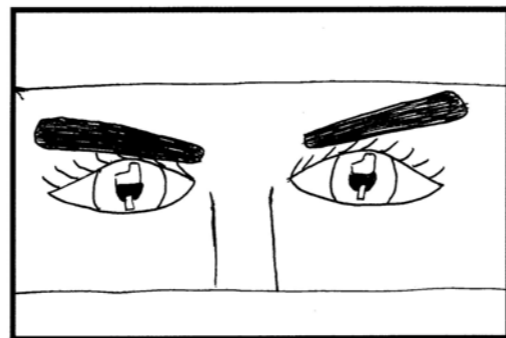
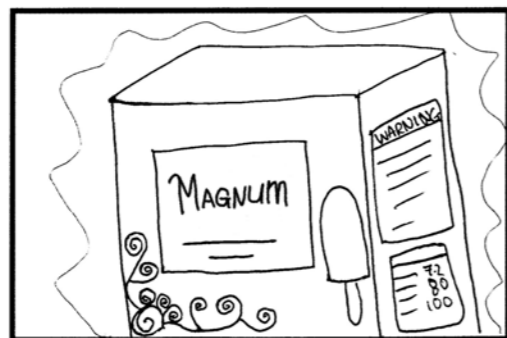
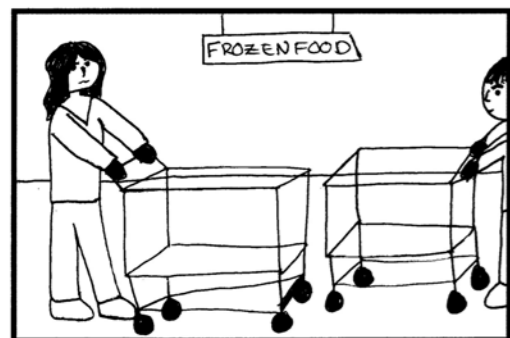
VO: "This ice cream is rated adults only, it contains sexual content that may offend some people."



SFX: Moaning noises.



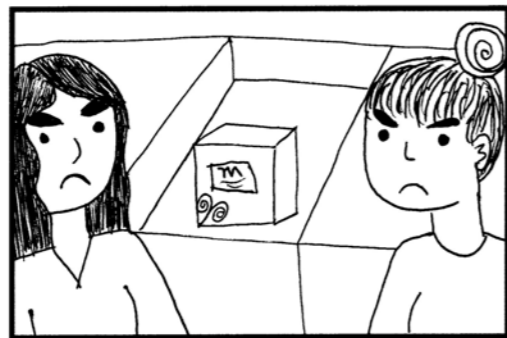
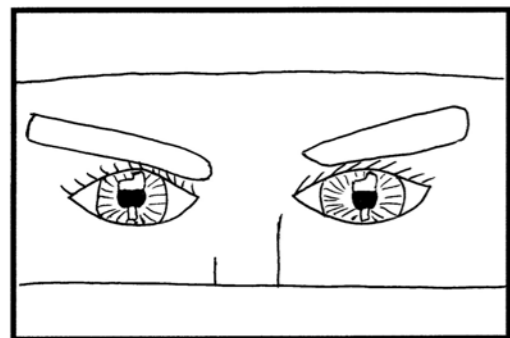
(Voice over continues throughout)



Music: Western Stand off

V.O: "This ice cream is rated adults only, it contains violence that may offend some people."

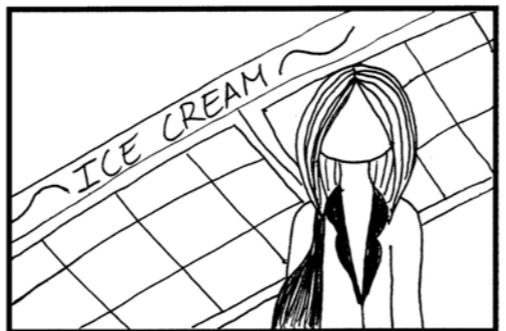
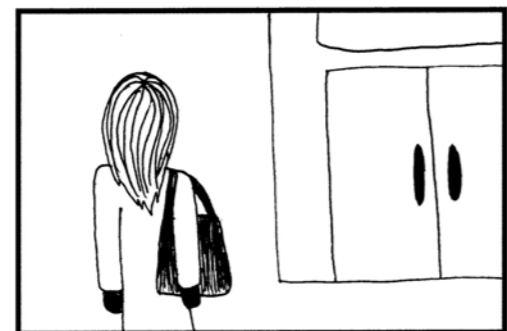
TVC - 'Violence'



(V.O. continues throughout)

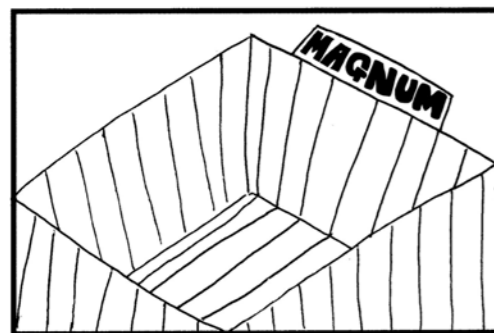


SFX: Text alert



VO: "This ice cream is rated adults only, it contains language that may offend some people."

TVC - 'language'



SFX: Crunch

⇒ (VO continues throughout).

ADULTS ONLY CONTENT:

Saucy raspberries seductively rippled through smooth ice cream and smothered in a thick white chocolate shell. Just put it in your mouth.

**For more indulgence go to:
tvnz.co.nz/adultsonly**



On pack stickers

BRIEF

CREATE A WAY FOR NEW ZEALAND NORTH FACE USERS TO ENGAGE WITH THE BRAND.

INSIGHT

TOO MANY PEOPLE GO OUT INTO THE WILDERNESS UNPREPARED.

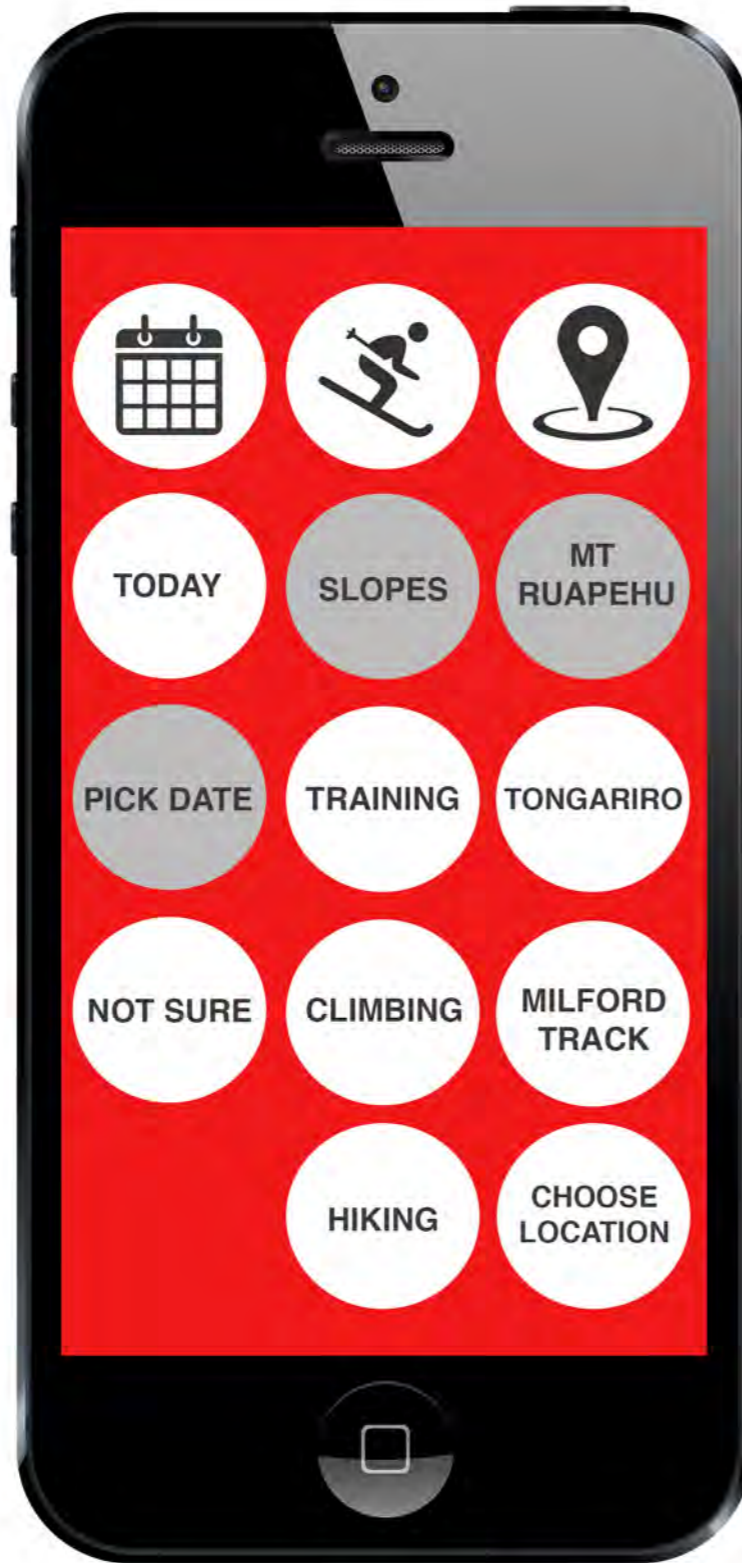
IDEA

CREATE AN APP THAT DOES THE PLANNING FOR YOU.

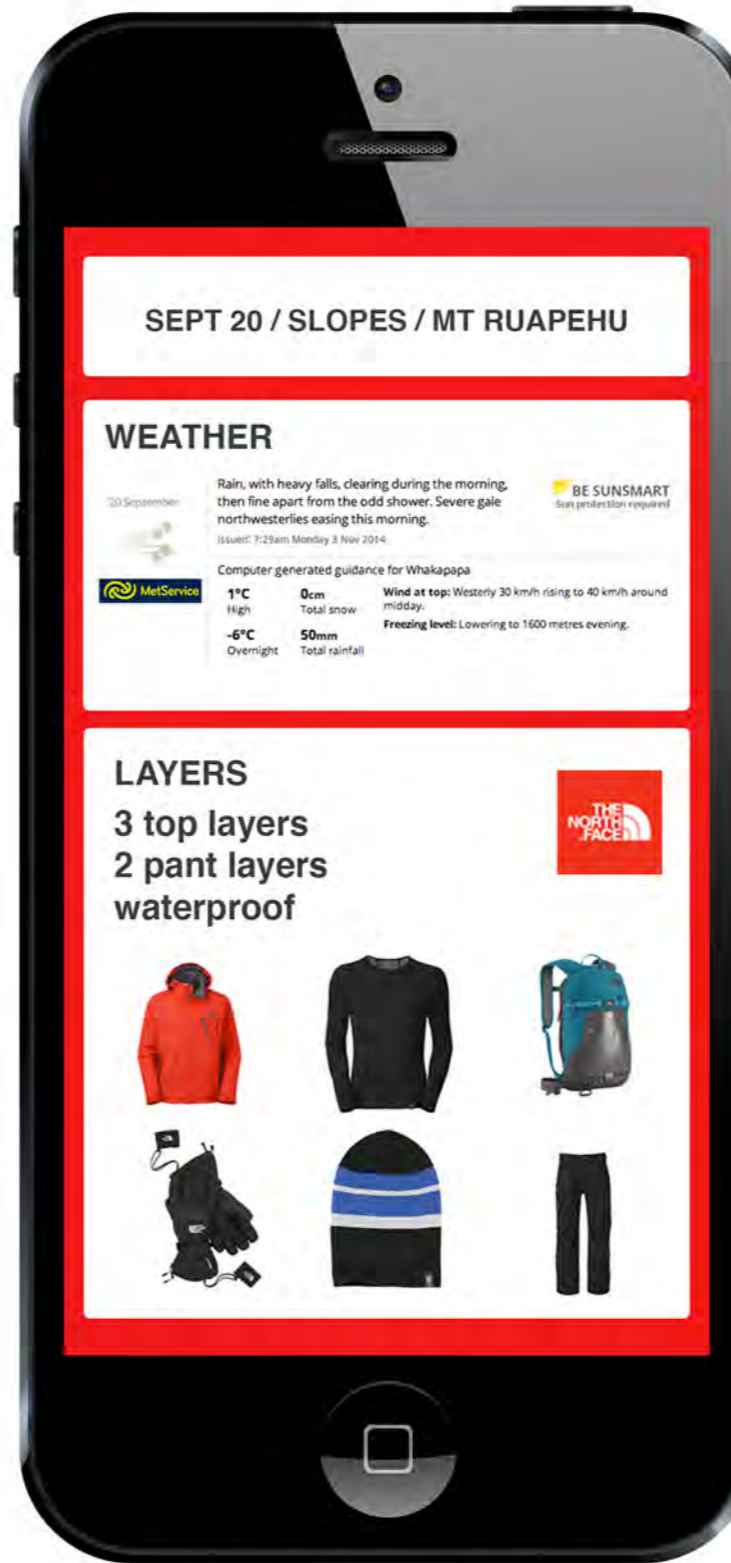
APP



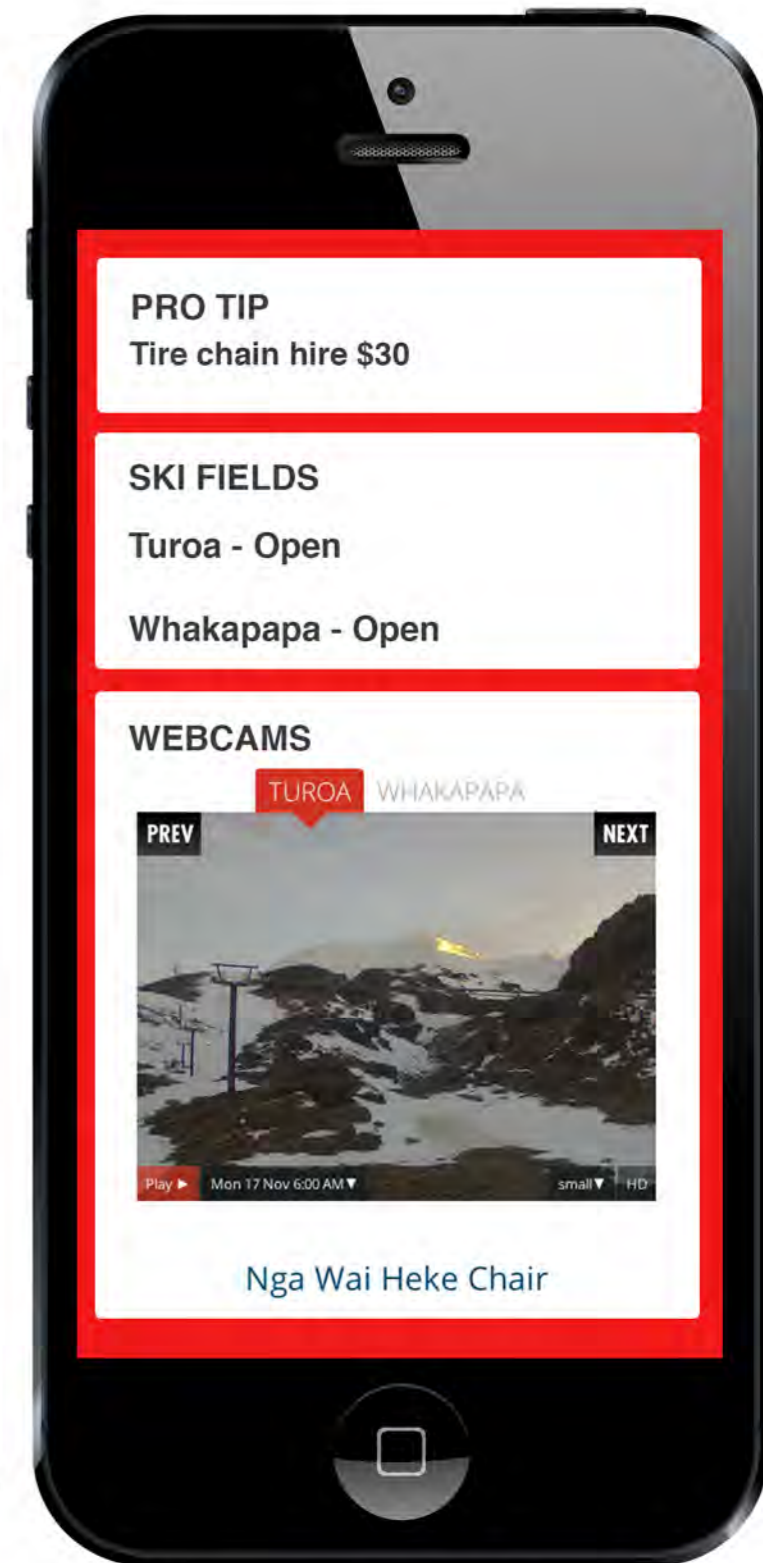
The Gear Up app allows users to plan and prepare for any outdoor adventure.



Users select the date, activity and location.



Based on their selections, users are given up to date info on weather and what gear is best suited to the conditions.



Users are given a location specific pro tip (something they may not know before arriving) and extra info.

Print & Instore



Don't be that guy.
The unprepared adventurer is an unhappy adventurer. Be prepared for whatever the wilderness throws your way with the 'Gear Up' app.



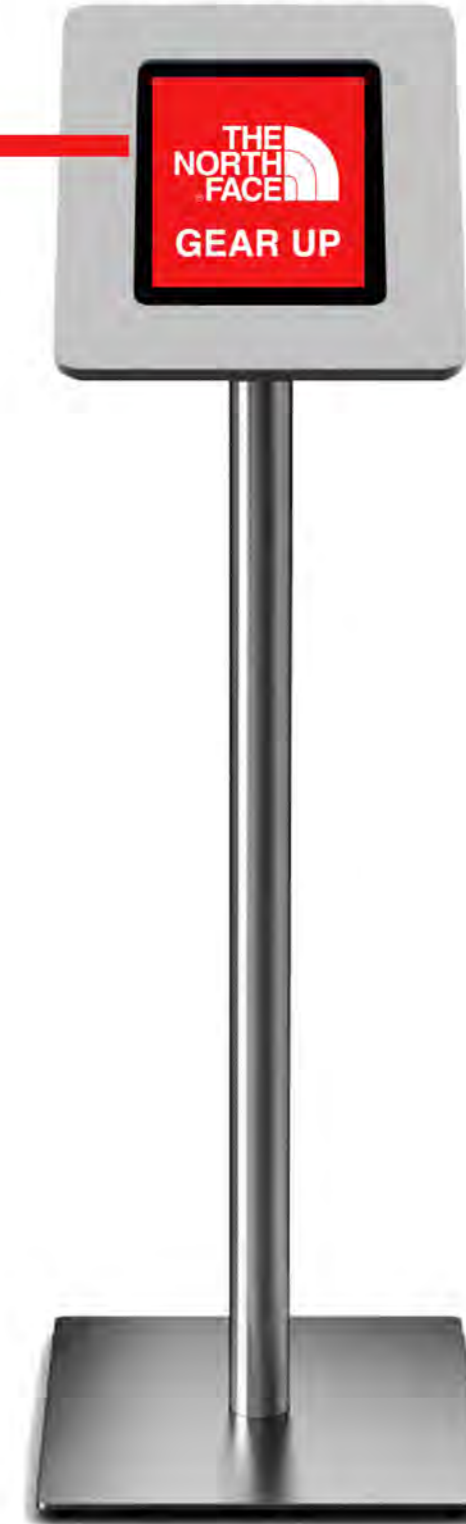
(Sandals in the snow)

SEPT 20 / SLOPES / MT RUAPEHU

Simplified version of the app. Users enter date, activity and location but are only given gear information.

Instore iPad display



BRIEF

EMPHASISE THE DYSON DC59'S SUCTION POWER AND LACK OF CORD.

INSIGHT

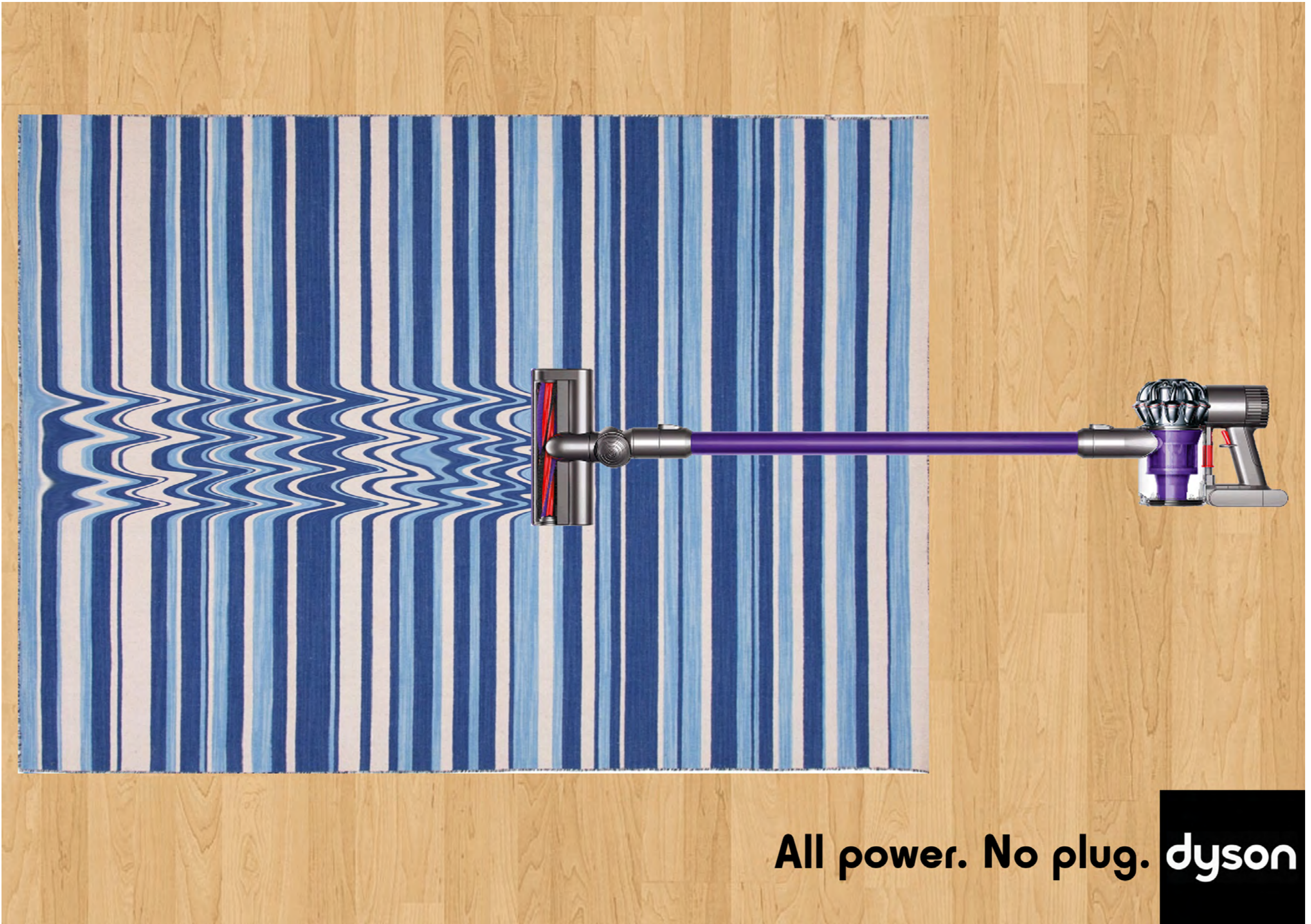
CAMPAIGN ONE: DYSON CAN PULL OFF ANYTHING.

CAMPAIGN TWO: MANY PEOPLE LISTEN TO MUSIC AND WATCH TV WHILE CLEANING.

IDEA

CAMPAIGN ONE: DEMONSTRATE THE POWER OF DYSON.

CAMPAIGN TWO: PLACE THE DYSON INTO ICONIC IMAGES.



All power. No plug. dyson



All power. No plug. **dyson**



DYSON IN THE DARK

LIGHTWEIGHT AND
POWERFUL, THE
DYSON DC59 SHOWS
DUST WHO'S BOSS.

www.dyson.co.nz

A DUSTBUSTING PRODUCTION



★★ SUCKS ★★
IN A GOOD WAY.

★★ VACUUM PACKED.★★

★★ LIGHTWEIGHT AND POWERFUL, ★★
THE DYSON DC59 IS THE PERFECT CLEANING PARTNER.

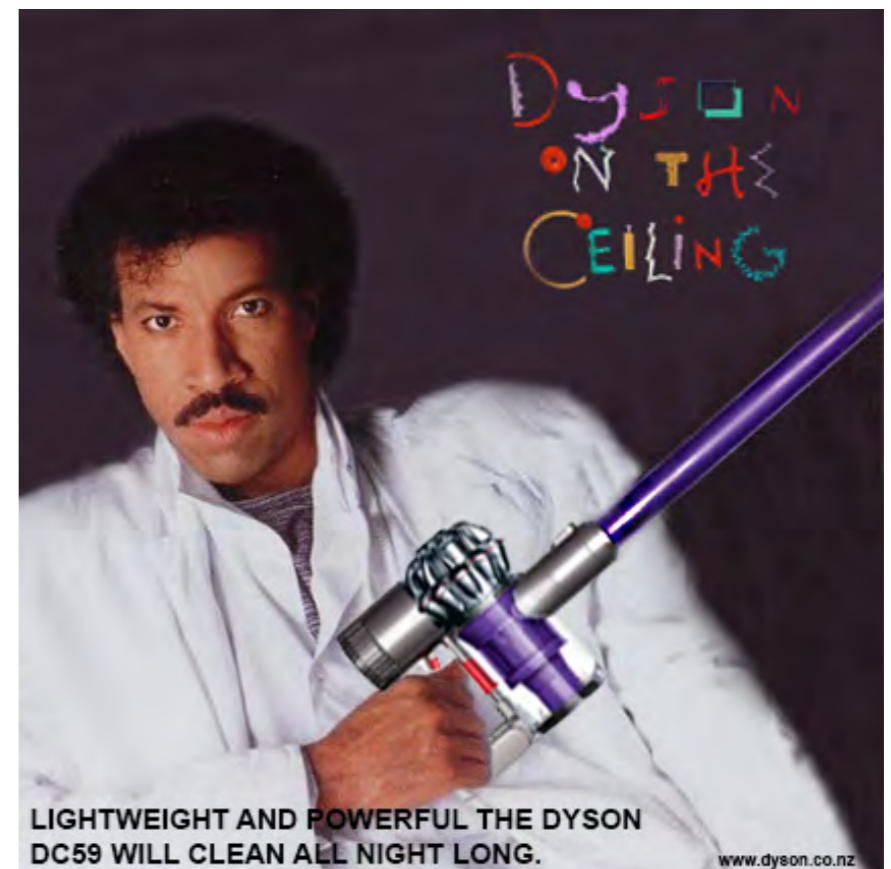
www.dyson.co.nz

Smiths City

Noel Leeming

LV Martin S Son

Harvey Norman



LIGHTWEIGHT AND POWERFUL THE DYSON
DC59 WILL CLEAN ALL NIGHT LONG.

www.dyson.co.nz

BRIEF

INSTORE DISPLAY FOR 16TUN.

INSIGHT

**THERE ARE A LOT OF TOURISTS VISITING AUCKLAND.
WHEN PEOPLE FROM OVERSEAS THINK OF NZ, THEY
THINK- HOBBITS, SHEEP AND RUGBY.**

IDEA

**NEW ZEALAND CRAFT BEER DOESN'T CONFORM
TO STEREOTYPES.**

OUR HOPS
AREN'T COLLECTED BY
MERRY ELVES
Nor ARE THEY
ENCHANTED *by*
BEARDED WIZARDS.

The
BEER IS NOT BREWED
by **HOBBITS** *atop*
SNOWY MOUNTAIN PEAKS.

It's not **PUT INTO**
BOTTLES FORGED
BY DRAGON'S FIRE

or CARRIED HERE
BY AN ARMY OF
GIANT EAGLES.

REAL
NEW ZEALAND
CRAFT BEER
IS MADE BY
BREWERS
WITH A LOVE
OF BEER *and*
A BIT OF
KIWI INGENUITY.

|| WE HAVE IT ||
|| ON TAP ||

TUN

SIXTEEN TUN
NEW ZEALAND FREE HOUSE

16TUN.CO.NZ