

FEBRUARY 2019



TRENDS BLOG

19.02

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



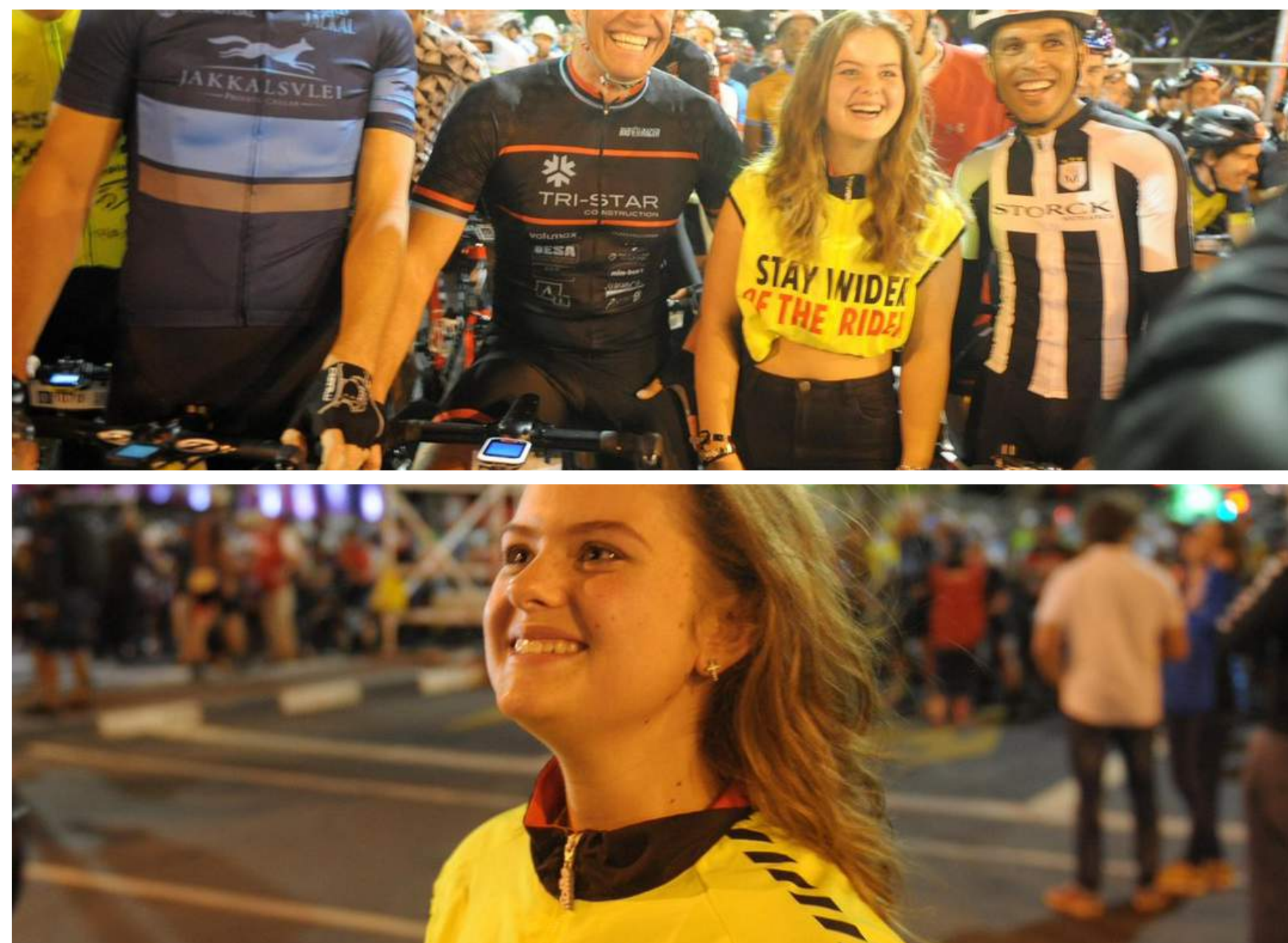
WORDS OF INSPIRATION

People don't buy what you do,
they buy why you do it.

- SIMON SINEK

MY F*K MARLIZE JOINS CAPE TOWN ARGUS

FORMAT: PR STUNT & SOCIAL
<https://bit.ly/2UEFeqE>



Marelize Horn, the star of the year's funniest viral video, #MyFokMarelize, was invited to the Cape Town Cycle Tour. The Cape Town Cycle Tour, the largest timed race in the world, got underway in windy conditions on Sunday morning.



WHY WE RATE THIS

In marketing boardrooms around the country, brands are wanting to create viral content. #MyFokMarelize shows there is no science to it. What we really like about this - is how the Argus race jumped on the opportunity to leverage this video. Simply by bringing Marelize to the race, it gave them another opportunity to create talk-able content about the race with something that was trending in the social world.

SOUTH AFRICAN TOURISM'S #ROLLINGINRANDS

FORMAT: ACTIVATION & DIGITAL

AGENCY: BD NETWORK UK

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

South African Tourism wanted to showcase why the country's rand offers phenomenal value for UK consumers, making it a great time to experience the destination. It aimed to surprise and delight its target audience, enabling them to experience this great value for themselves in a fun, engaging and positively disruptive way. The organisation created the South African Tourism Vending Machine, positioned in high-footfall locations where consumers would be invited to interact and discover the value of the rand for themselves.

Via a digital game, they could find out how they (and their pounds) were very valued in South Africa by guessing how much holiday-themed prizes and South African experiences were worth.

South African Tourism also wanted to generate content by incorporating cameras into the stand to capture reactions, creating photo opportunities and encouraging consumers to share them via #RollingInRands.



WHAT WE THINK

We still love the idea of using vending machines in a smart way! This activation checked many boxes from engaging and educating the consumer, collecting data to producing content. We give this simple but smart activation a big thumbs up!

FORTUNER 4X4 CHALLENGE

FORMAT: COMPETITION CAMPAIGN
AGENCY: FCB
<https://bit.ly/2GJUuzr>

This campaign which pairs four professional athletes with four Toyota fans as the teams battle it out in a bid to drive home in a brand new Fortuner 4x4. The inaugural competition enthused sports and motoring fans countrywide.

Over the course of two days, they have to prove themselves against the other teams in a multitude of gruelling physical and mentally taxing tasks! Last year's contestants took part in an array of hardcore outdoor activities, including mountain biking, GPS challenges, 4x4'ing and trail running.

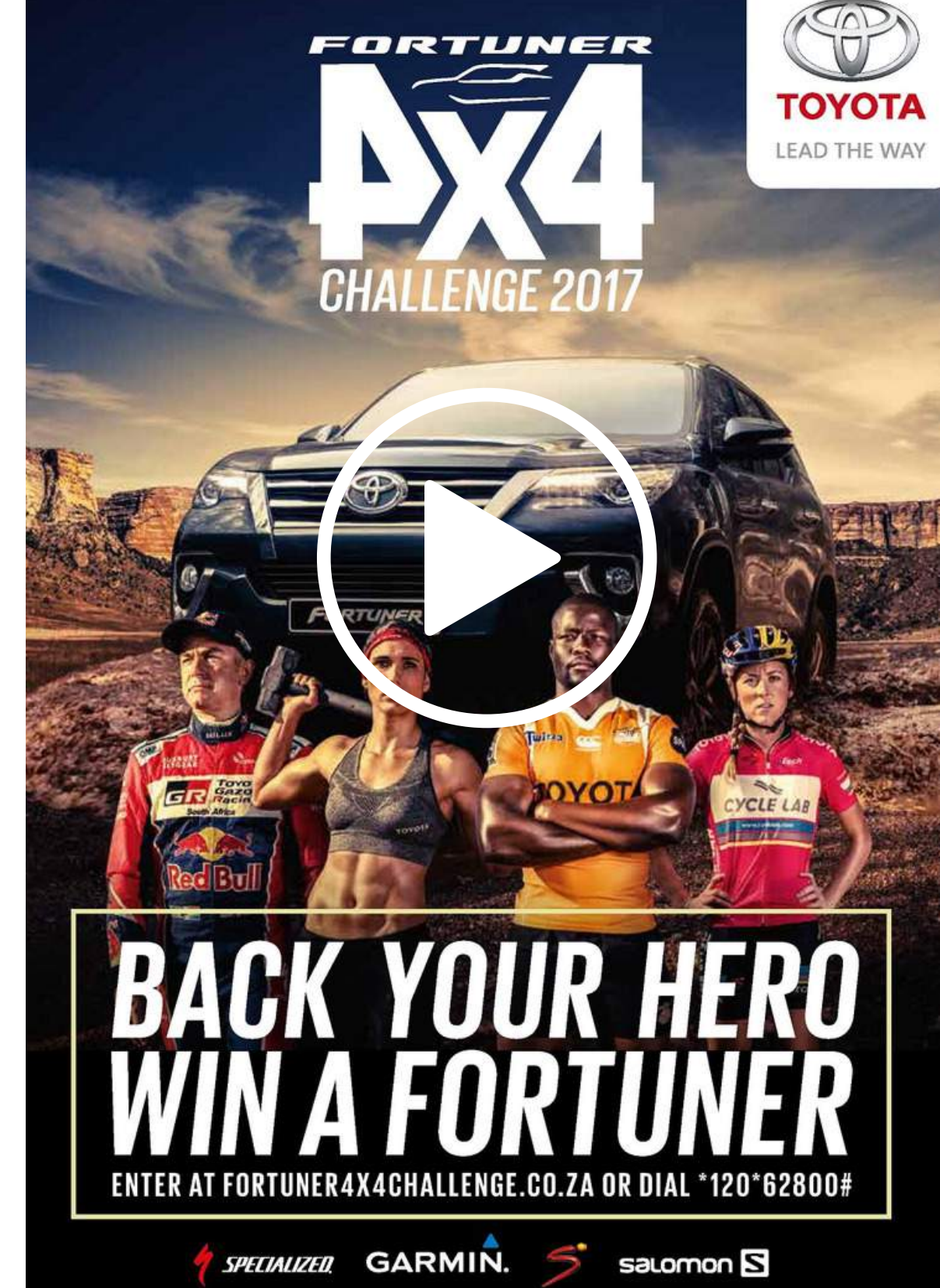
Commenting on the win, Senior Advertising Manager at Toyota SA, Tasneem Lorgat, said it reinforced the Toyota SA/FCB Joburg team's belief in the concept. "As South Africans, we are incredibly passionate about two things; sport and vehicles. Toyota has a long-running association with local sports and we felt – in 2016 when we were planning the first competition – that this campaign could effectively leverage the two passions of our nation.

"The Fortuner 4x4 Challenge provides the perfect opportunity to engage with our customers, whilst showcasing the skill and versatility of both our local 'heroes' and the super-capable Toyota Fortuner. The fact that we do so with exciting and effective marketing just improves our reach and interaction. We are incredibly proud," she said.



WHAT RESONATED WITH US

Toyota used their brand ambassadors properly in this campaign. This campaign was on point with the identity of the brand from selection of the influencers to the execution of the campaign.



ILIAD - THE TRUEST CEO

FORMAT: PR STUNT & DIGITAL

<https://bit.ly/2BUfpM9>



Corruption, populism, false promises: Italy has a bit of a truth issue. The world of telecom providers is no exception. As a newcomer on the Italian market, Iliad promises total honesty. To prove this to Italians CEO Benedetto Levi backed himself. He was connected to a lie detector during a live interview on Facebook in which people could ask him questions. The result? A great buzz around the brand and more than 2 million sim cards sold.



WHY WE DIG THIS

Consumers scrutinising brands more than ever before, brands that they can trust are the brands that are winning. This clever PR stunt works that angle so well, an added to that the organic social engagement proved that it could drive sales

SWEATCOIN, A DIGITAL CURRENCY THAT GETS YOU MOVING

FORMAT: JUST SOME COOL TECH
<https://bit.ly/2TxDe38>



A new Smartphone app, Sweatcoin, which converts users' steps into currency could be the key to tackling major societal health issues such as obesity, according to the British Journal of Sports Medicine.

Users of the app are able to generate financial rewards through physical activity, with higher levels of activity creating a higher 'income'. Sweatcoins can subsequently be used to purchase commercially available rewards.

The aim of Sweatcoin is to provide immediate reward to people who lack motivation to exercise despite its value in terms of improved health outcomes.

Every 1,000 steps generate 0.95 Sweatcoins and these can be used to purchase products on the in-app marketplace, (with prices ranging from 5 to 20,000 Sweatcoins), in local shops, or be transferred between other users.

Sweatcoins are already accepted as means of payment by more than 300 'vendor partners' in the US, UK and Europe, including, among others, Sky, Hellofresh and Boohoo.com.

WHY WE APPROVE

New tech always excites us! With the current trend of crypto and digital currencies, we love how this brings the real and virtual world together.

Brands using this modern tech to reward consumers could clearly benefit by becoming part of the habitual change to a healthy lifestyle.

SAMSUNG ROLLS OUT EXPERIENTIAL STORES IN THE U.S.

FORMAT: STORE LAUNCH
<https://bit.ly/2Nv1h0e>

Samsung has opened three physical Experience Stores in major U.S. cities, where customers can to test out products, address repairs and receive one-on-one assistance.

The three experiential stores, located in New York, Houston and Los Angeles, were opened on the same day that the electronics giant launched its latest smartphone line, the Galaxy S10.

Visitors to these stores will be able to learn about and purchase the newest Samsung products, from smartphones, tablets and wearables, to TVs and SmartThings devices. They'll be able to get hands-on with new products and receive in-person demos from Samsung experts, and receive customer support, including walk-in repair for their mobile device.

In store, people will be able experience the brand's latest 8K TVs, as well as interact with 4D VR and go head-to-head with their friends in an immersive 4K gaming lounge.



WHY WE LIKE THIS

This shows the shift in how consumers purchase and how important it is to offer a great experiential offering to current and potential customers.

We love that Samsung offers a full service location where consumers can get a hands-on experience with the latest tech.

GO FASTER BY FORD

FORMAT: ACTIVATION & DIGITAL
AGENCY: IMAGINATION
<https://bit.ly/2H0Nn4U>



Ford gave consumers the chance to appear in their own movie trailer as a stunt driver. Those who signed up to the challenge were sent a call sheet, storyboard and script ahead of the event. Part-immersive theatre and part-thrill ride, participants learned Hollywood-style feats from professional stunt drivers, including moves such as drifting and handbrake parking into spaces. They then took on the role of a racer turned getaway driver attempting a casino heist in Go Faster, a film styled along the lines of Ocean's Eleven. Guests were immersed in an energetic Ford environment for four hours.

The car chase was filmed so that people could leave the experience with their own film trailer – the trailers as well as posters were turned around by a team of on-site editors and distributed digitally with personalised in-character content. The aim was to turn participants into online celebrity advocates – they were encouraged to share the trailer via social media, leading to their friends and others watching it, thus Ford could engage the masses with a compelling movie asset.



WHY THIS IS RAD

They really took into account insights into their target audiences passion points for fast cars and action movies. We love that they were able to bring together an immersive theatre and visceral driving thrill within a single consumer experience. Using the consumer as the star of the trailer is a smart way of leveraging social assets to drive sharability and get the reach they were looking for.

FORTNITE'S MARSHMELLOW CONCERT

FORMAT: PR STUNT& EVENT STREAMING
<https://bit.ly/2Dih2D9>



When Marshmello took the stage inside of Fortnite earlier this month, it wasn't just a glimpse of the future — it was also the biggest moment in Fortnite's history. According to developer Epic Games, 10.7 million people attended the concert, which tops the previous largest in-game event; back in November, 8.3 million people witnessed the destruction of a strange purple cube.



THIS GOT US THINKING

This combination of using entertainment and virtual reality is really something to keep your eye on, this can clearly be seen in the growth of Twitch over the last year.

We love that this idea keeps entertainment and enjoyment as its core focus. The ability to share a real-time concert experience inside the game featuring a superstar DJ, Marshmello is really something unique.

Is this the future of interactive entertainment?

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.

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