

CHAOS THEORY

TRENDS BLOG

MAY 2019 | EP 3

The slide features a light yellow background with several red decorative elements: a large circle in the top left, a small circle in the top center, a medium circle in the top right, a small circle in the bottom left, and a medium circle in the bottom center. In the bottom right corner, there are three red lines radiating from a single point, forming a fan shape.

WORDS OF INSPIRATION

The cost of being wrong is less
than the cost of doing nothing.

Seth Godin

MAKE EVERY YARD COUNT

CLIENT NIKE

FORMAT CONTENT CREATION

CASE STUDY <https://bit.ly/1xMsZi>

WHY WE LIKE IT

This is co-creation at its best. It shows how a simple idea can create an award winning campaign. The Cannes Lion award backs this up.



JWT India have created an ode to cricket for Nike. The fast and furious spot was directed by Senthil Kumar, National Creative Director JWT - with the help of over 200,000 crowd-sourced images, 1,440 young cricketers and 108 photographers. The campaign's strapline is 'Make Every Yard Count' and the spot captures all of the action and energy that happens within the 22-yard cricket field.

Inspired by the country's 'Cricket Crazy Youth', the spot's focus is the future of Indian cricket as they play their way from the streets to the stadium. In the spirit of

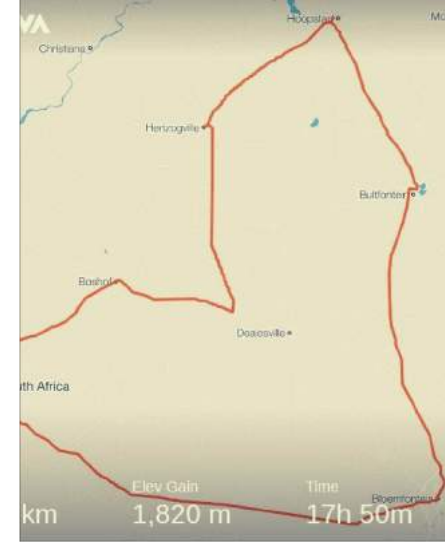
teamwork and motivation, the spot involved a great deal of co-creation and crowdsourcing as cricket fans were invited to submit photos of themselves in action. Thousands of images were submitted from all across the country. Images were also created by 108 photographers who acted as co-creators and took photos in playing fields and spaces everywhere from cities and small towns to parts of rural India.

BACK TO RHYTHM WORLD RECORD

CLIENT PHILIPS
FORMAT ACTIVATION & PR STUNT
CASE STUDY <https://bit.ly/2OVKFiX>

WHY WE LIKE IT

This integrated campaign shows how strategic on the ground activations and pr stunts can make a campaign come alive! Although the highlight was the successful World Record attempt, the Back to Rhythm national mall activations smashed all expectations, showing just how effective activations can be!



Three semi-professional cyclists, 2,200 kilometres and five stops along the way; that's what it took to create the world's largest GPS drawing of a digital ECG (Electrocardiogram) heartbeat on a bicycle and set a Guinness World Record in the process.

This world record attempt is part of the Back to Rhythm campaign, a collaboration between the Philips Foundation, Philips South Africa Commercial (Pty) Limited and the Heart and Stroke Foundation South Africa, (HSFSA) which aims to bring about

public awareness and shine a spotlight on heart health.

This education campaign aimed at creating awareness around cardiac health. Through crowd participation in the campaign, at public activations mall attendees had to take up bike challenges and in return the Philips Foundation pledged to donate up to 25 automated external defibrillators (AEDs) to the HSFSA, to equip the public with lifesaving technology.

THE DELAYED VENDING MACHINE

CLIENT KIT KAT
FORMAT ACTIVATION
CASE STUDY <https://bit.ly/2UKEgwI>

WHY WE LIKE IT

We love airport activation! It's a great creative use of data and frankly, anything that brings a smile to the face of delayed passengers is bound to be a winner.



'Have a break, have a KitKat'. One of most iconic slogans in advertising was born in 1958. The question is whether you can transport an idea that was born in the days of Don Draper to this era of experiences. JWT Brazil gives it a good shot in this creative vending machine at Sao Paulo airport. It handed out free KitKats to people who indeed needed a break. The machine scanned boarding passes and recognized if flights were delayed. If so it delivered free candy and brought a smile to the faces of people that could use one.

SHIELD SBONIS'IDISKI

CLIENT SHIELD SOUTH AFRICA
FORMAT DEVELOPMENT PROJECT
CASE STUDY <https://bit.ly/2CJZHUC>

WHY WE LIKE IT

You have to praise a brand who genuinely plans to do good, uplifts the community and gives someone the opportunity to change their life. Shield ticks all the boxes when it comes to this integrated campaign.



Following two successful years, Shield is on the move again with the 3rd season of Shield Sbonis'iDiski and this year they're going even bigger. In 2019, aspiring football players from across South Africa will have the chance to catch the eye of an expanded group of superpower partners from South Africa and Europe and unlock the life-changing opportunity to sign a professional contract with the Orlando Pirates MDC team.

THE SAND AD

CLIENT VOLKSWAGEN

FORMAT PR STUNT

CASE STUDY <https://bit.ly/2OWvhmL>

WHY WE LIKE IT

This might be a bit gimmicky, however we can appreciate the clever use of budget. Creating clever content that has talkability is always effective marketing.



During the summer months upscale residents of Buenos Aires escape to the luxury coastal resorts. To target this specific audience, Volkswagen Argentina conceived the simple idea. They carved its Amarok brand logo into the vehicle wheels, using sand as the communication platform. Each morning, the specially adapted 4x4 set off across 40km of beach – treading 100,000 logos into the sand during the sixty busiest days of the year.

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THANK YOU

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