



**CHAOS  
THEORY**

EVENTS

# TRENDS BLOG

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**WORDS OF INSPIRATION**

“People don't buy what you do; they buy why you do it. And what you do simply proves what you believe”

*SIMON SINEK*

# F1 VS TAXI

**CLIENT** ASTON MARTIN RED BULL  
**FORMAT** PR STUNT / ACTIVATION  
**CASE STUDY** <https://bit.ly/2XJ0Qm0>

## WHY WE LIKE IT

Driving an F1 car through the streets of Cape Town would have been cool, racing it against a local taxi – even better. The take-out from this make it relevant to the audience and it will resonate with them. Plus the videography in this was phenomenal.



Aston Martin Red Bull Racing brought Formula One fever to the streets of the Mother City last month, but not all its residents were easily infected.

Around these parts, the taxis rule the blacktop and David Coulthard was forced to earn his wings in a tongue-in-cheek race around the city. Would the mighty V8 engine be silenced by the bass of a Cape Town HiAce or could the bagpipes quell the drone of the vuvuzela?

Green lights mean go in the CBD and the flying Scotsman, accustomed to the five red lights was already at a disadvantage as the minibus disappeared into the inner-city labyrinth.

David Coulthard had this to say about the epic tussle, “I had a great opportunity to explore a little bit of downtown – just didn’t know I’d be racing though!”

The real winners, however, were the 46 000 fans who lined Darling Street for the once in a lifetime chance of seeing a championship-winning Formula One car scream through an iconic setting. South Africa showed its love for a sport that hasn’t touched these shores in decades and opened welcomed the international visitors with open arms.

# THE LITTLE GENEROSITY SHOP

**CLIENT** CADBURY

**FORMAT** ACTIVATION / CSR

**CASE STUDY** <https://bit.ly/2XRw7nA>

## WHY WE LIKE IT

Purpose driven activations always get a nod from us! We really like it when brands give consumers the opportunity to do good!

The pop-up store was really executed well. The design definitely stood out and garnered the interest of mall-goers.



Cadbury Dairy Milk is tapping into South Africa's boundless generosity to shed light on the plight of South Africa's 3.7 million orphaned children. 'The Little Generosity Shop' will give the country the chance to make a difference in the lives of as many children as possible by collecting toys, books and games – in exchange for a Cadbury Dairy Milk chocolate.

In a bid to help change that, Cadbury Dairy Milk is bringing 'The Little Generosity Shop' to Johannesburg, Durban and Cape Town to collect as many toys, games and books as possible, for them. A mobile 'Little Generosity Shop' will also be roaming the country to inspire the spirit of generosity.

When visiting 'The Little Generosity Shop', consumers have the opportunity to write a personalised message to a child they will be donating their toy to. In addition, visitors will be able to learn about the history of Cadbury Dairy Milk and pick up tips on how to spread their generosity even further with 'Cadbury Chronicles'. The interactive wall will show how the journey of a single donated toy inspires untold happiness and will track the number of toys collected as part of the campaign.

# PHONETIC CAN

**CLIENT** COCA-COLA

**FORMAT** INTERGRATED CAMPAIGN

**CASE STUDY** <https://bit.ly/2SgGvUP>

## WHY WE LIKE IT

Coke are the masters are resonating locally from a global platform.

By tapping into South African sub-culture they really connect with the local audience.

We really love how Coca-Cola takes an idea and then executes with boldly.



It has been 25 years since apartheid ended. South Africa now recognises 11 official languages. But the truth is, South Africans still can't say each other's names.

FCB Joburg and Coca-Cola, did something special again. Together they helped introduce South Africa to South Africa, by putting the phonetics of each name from all the different languages and cultures on Coca-Cola packs, effectively teaching South Africans to greet each other, by name, correctly.

# STRANGER THINGS ICE CREAM PARLOR

**CLIENT** NETFLIX / BASKIN-ROBBINS

**FORMAT** PR STUNT

**CASE STUDY** <https://bit.ly/2YK5VMR>

## WHY WE LIKE IT

Relevance.

There is a lot of hype around the launch of season 3 of Stranger Things – we love it when brands colab like this, and bring something from the screen into real life!

The hour long queues show that fans want more of these experiences.

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To ring in the arrival of Netflix's third season of Stranger Things, the brand teamed up with Baskin-Robbins to transform a couple of its stores in Burbank, California and Toronto, Canada into real-life Scoops Ahoy shops, the ice cream parlour featured on the show.

All the details were replicated to a t--from the uniforms, menus and signage--to custom ice cream creations inspired by the show itself. Days after the debut, lines at the California store continued to wrap around the block, and some of the merch offered had already sold out.

# GOOGLE HOME OF THE WHOPPER

**CLIENT** BURGER KING

**FORMAT** PR STUNT / DIGITAL

**CASE STUDY** <https://bit.ly/32oUiNp>

## WHY WE LIKE IT

This is intrusive to a new level, but disruption specifically in the space of new tech is absolutely acceptable.

A brand that is pushing the limits and experimenting with the opportunities that new technology provides gets a 5 star rating in our eyes.



Intrusive. Controversial. Unavoidable.

You have to watch the video.

The campaign debuted in April with 15-second spots that featured the phrase, “OK, Google, what is the Whopper burger?” Any Google Home device within earshot, upon hearing the prompt, told listeners about the fast-food chain’s burger. The work hit a snag when Google Homes cited the Whopper’s Wikipedia entry, which people quickly edited in disturbing ways—but that likely helped propel the work to become a viral hit.

# SIGNS OF LOVE

**CLIENT** ANZ BANK  
**FORMAT** OUTDOOR  
**CASE STUDY** <https://bit.ly/2SbHjKi>

## WHY WE LIKE IT

With June being pride month, we see companies changing their profile picture to a rainbow version across all their social media platforms – but the danger of Rainbow washing us all to real.

ANZ Bank actually put purpose behind their campaign and we love their legacy, and always on approach to highlighting LGBTIQ+ issues.



ANZ bank has extended its long-running link with Sydney's Mardi Gras festival by transforming signage for Oxford Streets across Australia.

In the campaign masterminded by creative agency TBWA\Melbourne and production house Revolver/Will O'Rourke, eight of the 123 Oxford Streets across the country have Mardi Gras sculptures installed. There is at least one installation in every state.

The message behind the geographically diverse campaign is aimed at highlighting that many individuals who identify as LGBTIQ+ say there are parts of Australia where they feel unsafe.

The centrepiece of the campaign is a six metre tall structure at Bondi Beach with signs pointing to the 123 Oxford Streets.



# FIT PACK – SIMPLY, SOLVING A PROBLEM

**CLIENT** CORONA

**FORMAT** PACKAGING

**CASE STUDY** <https://bit.ly/2LUuVO1>

## WHY WE LIKE IT

There is a world trend that is fighting plastic – it started with the straws and its rolling into other products.

We can really get behind this – it's innovative and effective. Corona making all this R&D open source shows that they actually trying to fix a problem and not just create a marketing stunt.

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On the heels of its Losing Blue campaign, Corona came up with a bold and brave example to create awareness and behaviour-change. For its Fit Pack the Mexican brewer modified the production line of aluminum cans so that they could be stacked one on top of the other.

By doing this plastic, cardboard, glue and any other waste that could damage the environment from packaging is removed. To really make a difference Corona decided to open source the idea so every manufacturer can follow their example.

# THANK YOU

The Cube Workspace,  
Cnr Straight Str & Forest Dr.  
Pineslopes, Fourways, 2191

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

**Andrew Ross**

+27(0)83 400 9031

**Jason Azzie**

+27(0)71 872 0700