

# DEADPOOL 2: TVNZ TAKEOVER

HOW DO YOU MAKE THE NEW ZEALAND PUBLIC AWARE THAT THE 'MERC WITH THE MOUTH' IS BACK IN A SEQUEL?

↓  
*You let him hijack TVNZ platforms and assets!*

## CHALLENGE

Opening weekend is vital to the success of any blockbuster film and **Deadpool 2** was up against two of the biggest blockbuster titles of the same genre.

## BRIEF

Help Deadpool 2 be bigger than Deadpool 1, the highest grossing R-rated movie ever.

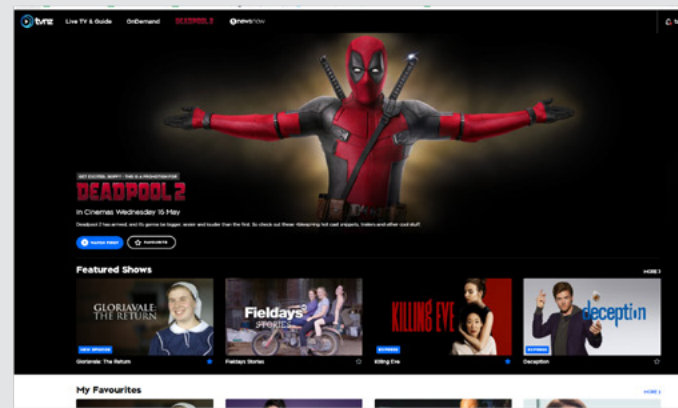
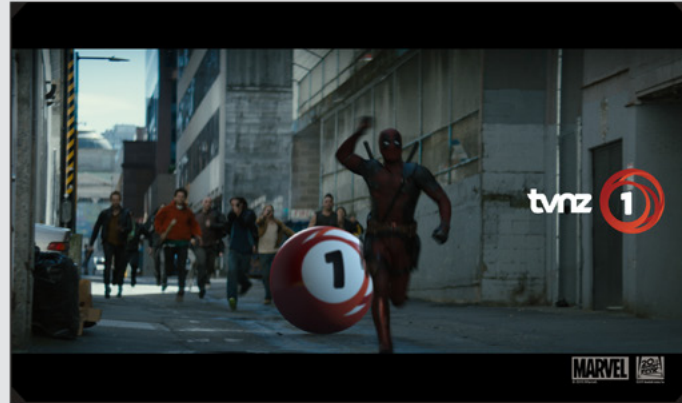
## INSIGHT

We looked deep to find parallels with the Deadpool character and our local audience. Deadpool's attitude and irreverence is a way to connect with the 'young rebel' in all of us - giving us licence to **break the mould**.

## STRATEGY

Integrate the irreverence of Deadpool into the most serious of contexts to bring alive his nonconformist character. Leverage media platforms to disrupt the status quo and behave differently to cut-through.

\*Source: 21st Century Fox



## EXECUTION

- We let an external character ambush TVNZ platforms and assets.
- The superhero infiltrated TVNZ channel idents for the very first time.
- A provocative 30" remake of TVNZ's Broadcasting Standards Advisory spots were created to address viewer directly!
- The foul mouthed superhero took over the programme censorship ratings before each show that warns viewers of offensive and inappropriate content.
- We created an NZ first native solution with a full homepage 48 hour takeover of TVNZ OnDemand (usually reserved for TVNZ marketing only).
- TVNZ show tiles starred Deadpool himself, a special Deadpool 2 show page housed exclusive show content and an integrated competition gave Dehadpool further engagement with TVNZ fans.

## RESULTS\*

### BIGGEST OPENING WEEKEND

BREAKING  
**2016**  
RECORD



Biggest opening weekend in New Zealand for an R-rated film.

### AWARDS

**SPIKES ASIA 2018**  
Use of Brand or Product Integration into a Programme or Platform **🏆 Bronze**

**AXIS AWARDS 2019**  
Creative use of Media Intergration **🏆 Bronze**

**BEACON AWARDS 2019**  
Customer Service **🏆 Gold**  
Best Creative Media Idea **🏆 Gold**  
Best Collaboration **🏆 Gold**



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