



**CHAOS  
THEORY**

EVENTS

# TRENDS BLOG

SEPTEMBER 2019 | EP 5

The slide features several decorative red elements: a large dot in the top left, a smaller dot in the top center, a dot in the top right, a dot in the bottom left, and a dot in the bottom center. In the bottom right corner, there are several red lines forming a triangular shape.

## WORDS OF INSPIRATION

“Good marketing makes the company look smart. Great marketing makes the customer feel smart.”

– *Joe Chernov*

# SPRINGBOK WORLD CUP SQUAD ANNOUNCEMENT

**CLIENT** SPRINGBOKS / SUPERSPORT

**FORMAT** DIGITAL CONTENT

**CASE STUDY**

[HTTPS://BIT.LY/2LSMSG9](https://bit.ly/2LSMSG9)

[HTTPS://BIT.LY/2LTNIMH](https://bit.ly/2LTNIMH)

## WHY WE LIKE IT

We really love the idea of getting the nation to reveal the Rugby World Cup squad heading to Japan.

In a time when real and authentic content is key to any form of success, the inclusion of real South African's from all walks of life is a great way to ensure this video gets seen.

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South Africa – Using the power of video, and harnessing national pride 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, rugby fever will be taking hold of the country and with just a few days to go the Springboks have released an emotional video asking South Africa to stand together and behind them!

The Springboks released both a emotional Squad Announcement video as well as a heartfelt TVC .

# INSTABOOK

**CLIENT** HOLLARD  
**FORMAT** DIGITAL  
**CASE STUDY** [HTTPS://BIT.LY/2KIC4KZ](https://bit.ly/2KIC4KZ)

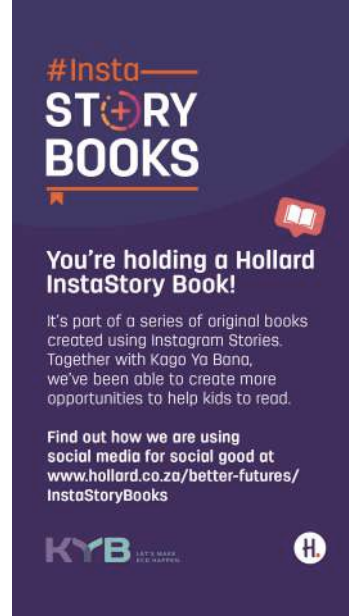
## WHY WE LIKE IT

Hollard are quietly building a great brand with a big heart.

This campaign aims to solve the real literacy problems that acts as a barrier to a significant proportion of South Africa is a relevant and engaging manner.

We love that it uses an existing platform and the features natively available to create a completely new and totally needed product.

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In a first-of-its-kind program Hollard, together with children's development initiative Kago Ya Bana, is turning to social media to create children's books – and it's calling on all South Africans to produce their own stories, which can be put into the hands of South Africa's needy youngsters.

The Hollard InstaStoryBooks program harnesses Instagram's Stories feature in a vivid and engaging way. Users of the social media platform are invited to write a short story and develop artwork, which they can use to create their own Instagram Story.

Hollard will then turn the stories into physical, foldable 10-page storybooks that will be distributed to underprivileged children. The storybooks will also be available online, for anyone to print out for themselves at home.

"Hollard's purpose is to enable more people to create and secure better futures for people – and with good reason," says Heidi Brauer, chief marketing officer for the Hollard Group. "Everything we do, and how we do it, is tested against this ideal." The Hollard InstaStories is an ideal example of how this "better futures" mindset translates into practice, Brauer continues.

# BUDX LAB

**CLIENT** BUDWEISER

**FORMAT** LIVE EVENTS

**CASE STUDY** [HTTPS://BIT.LY/2LCTDVD](https://bit.ly/2LCTDVD)

## WHY WE LIKE IT

With Budweiser officially being available in South Africa through the InBev acquisition of SAB it was a matter of time before the brand began to find its local voice.

Using music as a passion point makes absolute sense, and we like the use of bespoke live events to establish Budweiser as a serious new player within a highly competitive category.



Budweiser's cultural collaboration platform, BudX and Mix Mag have partnered on a groundbreaking new Lab destination this winter: Lab Johannesburg. The Lab Johannesburg is hosted at Shine Studios in Braamfontein with breathtaking views of the entire city, providing a worthy backdrop for some of the world's most exciting talents of house and techno music.

The Lab Johannesburg is where the world's biggest DJs as well as local emerging talent play live iconic sets that have gone down in BudX and Mix Mag history every week.

# HEARTBEAT OF THE NATION

**CLIENT** CASTLE LAGER

**FORMAT** INTERGRATED CAMPAIGN

**CASE STUDY** [HTTPS://BIT.LY/2LD8RWL](https://bit.ly/2LD8RWL)

## WHY WE LIKE IT

Castle Lager has always been associated with our national sports and this year it is no different!

As a truly iconic South African brand they really understand the link between connecting fans with their passions.

Tech is always tricky in the South African consumer context due to data costs, so we will be monitoring this campaign closely as it unfolds.

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Sync your heartbeat and let's beat as one to support the Springboks in Japan. Stand a chance to win during every Springbok game.

GET STARTED

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 is doing their part to try gather support for our boys in the green and gold.

Castle Lager, now celebrating 125 of greatness, is proud to introduce a ground-breaking app that will bring supporters closer to the Springboks, as well as the innovative Castle Lager smart band, which measures 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.

It now gets bigger and better with the unrivalled Castle Lager app, which motivates fans to sync their heartbeats using the smart band, a smart device or phone camera. South Africans can also stay up-to-date with the fixtures and results of the Springboks on the app.

# KEEPING FORTNITE FRESH

**CLIENT** WENDY'S

**FORMAT** DIGITAL PR STUNT

**CASE STUDY**

[HTTPS://BIT.LY/2LW11VA](https://bit.ly/2LW11VA)

## WHY WE LIKE IT

Opportunistic marketing stunts always get our nod!

With so many global brands are trying to break into the gaming world to try capture some of the attention of the masses there.

In a world where music concerts are now held exclusively "in-game" this particular genre of activation will only be getting bolder in the near future.

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# FORTNITE

As it comes to the biggest game in the world brands are either left tweeting about it from the sidelines or paying big bucks for in-game sponsorships. But when Fortnite announced a new game mode called Food Fight – pitting Team Burger against Team Pizza – fast food restaurant chain Wendy's found an awesome way in. They picked up a controller, but instead of killing other players, they killed the freezers in which the burgers were stored. All because 'WENDY'S. DOESN'T. DO. FROZEN. BEEF.' Brilliant and award-winning example of do instead of talk-marketing!

# THISABLES

**CLIENT** IKEA

**FORMAT** PR STUNT

**CASE STUDY** [HTTPS://BIT.LY/2KCR5EU](https://bit.ly/2KCR5EU)

## WHY WE LIKE IT

This is special. It is a smart way of using modern technology to create something positive.

The use of 3D printers is only just becoming more accessible to more people each day and we really see this tech being used in many great marketing campaigns, especially in developed markets where companies like IKEA truly understand their audience.



ThisAbles is far more than just a clever play on words. It's an awesome product innovation idea that – true to the IKEA brand values – democratizes design and creates a better everyday life for as many people as possible. In the Israeli campaign the furniture retailer makes home furniture accessible for people with disabilities by developing add-ons to its most essential products, offering them free to download and 3D print on a designated website alongside a full web series of video tutorials. Rightful Grand Prix winner at this year's Cannes Lions festival.



# MOUNT OLYMPUS

**CLIENT** NIKE

**FORMAT** PR STUNT

**CASE STUDY** [HTTPS://BIT.LY/2KFBQDX](https://bit.ly/2KFBQDX)

## WHY WE LIKE IT

This is what Nike do so well. They take a simple idea and tell an amazing story behind it.

The use of behind the scenes footage lets you really understand the lengths they will go to inspire you!

The simple single minded narrative is spot on. This is great content, well executed.

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This year the Greek basketball star Giannis Antetokounmpo has risen to become NBA's Most Valuable Player (MVP).

For the release of his signature Nike shoe – the first European player to get one – the sportswear giant put a hoop on the top of Mount Olympus, the ancient home of the Greek Gods.

It represents the incredible journey Antetokounmpo's gone on from one of Athens's poorest suburbs to the top of the NBA.

To prove the activation was genuine, Nike captured behind the scenes content of the team bringing the hoop up to the top and putting it up in crazy conditions.

# THANK YOU

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