



**CHAOS  
THEORY**

EVENTS

# TRENDS BLOG

OUR SPECIAL RUGBY WORLD CUP EDITION  
A SELECTION OF GREAT MARKETING MOMENTS.

The slide features several decorative red elements: a large dot in the top left, a small dot in the top center, a medium dot in the top right, a small dot in the bottom left, a medium dot in the bottom center, and a large dot in the bottom right. Additionally, there are red lines in the bottom right corner that form a triangular shape.

## WORDS OF INSPIRATION

“Sport has the **power** to change the world... It has the **power** to inspire. It has the **power** to unite people in a way that little else does.

– *Nelson Mandela*

# SPRINGBOK WORLD CUP SQUAD ANNOUNCEMENT

**CLIENT** SPRINGBOKS / SUPERSPORT

**FORMAT** DIGITAL CONTENT

**CASE STUDY**

<https://bit.ly/34lXXMq>

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

## WHY WE LIKE IT

This goes to show that not every video needs to be professionally filmed, edited and treated.

We really loved the Springbok squad announcement video – a simple idea really well executed.

The effect of having fans, family and friends announce each player just made the content feel more authentic and real.

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South Africa – The Springboks made a passionate appeal to South Africans to throw their considerable weight behind the men in Green and Gold as they get set to kick off the all-important 2019 international season.

As the tournament approaches national broadcaster Supersport decide to get the entire nation involved in the squad announcement., by using every day South Africans and other national sporting hero's to reveal the names of the squad touring to Japan.

# BACK THE BUCKS

**CLIENT** TAKEALOT / SAMSUNG

**FORMAT** DIGITAL + ECOMMERCE

**CASE STUDY** <https://bit.ly/34IXoSO>

## WHY WE LIKE IT

We like simple, effective concepts.

Every brand sponsoring a sports team, wants the fan to feel that they are part of the same circle and share the same passion points.

We also like plain and simple work that doesn't attempt to be anything else, this doesn't need to win awards to be a great campaign.



South Africa's leading ecommerce company takealot.com partnered with Samsung to #backthebucks to bring the World Cup trophy home!

To stimulate sales over the World Cup period a promotion was launched with a simple value proposition. Buy a selected Samsung TV and if the boys in green and gold win the World Cup you receive your money back in full!"

We love simple work, that ultimately meets a business objective, and this initiative clearly ticks all the boxes.

# A NEW CAMERA ANGLE FOR A NEW ERA OF BROADCAST

**CLIENT** CANON JAPAN

**FORMAT** DIGITAL CONTENT

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

## WHY WE LIKE IT

In a world where sport is constantly fighting for screen time, to see technology cleverly immerse the viewer in a unique viewpoint, unobtainable on any other feed, or stream is both clever and engaging.

Sport has dabbled with new tech such as VR / AR / 3D in the past, but this feels like a genuine value add to the normal broadcast.

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Canon provided highlight footage created by the Free Viewpoint Video System to the International Games during seven matches of Rugby World Cup 2019.

The footage is attained by using multiple high-resolution cameras set up around the International Stadium in Yokohama, which simultaneously capture the game from multiple viewpoints. This allows viewers to then watch replays from angles not possible with conventional cameras, achieving a viewpoint as if you were on the centre of the field.

This footage is unbelievable to watch and unlike other gimmicky technologies that have been trialled the unique angles created through this system are breath-taking and add real value.

# HEARTBEAT OF THE NATION

**CLIENT** CASTLE LAGER

**FORMAT** INTEGRATED CAMPAIGN

**CASE STUDY** <https://bit.ly/2C4q6eB>

## WHY WE LIKE IT

Castle Lager has always been associated with our national sports and this year it is no different! We love how they leverage their sponsorship properties.

We are particularly fond of how they always stay relevant with the latest trends and technology to engage with their consumers and their sport fanbase!



As the Springboks prepare to take on the world in the highly anticipated 2019 Rugby World Cup in Japan, South Africa's premium beer Castle Lager wanted to do their bit to try and gather national support for the Springboks as they headed to Japan.

By introducing a ground-breaking app their stated aim was to "bring supporters closer to the Springboks".

The concept, using the app and an innovative Castle Lager smart band, is to measure the heart rate of the spectator in order to create an 'average' national heart rate in a show of support to the men who will be flying the South African flag high in Japan.

*\* We wrote about this before the World Cup, the verdict is still out on if they actually managed to get traction on this campaign – we eagerly wait for the results post tournament.*



# #TEAMHEINEKEN

**CLIENT** HEINEKEN

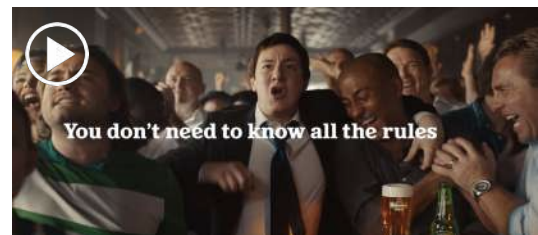
**FORMAT** OUTDOOR EXPERIENCE

**CASE STUDY** <https://bit.ly/332omOW>

## WHY WE LIKE IT

With limited physical activations happening during this World Cup for geographical reasons, we really can get behind Heineken SA creating this fan experience!

The intelligent use of activating rights with intent, and a clear commitment to land global campaigns with a local audience will always get our nod over the run of the mill SMS competitions, that seem to suffice for some local partners.



In South Africa, Heineken brought to life the Rugby World Cup 2019™ by launching the #TeamHeineken Experience, an interactive experience at several spots throughout SA.

The experience was designed to excite both rugby and non-rugby fans demonstrating that everyone can enjoy the spirit of the tournament, driving Heineken's mantra of "You don't need to know the rules to enjoy Rugby World Cup 2019™".

The principles of the global campaign landed well with the local market, whose primary sport allegiance may not be to rugby and the activations generated good awareness for one of the newer beer brands in the South African consumer space.

# #WEARTHEROSE

**CLIENT** O2

**FORMAT** DIGITAL

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

## WHY WE LIKE IT

O2 always play to their strengths when it comes to their sponsorship of the English National Rugby team. This is a prime example.

Knowing it would be difficult to do physical activations for this Rugby World Cup, they decided to focus on their digital platforms.

Utilizing powerful rich content that has relevance and context to the tournament, they clearly managed to achieve their objective!

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As England prepared for the first match in the Rugby World Cup in Japan, its veteran shirt sponsor O2 has launched a call to arms campaign to rile support for the squad.

O2 first unveiled its 'Wear The Rose' call-to-action at the last tournament, which took place closer to home. While the message of the multi-million campaign hasn't changed much, given the time difference, they knew there would be less physical activations, with activity taking place mostly online. It explores the host nation's rich traditions and heritage, which has seen O2 walk a fine line to avoid cultural appropriation.

Eager to submerge the England's squad into Japanese culture, the ad campaign portrays the English 'knights' as samurai warriors with the traditional armour modified to reflect the England rugby shirt.

The result is a powerful, visually striking and totally on-the-numbers campaign.

# LIVE-ETCHED PLAYER OF THE MATCH TROPHIES

**CLIENT** MASTERCARD  
**FORMAT** MATCH DAY ACTIVATION  
**CASE STUDY**

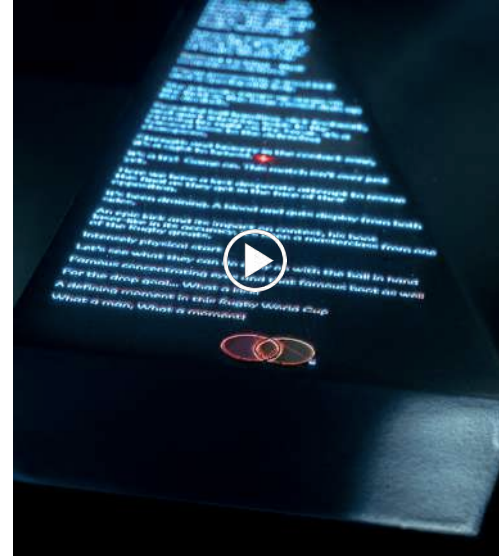
## WHY WE LIKE IT

This idea brings a traditional concept that has been around for decades into the new era.

We love the use of technology to create something unique and memorable from something as iconic as a Man-Of-The-Match trophy.

This moves it from just a standard trophy to something that captures the relevant moment in time.

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The work of Jun Mitani has inspired a trophy for the Player of the Match winner of each game at the Rugby World Cup in Japan, which will be etched with real-time highlights taken from in-game commentary.

Created in collaboration with designers at Mastercard, the trophy is awarded to the Player of the Match following every game at the tournament that begins today.

Match highlights from the commentary are etched onto the award in real time, to create what Mastercard are calling a live trophy.

Japanese heritage with cutting-edge technology, and this new take on an old classic is both immediately relevant and actually adds value to the trophy.

"This unique story-making approach enables players to take home a first-of-its-kind, truly priceless account of the match, so they can re-live moments of passion, excitement and sporting greatness."

We love it!



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EVENTS

# THANK YOU

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