

# OAT THE GOAT: EMPOWERING BYSTANDERS

HOW DO YOU ENGAGE NZ TO TAKE ACTION AGAINST BULLYING?



You let the bystanders influence the outcome.

## CHALLENGE

NZ has the second worst rate of bullying in the OECD for 5-9 year olds. The Ministry of Education wanted to improve understanding of bullying, but previous campaigns to empower victims had failed. Attention is like oxygen for bullies.

## BRIEF

Motivate parents, whanau and communities to engage their children with Oat the Goat and give them the confidence and the language to take action against bullying.

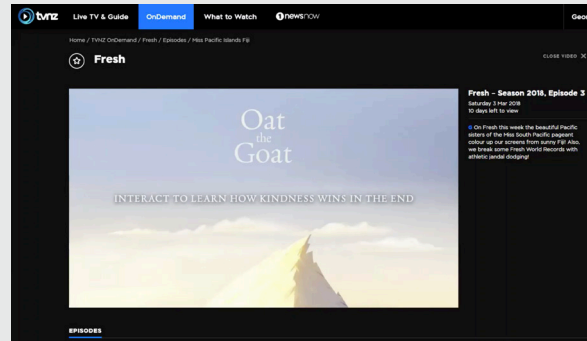
## INSIGHT

Bullies love an audience and apathetic bystanders had unwittingly become a compliant audience to a bullies power play.

## STRATEGY

Command national attention and cut-through by using one of the most powerful and trusted storytelling platforms to influence NZ at bed-time and beyond. Give power to the bystanders and educate them how to intervene.

\*Source: Ministry of Education



## EXECUTION

To replicate the experience authentically, we created an innovative media first through a live pick-a-path on broadcast TV at 7pm.

Viewers (our bystanders) were invited to use their remote to switch between channels to and influence the story's end: We promoted the event using an integrated 15" to notify viewers and amplified across TVNZ.

Post event, we notified social TVNZ fans to check it out and ran a 15" to drive further traffic.

The linear asset was also transformed for TVNZ OnDemand. A new decision tree was designed from scratch and existing assets used to deliver a fully engaging experience for digital.

## RESULTS\*

### NATIONAL ATTENTION REACHED

Over **590,000** tuned in, in total.

**20%** of our core audience switched from TVNZ1 to TVNZ2 demonstrating the power of kindness.

### ACTIVE TV ENGAGEMENT HIGH

Over **41,000** people actively engaged with their remote, a mass demonstration of learning.

No-one switched out of the moment, demonstrating engagement in the content.

### DIGITAL METRICS EXCEEDED BENCHMARKS

**Engagement Score:** Oat the Goat VIDEO vs Innovid Benchmark

Awareness	<b>73.25%</b> vs 24.5%
Engagement Rate	<b>6.9%</b> vs 1.9%
Viewability	<b>97.61%</b> vs 55%
CTR	<b>15.52%</b> vs 0.50%

### SOCIAL DROVE KINDNESS

**400,000+** reach across TVNZ platforms and almost **2,000** reactions.

### ENGAGEMENT ON MOE WEBSITE STRONG

Site traffic up **240%**

New users up **257%**

**320** sessions within the first hour – families wanted to engage further

### AWARDS

**Beacon Awards 2019**

Best use of Content 🏆 **Gold**

Best Creative Media Idea 🏆 **Silver**

Best Launch 🏆 **Silver**

**IAB 2019**

Best Use of Video

