

Heartland Chips x ZM

CASE STUDY

Challenge

Heartland Chips is a well-established Kiwi snack brand with strong nationwide supermarket presence. Like many FMCG brands, it faces the ongoing challenge of standing out in a highly competitive category.

Heartland Chips set out to identify a partnership that could expand reach beyond traditional FMCG audiences without sacrificing authenticity. The priority was finding a way to bring the brand to life in a culturally resonant way that would deepen engagement, strengthen retailer support, and translate into meaningful commercial outcomes.

Equally important was ensuring that any collaboration preserved Heartland's control over its own brand representation, so the partnership would feel genuinely aligned with the brand's identity.

Campaign & execution

Heartland Chips partnered with NZME and ZM's Bree & Clint to deliver a bold collaboration. The partnership drew on Bree & Clint's strong connection with audiences, using their personalities and influence to extend Heartland's reach in an authentic and engaging way. The campaign came to life through a video content series featuring Bree & Clint taking audiences inside the Heartland factory for an entertaining behind-the-scenes look at how the products are made, and to reveal of their new collaborative Hot Honey & Crispy Chicken flavour.

The launch was supported by social media activations that extended the campaign's reach. A front-of-pack promotion added a further layer of consumer engagement, giving shoppers the chance to win \$5k simply by snapping a photo with their bag of chips and uploading it to enter the draw.

Throughout the activation, the NZME team worked closely with Heartland to support brand direction while identifying opportunities that went beyond the original brief. The collaboration remained flexible and outcome-focused, with both parties aligned on delivering the strongest possible results.



BE SEEN. BE HEARD. EVERYONE'S HERE.

**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

Heartland Chips x ZM

CASE STUDY

Results

The campaign delivered exceptional results across both brand engagement and retail performance, significantly exceeding expectations.

Audience response was overwhelmingly positive, with 3,079 competition entries and 19,862 visits to the ZM webpage, making this ZM’s fourth most-entered online competition to date. Retailer support was equally strong, with record levels of stock demand across the country. The Hot Honey & Crispy Chicken flavour achieved the highest weekly shipment volume of any Heartland product, with more than 137,000 units shipped in a single week.

The launch was confirmed as the biggest in Heartland's history, a testament to the power of culturally led collaboration to generate brand heat and deliver real commercial outcomes.

Key highlights

137k+

units shipped in one week

3k+

total entries

19.8k+

website visits

#1

biggest Heartland launch to date

“Working with the team at NZME, we’ve consistently been impressed with the outcomes delivered... In the context of a particularly challenging trading environment, these results have been exceptionally strong with Share growth and increased sales.”

Kyle Miller, Commercial Manager at Heartland Potato Chips



**NZ
ME.**
NEW ZEALAND
MEDIA AND
ENTERTAINMENT

BE SEEN. BE HEARD. EVERYONE'S HERE.