

CAMPAIGN REVIEW



**FOR A COMPLEX OAK NOSE, TRY PINOCCHIO**  
**FOR A SUPERB PINOT, DRINK INVIVO**

INVIVOWINES.COM  
 Please drink Invivo responsibly



THE BEST OF THE REST

**THE HEART FOUNDATION**

**'HEART WEEK'**

Agency: *Barnes Catmur & Friends*

A New Zealander dies every 90 minutes from heart disease. That's a lot of New Zealanders. Show that you're not just another heartless advertising or marketing person that Bill Hicks thinks should kill themselves and please donate to the Heart Foundation. Chur.

MEDIA TV, DIGITAL CLIENT CONTACT PAUL SCORRINGE  
 EXECUTIVE CREATIVE DIRECTOR PAUL CATMUR CREATIVE DIRECTOR BRENT CARLYLE ACCOUNT DIRECTOR MAIKE BLACKMAN MEDIA STRATEGIST KATRINA RHINSPFD WRITER ROB COOK ART DIRECTOR ROB LONGUET-HIGGINS PRODUCTION FLUX ANIMATION STUDIO PRODUCER SUE CHAMBERS SOUNDTRACK FRANKLIN ROAD MUSIC JIM HALL ILLUSTRATION SHANE TAYLOR

**INVIVO WINES**

**'DRINK INVIVO'**

Agency: *The Goat Farm*

The only complex oak nose we've ever seen was on that dodgy buggler Pinocchio. Invivo makes wine that tastes like wine, and this campaign was designed to point that out.

MEDIA OUTDOOR, RADIO CLIENT CONTACT TIM LIGHTBOURNE, ROB CAMERON EXECUTIVE CREATIVE DIRECTOR VAUGHN DAVIS ART DIRECTOR JONATHAN TEMPIFMAN @ DESIGN DAIRY

**FRUCOR**

**'PEPSI SODA BAR'**

Agency: *Brand Spanking*

The Pepsi Soda Bar combines analogue love with a dollop of DIY ingenuity to deliver a unique retail experience. From soda floats to retro collectors cups, Kiwi youth have been consuming Pepsi as never before this summer.

MEDIA ACTIVATION/EXPERIENTIAL CLIENT CONTACT MEGAN BOLLAND, MARTIN BROCK ACCOUNT TEAM JEREMY HUNT, VIVIAN BRYANT, EMMA WINITANA