



IN 2005, THE PRESIDENT OF IRAN BANNED ROCK MUSIC. THIS ONE'S FOR HIM.

# HOW A RADIO STATION IN NZ ROCKED IRAN.

## THE CHALLENGE

Broadcasting from a boat off the coast of New Zealand in 1966, Radio Hauraki was the world's first off-shore pirate rock station\*.

Over the years Radio Hauraki had grown old. It had lost its revolutionary edge; it had become boring and irrelevant to our target audience of 30 – 40 year-old rock fans.

## THE BRIEF

Re-capture the revolutionary spirit of New Zealand's original pirate rock radio station.

## THE SOLUTION

Create a new Rock Revolution.

## THE INSIGHT

Question: If rock is the Western symbol of rebellion, where is rock still banned by the authorities?

Answer: The Islamic Republic of Iran.

In 2005, The President of Iran, banned all Western music from state-run airwaves.

\*The Shoestring Pirates' by Adrian Blackburn



Rock music is officially deemed contrary to the Islamic republic's strict moral code – the authorities consider them Satanists.

## THE WORK

Just after Christmas 2010 we released “found footage” of a covert US Psy Ops expedition conducted in Iran.

We made it look like US Forces had parachute dropped equipment - Marshall amps, electric guitars, and drums, to the Iranian rock underground.

A Christmas present from Uncle Sam.

There was absolutely no clue as to where the “found footage” came from. The clip was hosted in Estonia.

Any dialogue was in Kurdish or Farsi.

We created an online identity called Vidileaks and began to share the film.

Within days, it was on the radar of 30 000 + people around the world via twitter and was picked up



by video sharing sites in Pakistan, India, China, Japan, Czech Republic, Croatia and the USA.

People believed the film was authentic.

Next the film was propagated on Facebook, including Iranian Facebook pages.

## THE SUCCESS

We knew we'd succeeded when our Psy Ops clip appeared on The Onion, and Comedy Central websites, as well as on the Facebook page of Radio Hauraki's biggest competitor “The Rock”.



The deception didn't stop there. We extended the reach

of our campaign with a Trojan Horse web banner that advertised military spec night vision cameras.



Once clicked on, it went through to our “found footage” of the covert Psy Ops expedition.

Then we released a second film. A 30 second viral clip that revealed it was Radio Hauraki who masterminded the plot, reminding the public of Radio Hauraki's rebellious Pirate Radio origins.

Simultaneously, we hit mainstream media and hijacked Juice TV, the only music Channel that's based in New Zealand, and replaced Juice's middle-of-the-road playlist with Radio Hauraki's revamped rock playlist.

The viral “found footage” and campaign spread even further than we thought possible on the back of the greatest regime change in decades as Algeria, Egypt, Bahrain, Yeman and Libya experienced extreme unrest.

Given the revolutions, regime change and state collapse, our “covert Psy Ops” viral was not only timely; it was incredibly believable.



# HAURAKI Amped

