

JANUARY 2019

chaos theory



# TRENDS BLOG

EP 01.19

SPONSORSHIPS | CORPORATE EVENTS | LIVE EVENTS | EXPERIENTIAL | PROJECT MANAGEMENT | ACTIVATIONS





## WORDS OF INSPIRATION

The best marketing doesn't feel  
like marketing

- TOM FISHBURNE

# SUPER RUGBY SUPERHERO KITS

CLIENT: SA RUGBY, SUPERSPORT,  
VODACOM & MARVEL  
FORMAT: BRAND PARTNERSHIP AND  
LICENSING

<https://bit.ly/2WD87Fc>



South African Super Rugby franchises will play their local derbies in this year's competition in kits inspired by Marvel superheroes. This is part of a collaboration between SA Rugby, SuperSport, Vodacom and Marvel in an attempt to raise interest levels among fans.

The Bulls kit will be emblazoned with the colours of Captain America, the Lions will channel their inner-Spider-Man, the Sharks' kit will be inspired by Black Panther and the Stormers will be wearing Thor's colours.

"Marvel Super Heroes are among the most loved and recognisable characters in the world, very much like local Super Rugby players and clubs," said Luke Roberts, Retail Director for The Walt Disney Company Africa.

## WHY WE RATE THIS

We love that the rugby landscape is trying new ways to bring young fresh eyes to the game.

The smart partnership of iconic brands working together in innovative ways is something we really get behind.



# PINK DAY

CLIENT: CSA, STANDARD BANK,  
MOMENTUM & CMJAH BREAST CLINIC  
FORMAT: AWARENESS  
CAMPAIGN

<https://bit.ly/2Bn1n5x>

PinkDay is the day the Standard Bank Proteas men's cricket team dresses in pink and plays a Momentum One-Day International in support of breast cancer awareness. It's a day where they celebrate the human spirit to overcome breast cancer. It's a day when survivors, friends and family, and cricket fans young and old dress up in pink in support of breast cancer sufferers and their families. It's a day where they raise awareness and money for the Charlotte Maxeke Breast Care Clinic, who work tirelessly every day to beat it. It's also the day to remember, joyously, the brave people who died from breast cancer.

The PinkDay match had its fourth ODI of the current series against Pakistan.

"PinkDay will once again demonstrate the remarkable power of how sport can mobilize support for a cause that affects millions of people around the world." CSA.



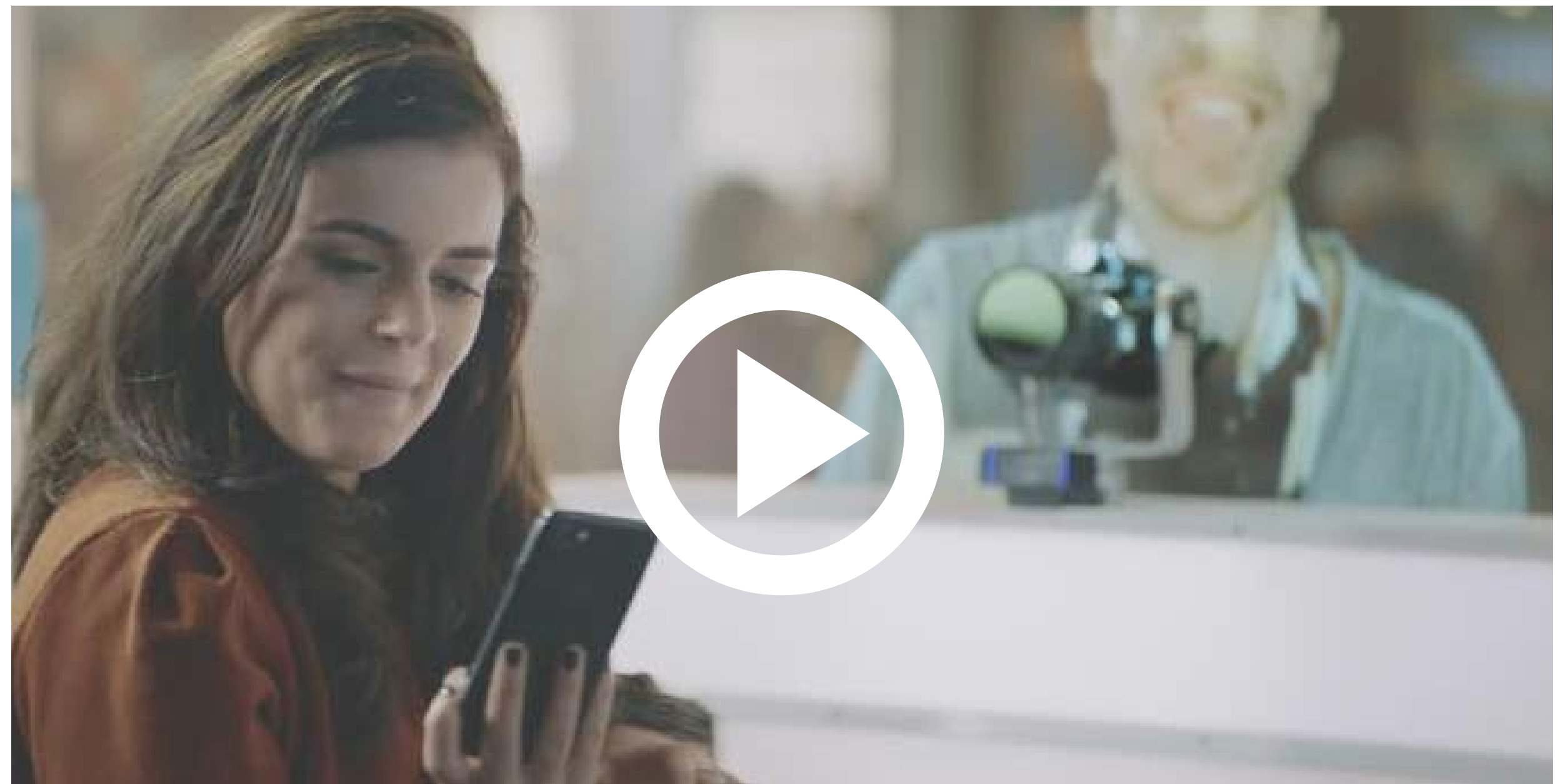
## WHY WE LOVE THIS

Relevance is everything to today's fan, and with cricket attracting its fair share of controversy off the field, it's great to feel good about feeling good. We love everything about going PINK for a day!

## KLM TAKE-OFF TIPS

CLIENT: KLM  
AGENCY: DBB UNLIMITED  
FORMAT: AIRPORT ACTIVATION

<https://vimeo.com/314003848>



Waiting at an airport is usually quite boring. That's why KLM came up with a fun activation to kill the time. The Dutch airline has set up Take-off Tips booths in Amsterdam, Oslo and Rio de Janeiro. In these interactive installations you can connect with a fellow traveler at another airport who is leaving the country where you're headed so you can exchange tips. To make the experience more personal the installation projects the other person onto a transparent hologram fabric.



## WHY WE LIKE IT

This activation ticks all the boxes. Using new technology to engage with consumers during a time when they are looking for something to entertain them - this clever activation is relevant to the brand and a traveling consumer.



## JUST EAT JUKEBOX

CLIENT: JUST EAT  
AGENCY: SYNERGY UK  
FORMAT: STADIUM ACTIVATION &  
ROADSHOW  
<https://bit.ly/2DUJ5dq>

To create brand awareness for potential Just Eat customers and to enhance their relationship with existing customers through a unique interactive experience using Just Eat's title sponsorship of the X Factor.

The activation used a bespoke touchscreen app giving participants the chance to sing-a-long to one of the hit songs from previous X Factor contestants. During the sing-a-long, a recording of the experience was captured and packaged into a GIF that is sent directly to the fans email. The GIF could then be shared on Twitter for the chance to win a pair of tickets to the X Factor Final. By being part of the activation fans then sampled food from Just Eat's restaurant partners all handmade on site.

The Jukebox subsequently made visits to the X Factor events at The O2, Manchester's Old Trafford Cricket Ground and Wembley Arena followed by a national roadshow.



## WHY WE DIG IT

A simple yet effective campaign activation. We love the way it created a use for the older broadcast content and allowed the fans to relive their favourite auditions from the previous shows.





# FOOTSTEP POWERED FOOTBALL PITCH

CLIENT: SHELL  
AGENCY: PAVAGEN  
FORMAT: CSI ACTIVATION  
<https://bit.ly/2t4ON6f>

In a favela in the heart of Rio de Janeiro Shell built the world's first soccer pitch to have floodlights powered by footsteps. The 200 specially designed tiles placed beneath the surface of the pitch use the kinetic energy released by the players. The field was unveiled by soccer legend Pelé.



## WHY THIS WORKS

This works because it speaks directly to a passion point of the consumer with football being called a religion in Brazil it is easy to see why a clever solution to a real life problem could resonate so well with the community.



# CREATING THE FUTURE OF FAN FIRST PROGRAMMING

CLIENT: REAL MADRID + GO PRO  
FORMAT: FACEBOOK CAMPAIGN

Real Madrid famously became the first sports brand in the world to reach 100 million Likes on Facebook, and continued to drive engagement by using the world's largest social media platform to enhance and share the deep connection the club shares with its players, city and fans around the world.

In 2017 Real Madrid launched Hala Madrid, a polished broadcast quality multi-part series on Facebook's new Watch platform. Fans were given a rare behind-the-scenes glimpse into every aspect of the world's biggest football club. Shot in partnership with GoPro, the show captured a unique and authentic look into rare moments by taking viewers to places they would never see without the ingenuity and diverse set-up of dozens of GoPro cameras.

The series reached 96m people on the platform, driving 30m+ total views to date. When you take into consideration that Facebook Watch launched only in the US where Real Madrid has less than 7% of its total FB fan base, the results are even more impressive.



## WHY THIS IS CLEVER

When it comes to passion points, consumers want as much unique content as possible. Creating exclusive content that can live on your owned platforms is a great way of driving engagement with your fan base.





# BIG BEN TAKE OVER

CLIENT: TACO BELL  
AGENCY: EDELMAN LONDON  
FORMAT: LANUCH + PR STUNT

<https://bit.ly/2CgTsHN>



London's Big Ben has been silent for the most part since conservation work began in 2017. It has only chimed for special occasions. That inspired Taco Bell for this fun activation to celebrate the fact that they are opening outlets in London. An audio engineer made a digitized version of the fast food chain's signature bell that sounded exactly like the classic Westminster chimes. The new sound was played through parametric speakers in the area surrounding Big Ben and brought surprise and humor to Londoners.



## OUR THOUGHTS

Noticing this marketing opportunity was a stroke of genius by Taco Bell. Sometimes quick thinking and simple execution with perfect timing is all that make a good campaign great.



# GET IN TOUCH WITH US

We curate these projects as we believe we can all learn by growing through awareness of work, that works!

If you would like to find out more about what we do from an actual human, or just want to see how we can add value to your business or agency we would love to pop over for a cup of coffee and a chat.

ANDREW ROSS

Managing Director  
[andrew@chaostheory.co.za](mailto:andrew@chaostheory.co.za)

JASON AZZIE

Experiential Strategist  
[azzie@chaostheory.co.za](mailto:azzie@chaostheory.co.za)

WEBSITE

[www.chaostheory.co.za](http://www.chaostheory.co.za)

PHONE

011 463 2122

