



NZ ARMY

NGATI TUMATAUENGA

BACKGROUND: The NZ Army advertised with Alpine Media for several years and recently pushed towards more immediate engagement/response campaigns. In 2006 & 2007 a mobile text element was included in the adblock creative with good results both years.

In 2008 NZ Army looked to a different mechanic to engage its core audience with a competition where the target audience uploaded video footage challenging themselves in the alpine environment.

CAMPAIGN OBJECTIVES: Engage snow sports enthusiasts with a competition challenging themselves in the alpine environment to prove they "have what it takes."

CAMPAIGN LOCATION: Whakapapa, Turoa, Mt Hutt, Remarkables & Treble Cone Ski Areas



CAMPAIGN STRATEGY: The core strategy behind the Big 5 was an online platform www.armybig5.co.nz from which snow sports enthusiasts shared video content challenging themselves in the alpine environment. Challenges were hosted at the Big 5 Ski Areas - Whakapapa, Turoa, Mt Hutt, Treble Cone & Remarkables.

Each ski area had one challenge that skiers/boarders must capture themselves on video.

Video was then uploaded to the Big 5 website where other skiers/boarders scored the attempt.

The best rated video was judged overall supreme winner – first prize an all expenses ski trip to Japan.



ALPINE MEDIA FORMATS: 20% adblock coverage on each chairlift at participating ski area promoted individual challenges. The proximity and lengthy exposure adblocks offered NZ Army were an exceptional medium to employ extremely engaging texting, email and call-to-action campaigns.

Large format Alpine Media Banners were used to reinforce the competition.

Banners displayed messages to all persons riding the chairlift, every time they road up the mountain. Alpine Media strategically placed Big 5 Banners at high profile positions at all participating ski areas.

OTHER MEDIA: Alpine Media activity was also supported by local print, radio and online to promote the national NZ Army Big 5 campaign.

CAMPAIGN DROVE STRONG RESULTS:

Campaign attracted over 5,000 users to the Big 5 website.

CONCLUSION: The Big 5 campaign was extremely successful across all ski areas and was a rewarding project for the NZ Army generating over 5,000 users to the website engaging and interacting with the competition. This project was the first of its kind for the NZ Army as well as the ski industry and set a benchmark for future campaigns.



The Army was impressed by the talent of all competitors who took up the alpine challenges. It hopes the exercise inspires them to find out more about the challenges offered by the New Zealand Army and proves that they indeed, "have what it takes."

"The qualities of a soldier and an aspiring boarder or skier are similar. You have to be adventurous, committed, and enjoy what you are doing," says Major Sara Harrison - *Director of Army Recruiting*.