

HAVE A SUCK AND STICK IT TO THEM!

THE CHALLENGE

How did PAK'SAVE, New Zealand's only 100% locally owned supermarket, muscle in and ambush Rugby World Cup 2011 – the biggest and most tightly controlled sporting and marketing event in New Zealand's history; and in doing so, come up with a brand new media channel?

THE ANSWER

A humble 5 cent lollipop. And the Pukana.



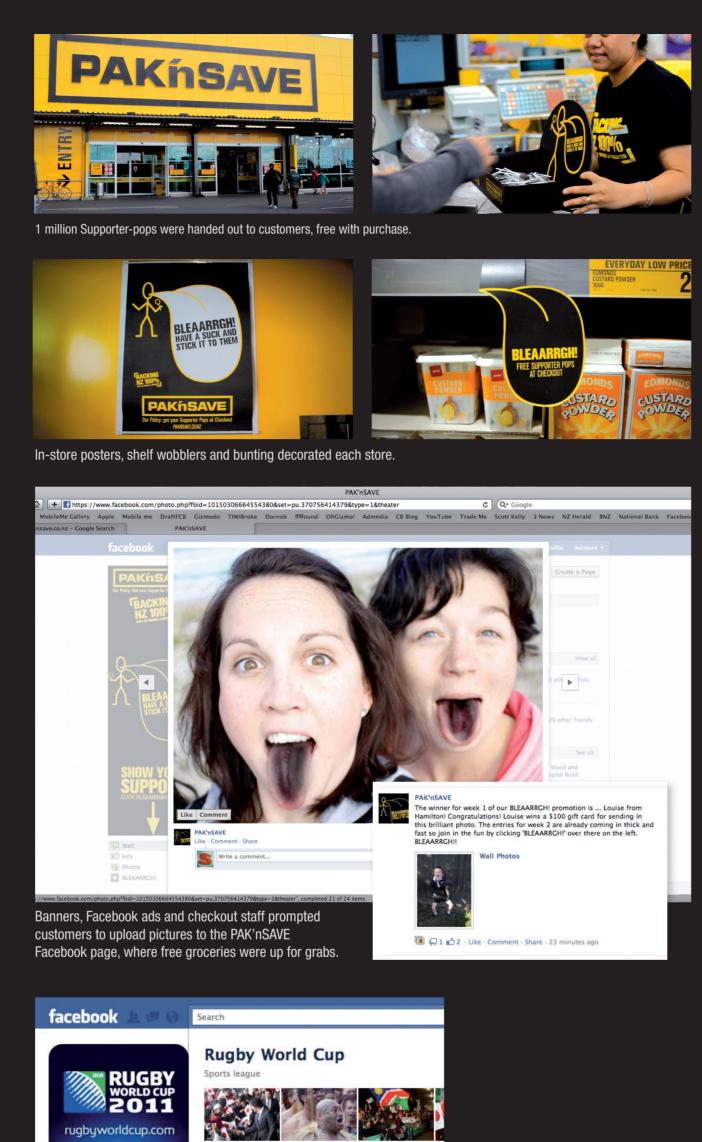
The Pukana – a facial expression, the final defiant act in the Haka – the Maori War Challenge, famously performed by the All Blacks before every match.

We invented the **Supporter-pop** – a lollipop with a special recipe that turned your tongue black, and allowed fans to be a part of the All Blacks' Pukana too. PAK'nSAVE made 1 million Supporterpops, which eager customers devoured during the tournament. We then drove them online to share their black-tongued photos of support for the All Blacks.

THE RESULTS

The PAK'nSAVE Supporter-pops snuck their way into stadiums, fan zones and even onto the Rugby World Cup and Maori TV Facebook pages.









By the end of the tournament 1 million black tongues were poked out in support of the All Blacks. They snuck their way into stadiums and fan zones around the country.



Maybe, just maybe, it was a little lollipop that made the difference.



