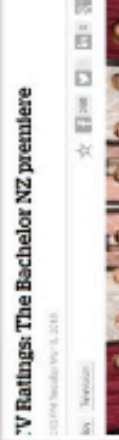
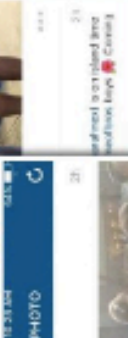
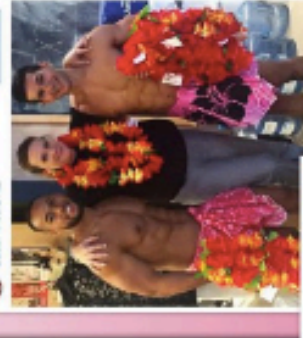
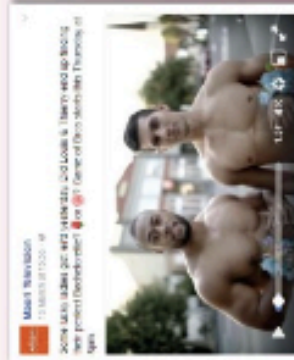
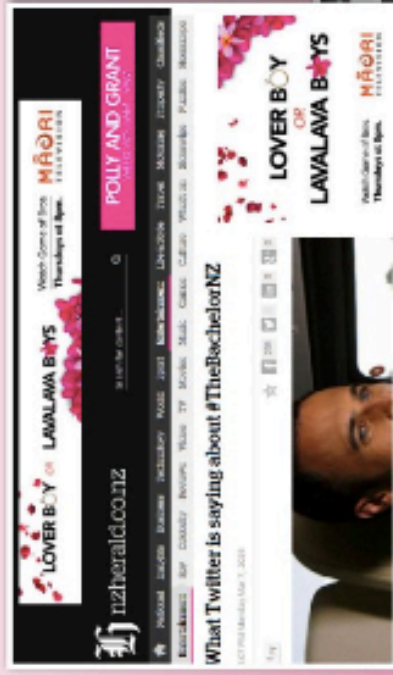


LAVALAVA BOYS

The Strategy: Pulling off the most ballsy audience heist NZ has ever seen... by hijacking the Bachelor NZ media campaign



The Execution: "Lover Boy or Lavalava Boys" \$60k (NZD) media spend on provocative media placements in digital, OOH, social, search & radio.



Led to: A cease & desist notice from Warner Brothers



The Getaway: This generated \$755,460 in media coverage in just 7 days.



Results: Best launch for Maori TV since 2011 • +91% increase in show reach • ROI 19:1
+193% increase in average audience in time zone • 600% increase in channel share

