

WRAP'nSAVE



CASE STUDY

Campaign

To help ease the financial pressure many New Zealanders feel during the festive season, PAK'nSAVE partnered with NZME and McCann New Zealand (formerly FCB) to launch WRAP'nSAVE.

The campaign transformed a double-page spread in The New Zealand Herald into Christmas wrapping paper, reaching more than 500,000 Kiwis nationwide.

Inspired by the insight that 69% of New Zealanders experience financial stress around Christmas gifting, WRAP'nSAVE transformed a traditional print advertisement into a practical solution for shoppers.

Strategy

The NZ Herald, a trusted medium with broad national reach and direct entry into Kiwi households, was the perfect channel for PAK'nSAVE's campaign. The double-page spread was positioned on the cover and inside pages of the NZ Herald to maximise visibility during the peak Christmas shopping period.

As gifting spend increased, WRAP'nSAVE provided a practical wrapping solution at a moment when it was most relevant.



BE SEEN. EVERYONE'S HERE.

WRAP'nSAVE



CASE STUDY

Judge's comments

Amanda Palenski, Imprint Awards executive judge and Managing Director at PHD New Zealand, said the winning idea stood out for its seamless integration of idea, message and medium.

"The brilliant insight that anything can be a gift once it's wrapped was brought to life through a simple but clever execution: turning the newspaper itself into literal wrapping paper. This distinctive, on-brand idea perfectly captured PAK'nSAVE's playful practicality - transforming an everyday medium into something useful and memorable. It became a tangible extension of the campaign, living on in people's homes and sparking conversations long after the newspaper was read."

Results

WRAP'nSAVE was a success for budget-conscious Kiwis and for PAK'nSAVE, winning NZME's 2025 Imprint competition. This compelling ad served a unique purpose by giving readers something they could physically interact with and use. Rather than directing people online, the wrapping paper placed PAK'nSAVE directly into people's homes and under their Christmas trees at the moment of gifting.

53,000

more shoppers in-store compared to last year

37%

of shoppers added gifts to their trollies



"The winning campaign from McCann New Zealand is a standout example of how our premium print brands like the New Zealand Herald, enable ideas that simply can't be replicated in any other medium."

Greg McCrea, NZME Chief Commercial Officer - Agency



BE SEEN. EVERYONE'S HERE.