



**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 Supporter-pops, 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.



1 million Supporter-pops were handed out to customers, free with purchase.



In-store posters, shelf wobblers and bunting decorated each store.



Banners, Facebook ads and checkout staff prompted customers to upload pictures to the PAK'nSAVE Facebook page, where free groceries were up for grabs.



Black tongues also appeared on the Rugby World Cup, and the 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.



PAK'nSAVE
Our Policy: FREE Supporter Pops at Checkout