

IN THE SPOTLIGHT

'In the Spotlight' is our monthly newsletter with a selection of creative executions from the past month.

CAMPAIGN OF THE MONTH

Heinz/Golden Circle - Sports Cordial:

In April, we loved the Golden Circle Sports Cordial Shopperscape and in-store Take campaign.

The Shopperscape creative has a clear product shot and stands out in its environment with strong colours.

The Take campaign extends the branding in-store to create a visual cue at the shelf and provide the shopper with useful product information.

The campaign effectively associates the product with a usage occasion and tailors its messaging towards parents, including an endorsement from Samantha Riley - a sporting figure and mother.

Credits:

Media Agency: Mitchell & Partners - Adrian Venditti
Creative Agency: DDB Group Client: Heinz



IN-STORE SHELF

Petit Miam

- Bright colours and illustrations complement the product and positioning
- Simple benefits that resonate with the target shopper



Media Agency: Starcom – Laura Bartal Creative Agency: BMF – Melanie O'Rourke Client: National Foods

IN-STORE FLOOR

Mainland Cheese

- Bold, simple design makes the product the focus
- 3D creative stands out and attracts shoppers to the category
- Creative provides a strong visual cue to direct shoppers to the new look product



Media Agency: OMD – Valerie Setyana
Creative Agency: Mediatag – Maxx Sann
Client: Fonterra

IN-STORE TAKE

Maggi recipe bases

- Appeals to the shopper by offering simple meal preparation solutions
- Encourages shopper interaction beyond the store
- Creative is targeted towards shoppers on a specific shopping mission



Media Agency: ZenithOptimedia – Amanda Buckley
 Creative Agency: Periscope Design Limited – Grant Blazey
 Client: Nestlé

SHOPPERSCAPE

The Coca-Cola Company

- Bold colours stand out in car park environment
- Simple benefit conveyed in copy and graphic elements
- Visually striking creative



Media Agency: IKON Creative Agency: Ogilvy Client: Coca-Cola Amatil