

Act II

CASE STUDY

Challenge

A market leader in the microwave popcorn category, Act II faced the challenge of revitalising a declining market. Despite its strong position, shifting consumer habits had led to a reduction in demand for microwave popcorn as a snacking preference. Adding to the challenge, this was the American brand's first global radio campaign, requiring a bold, innovative, and high-impact strategy to capture attention and reinvigorate sales.

Strategy


To reignite interest and reinforce Act II's status as New Zealand's #1 brand in its product category, NZME developed a cutting-edge radio campaign utilising groundbreaking 360-degree audio technology. This immersive approach placed listeners inside a virtual microwave, with the voice-over mimicking the movement of popcorn rotating on a spinning plate. The campaign ran across all NZME stations and markets, ensuring maximum reach. In addition, digital display and digital radio ads complemented the terrestrial strategy, extending the campaign's impact across multiple touchpoints. Ultimately, the goal was to remind consumers about the product and ensure the brand maintained its market-leading position.

Results

The clever campaign created a memorable experience which produced results that delivered well above expectations. The ad reached nearly half of all New Zealand households, and sales surged. Following the campaign launch, Act II had the highest unit sales of the year, an impressive feat for a brand with an already dominant market share. Impressions across the NZME digital network and digital audio suite also surpassed expectations, achieving nearly 50% more than the initial target. The average number of plays per listener surpassed the standard of four. The campaign demonstrated the power of novelty and innovation in driving engagement and sales.

 **916,000**
Household reach

 **40,000**
Unit increase in sales

 **50%**
Above impression target

Audio Ad



ACT II



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BE HEARD. EVERYONE'S HERE.