

# Naked Fun for Naked Gun

## CASE STUDY

### Campaign overview

In August 2025, Paramount Pictures challenged NZME's Radio Hauraki to deliver a radio-led promotion that captured the irreverent humour of *The Naked Gun* franchise. The brief called for a campaign that was cheeky, disruptive, and instantly recognisable as part of the film's world, designed to cut through and drive audiences to cinemas.

Rather than a traditional promotional approach, Paramount was seeking something bold enough to generate conversation and help deliver a number one box office opening weekend.

### Strategy

Radio Hauraki Breakfast hosts Jeremy Wells and Manaia Stewart brought the brief to life with "Naked Fun for Naked Gun," delivering a campaign that reflected the film's irreverent tone in a way that aligned with Radio Hauraki's distinctive audience and sense of humour.

Listeners were invited to call in and complete a mundane task while nude, with 24 hours to submit 'non-explicit' proof for the chance to win \$1,000 cash and movie tickets, turning simple participation into a highly engaging on-air moment.

A bold launch video featuring Jeremy Wells set the tone and drove immediate cut-through across NZME's audio and digital platforms, establishing momentum from the outset. On-air participation then became the engine of the campaign, with listener calls, tasks, and reactions amplified across social channels to extend reach and sustain engagement throughout the week. The campaign culminated in a Radio Hauraki exclusive Auckland screening ahead of release, attracting over 200 listener entries.

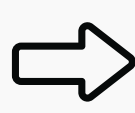


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### Key highlights

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| #1                                                                                | 276,850+                                                                          | 80%                                                                                 | 418,900+                                                                            |
| box office for opening-weekend                                                    | total reach                                                                       | EDM click-through rate                                                              | total social views                                                                  |

### Results

The response to the campaign translated into strong results, proving the impact of radio-led creativity when matched to the right audience. Social content generated 418,911 total views and reached 276,858 people, extending the campaign well beyond broadcast and amplifying listener participation across digital platforms.

A record-breaking 80% EDM click-through rate, the highest ever achieved by Radio Hauraki, highlighted the strength of audience engagement and momentum generated throughout the week.

Most importantly, the campaign delivered on Paramount Pictures’ key objective, with *The Naked Gun* opening at number one at the box office on opening weekend, demonstrating the campaign’s ability to turn attention into action.

