

JONO & BEN'S OUT OF THIS WORLD = CHIP =

CASE STUDY

In October 2022, The Hits Jono and Ben embarked on a journey with Heartland Chips to launch a new chip flavour into market, and they quite literally launched it too... an NZ first, into space! These chips, named an "Out of this World Mash Up", were a wild combination of Salt & Vinegar, Sour Cream & Chives and Maple Bacon, which blew the minds of consumers.

Throughout this campaign, Jono and Ben toured New Zealand, sampling their chip in supermarkets and encouraging listeners to snap a pic with their bag of chips to go in the draw to win a \$10,000 cash prize.



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CAMPAIGN OBJECTIVES

Heading into the summer of 2022/2023, Heartland Chips partnered with The Hits & NZME with the intention to achieve the below key objectives:

1. Create mass awareness of Heartland Chips leading into the key consumer period of summer
2. Drive sales – 20% increase vs previous year
3. Move share by 50 basis points

The biggest challenge we faced with this promotion was competing in market with other fast-moving consumer goods businesses during the lead-up to summer, a key consumer period.

PROMOTION ELEMENTS AND EXPOSURE

Radio was used as the main medium throughout this campaign with marketing support from OOH, Digital and Print:

- 171 Promotional Trailers
- 20 Full Voice Breaks in Breakfast
- Webpage on thehits.co.nz
- 167 posts or stories across The Hits social channels – Instagram and Facebook
- Solus Trade Marketing eDM
- 3 eDM inclusions in The Hits weekly newsletter
- Video of Jono and Ben launching the chips into space
- 6 supermarket activations across the country with Jono and Ben



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PROMOTION SUCCESS

The goals that were set out by Heartland were met and exceeded by the end of this campaign. This partnership:

- Created national mass awareness of Heartland chips leading into the key consumer period of summer
- Drove sales – 39.5% increase vs previous year
- Share moved by 80 basis points
- Had thousands of entries into the \$10,000 cash prize
- 5,257 page views to the *What's On* page at thehits.co.nz
- 314,269 social impressions across The Hits Facebook and Instagram pages
- Over 137,000 impressions and over 62,000 people were reached with the video of Jono and Ben launching the chips into space

Promised value of campaign:
\$198,142

Total value of campaign:
\$538,128



KYLE MILLER, COMMERCIAL MANAGER
HEARTLAND POTATO CHIPS LTD

“There was a natural fit between The Hits and Heartland – the two brands are well-loved by the family/household shopper 25 – 54 target demographics.

The Hits Jono and Ben embarked on a journey with Heartland Chips to launch a new chip flavour into market. It blew the minds of consumers, with feedback such as “never tasted a better combination”, “I was hesitant, thinking what the hell have they done but wow I was pleasantly surprised.”

With a multi-media backing of the partnership (Radio, OOH, NZH Digital and Print), and the sheer focus of The Hits along with Jono and Ben’s impressive work ethic and flawless execution to an amazing standard, our targets were more than exceeded.”



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