

New Saatchi & Saatchi New Zealand campaign for L&P

Trying to describe what L&P tastes like is tackled in a distinctly kiwi way this week in the new Saatchi & Saatchi campaign for L&P. The kiwi brand has launched four new 15-second TV spots with the 'Bit Different Aye' campaign, which follows an online competition on its Facebook page.

Saatchi & Saatchi ECD, Antonio Navas, says that it was key to retain the iconic kiwi humour, but that the brand needed a more contemporary look and feel: "It's one of New Zealand's favourite brands, so the last thing we wanted to do was change it completely. We wanted to contemporise L&P in a way that still made everyone smile."

"The great thing about L&P is when you ask someone to describe the taste, they really can't put their finger on it. We had a lot of fun exploring this in the scripts, and trying to bring the taste to life in a more interesting way."

The new TV ads coincide with the Taste-a-liker, an online app that encourages the 190,000 strong Facebook community to suggest what L&P tastes like. Cinema, street posters and sampling will continue to drive the campaign across the summer.

Credits

- Client: Coca-Cola Amatil - L&P
- Client contact: Leigh Moss
- Executive creative director: Antonio Navas
- Creative directors: Corey Chalmers and Guy Roberts
- Art director: Arnya Karaitiana

- Copywriter: Phil Hickes
- Head of art: Mike Davison
- Designers: Sam Stradwick, Chris Leskovsek
- Group account director: Shelley Winsor
- Account director: Brodie Reid
- Account executive: Kylie Marsh
- Strategic planners: Murray Streets, Sarah Hodgetts
- TVP producer: Natasha Gill
- Executive digital producer: Haydn Thomsen
- Digital producer: Nick Pengelly
- Digital designer: David Hunter
- Director: Wade Shotter
- Production company: Flying Fish

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