

# HÖPT AND PROJECT RUNWAY NEW ZEALAND

## HOW DO YOU LAUNCH A NEW 'NON-USUAL' BRAND POSITIONING?



Use expressive individuals who do interesting things on the main stage!

## CHALLENGE

Hopt had low brand awareness and previous marketing had focused solely on bottle shots, leaving little room to showcase its unique personality. In a saturated category Hopt needed to get noticed.

## BRIEF

Inject personality into the Hopt soda brand and launch the new 'Non-Usual' brand positioning.

## INSIGHT

Research identified a specific audience of adults who were comfortable in their own skin, knew their own shortcomings and quirks and embraced them. Hopt isn't like other soda's and neither are the people that drink them, they were unique individuals.

## STRATEGY

Launch Hopt's new 'Non-Usual' brand positioning in a creative and interesting way by leveraging a diverse group real people who do interesting things.



## EXECUTION

For launch, we used the first in-show challenge to integrate and highlight the quirkiness of Hopt. Designers were tasked to create a garment influenced by the flavours of their chose Hopt soda.

We built on this by leveraging the creativity of Project Runway and our designer talent in a non-usual way.

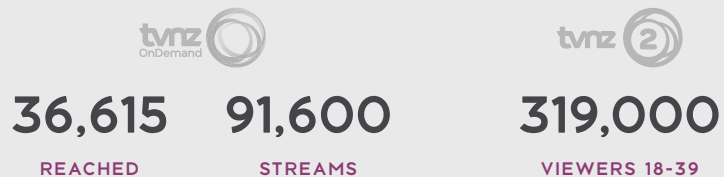
Hopt Flavour Worlds was created – fantastical places to distinctly represent each flavour. These worlds were environments in which our Project Runway talent would explore and discover the unique taste of Hopt.

We shot on green screen, compositing many elements of the Hopt Flavour World in post and delivered 15" starring designer talent.

On top of this, Hopt used the Project Runway NZ brand in point of sale and created bespoke flavour inspired mocktails to engage across social.

## RESULTS\*

### PROJECT RUNWAY NZ EPISODE 01 PERFORMANCE



**▲ 41%**  
LIFT IN SALES  
ACROSS THE SERIES

OVER  
**11,000**  
IMPRESSIONS  
ON THE TVNZ  
ONDEMAND SHOWPAGE



\*Source: Hopt soda sales records, Google Analytics, 13+, Arianna 01.10.18 – 17.12.2018 Consolidated TVNZ2, TVNZ2+ Google Analytics 1 October 2018 to 19 January 2019