

Jun-Aug 2008 winner Show Us Your Sweet Spot

Client: Air New Zealand
Creative Agency: HOST

Campaign type: Microsite, viral
Industry: Travel

Campaign Information

Kiwis love their country, and they love showing it off to others. This campaign acknowledged the fact by giving five expat New Zealanders living in Australia the chance to win a trip to their favourite spot back home with four mates by marking their 'sweet spot' (i.e. their favourite place) on a giant cake in the shape of NZ, 'made' by Kiwi celebrity chef Alison Holst.

The promotion was designed to further increase Air New Zealand's expat 'Home Sweet As' database and succeeded with 58% of competition entrants signing up to hear from them again.

Judge's Comment

A simple idea really well executed, with a sweet tone, fantastic attention to detail [...] Nicely done.

