



Ophir. The Town That Came In From The Cold. Thanks to Knauf.

Welcome to Ophir. 45 degrees South, 169 degrees East, and almost as many degrees below.

A place frozen in time...literally.

Because in 1995, the temperature dropped to a ball-freezing minus 21.6 degrees Celsius.

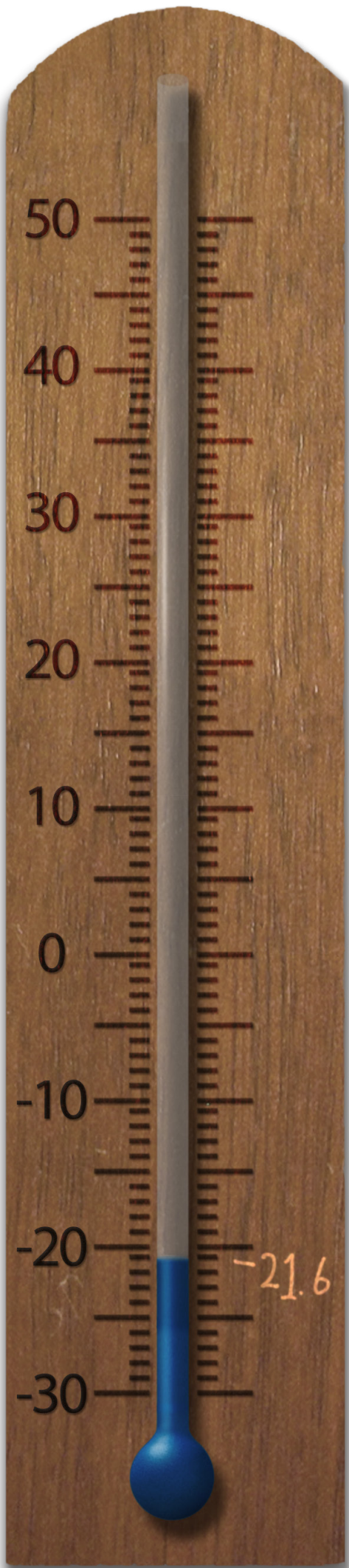
Making it officially New Zealand's coldest town.

It's the Siberia of the South Island, and colder than

a witches tit. Pipes freeze, taps freeze, toilets freeze, even vodka freezes, and the only use for a fridge is to keep things from freezing. It's a wonder the livestock are still alive.

In fact, there's no place more deserving of a good

thawing out. So it's not surprising that the people from Knauf got a nice warm reception. You see, Knauf make 'Earthwool' an environmentally friendly wool-based insulation. And they offered to insulate the whole town.



Challenge:

'Earthwool' is an environmentally friendly wool based insulation from Germany. Knauf are new to market and have no distribution - unlike local number 1 'Pink Batts' which is distributed by the major hardware chains nationwide.

Knauf are also brand new to New Zealand and needed to make a name for themselves without resorting to a nationwide ad campaign - which they couldn't afford.

All awareness needed to drive traffic online (Knauf's only sales channel).

Solution:

The biggest product demo we could think of: take New Zealand's coldest

town, and warm it up. To do so Knauf spent 6 months and installed Earthwool in 48 houses and public buildings and businesses in Ophir.

Results:

Our goal was to secure national coverage for the Ophir story, including getting our story on Close Up, one of New Zealand's prime time current affairs shows. We managed to secure a five-minute piece that was viewed by nearly 450,000 people.

National online news website 3 News also covered the story. The average weekly impressions for this site are 985,000 and many Kiwis rely on this site for up to the minute, reliable news information.

Overall, the total PR value for the Ophir campaign was nearly \$300,000. With nearly a quarter of the New Zealand population now having heard of Knauf and how we brought Ophir in from the cold thanks to Earthwool insulation.

So now, all 50 residents of Ophir have a nice warm glow inside. Even if they can still walk on water, while outside. Fridges can be used for freezing things again. You can put your teeth in a glass of water by your bed. And the publican is happy because now it's warm enough to hang around for a few more rounds without punters getting the cold shoulder, or frostbite.

