

## New Zealand's Top 10 Favourite Ads of June 2023

TRA, in partnership with ThinkTV, regularly surveys New Zealanders to find out which ads are resonating and which creative is going the distance.

The survey asks a nationally representative sample of over 1,000 people a simple, unprompted question; "What is your favourite ad on TV at the moment?" We also ask them why they like it and how it makes them feel.

The most frequently mentioned favourites make up our top ten list. Here are the latest results:

### New Zealand's 10 favourite ads in June 2023

Note: '+/-' indicators note how the ranking of each ad has changed since last evaluation in March 2022.

1. ASB – [Ben and Amy](#) +1
2. Turners – [Tina from Turners](#) +4
3. PAK'nSAVE – [Stickman](#) +2
4. ANZ – [Long Term Plans / Kiwisaver Scheme](#) -1
5. Genesis – [George and her family](#) +2
6. Westpac – [Together Greater](#) -2
7. Nova Energy – [Save all over](#) returns to list
8. KFC – [General retail](#) returns to list
9. Waka Kotahi – [Toll Booth](#) new to list
10. Trustpower – [Meant to be together](#) -9

### Learnings from the marketers behind the work

We reach out to the marketers who helped create these favourites to share their learnings into what it takes to create popular and effective work.

Read on for valuable learnings and inspiration for creating a favourite.

### Applying TRA's Creative Edge Framework

For each of the public's favourites, we also used our proprietary Creative Edge framework to consider the strength of the execution.

The 'Three R's' of Creative Edge measure how likely an ad is to:

- Grab people's attention (Remarkable);
- Entertain them (Rewarding); and
- How strongly the brand was linked to the creative idea (Remembered).

It takes powerful performance on Remarkable and Rewarding to land an ad a spot on the top ten. But it's a healthy score on Remembered that ensures the brand gets credit for its powerful creative.

The most effective campaigns achieve healthy scores across all Three R's.

## 1. ASB – [Ben and Amy](#)

Through strong creative commitment to their platform and characters, ASB have got to a place where new executions remind viewers of past ones they've enjoyed. Kiwis are invested in Ben and Amy's story; looking forward to seeing what comes next.

'The girl with the cold feet' gets most mentions in the [June](#) survey. The ad, first released in March 2020, is feel-good and wholesome fun with Ben putting in a lot of effort to find a house with under-floor heating for Amy's cold feet. The story reflects Kiwi's unique sense of humour.

The characters have become lovable brand assets. ASB achieves one of the strongest creative edge score across the board.

Bianca Osborne, Brand Experience Lead at ASB, says that the campaign has been very successful in building ASB's strongest ever brand metrics. "Importantly, branded recall and likeability is really strong. This is delivered by our consistent use of characters, our warm tone, and the cultural truths we tap into."

## 2. Turners – [Tina from Turners](#)

In the last survey, we introduced a new unprompted question – 'What ad would you say is the most talked about on TV?' Tina from Turners comes out on top by a long way.

There's no doubt that the news of cultural icon Tina Turner passing away amplified conversations. According to [Spinoff](#), "Many mistakenly mourned the shocking loss of an equally beloved but fictional character who sells used cars on our television screens."

Tina from Turners is fast becoming a loved personality in her own right. She's described as hilarious, vibrant, positive, and charming. Fans are using Turners' Tik Tok to make their own ads with different music and filters and creating their own popular memes.

The Turners brand gets full credit. Tina's name is humorously linked to the brand, she wears a staff uniform, and the stories focus on her love of buying cars. There's no mistaking who the ads are for.

Sean Wiggans, General Manager of Marketing at Turners, points to another effectiveness principle behind the campaign – focusing on one message. "People are busy and most don't care about your brand, so you have to make it easy for them. And if your budget isn't that big, you have to focus even more. Just make sure it's the right message strategically and you execute it really well."

Last year, the campaign picked up the Marketing Supreme Award at the Marketing Awards, and two gold Effies. And the results have continued to accelerate – with the campaign helping to deliver another record profit at the end of March.

## 3. PAK'nSAVE – [Stickman](#)

Stickman has been the face of PAK'nSAVE for 15 years and is still making Kiwis laugh. This campaign is a masterclass in long-term brand building.

The character, the voice, and the yellow and black world are all instantly-recognisable distinctive assets.

Further, Stickman is a constant reminder of PAK'nSAVE's brand positioning – everything the brand does, including its no-frills advertising style, is to save customers money.

In the new 'No Fancy Frontman' TV spot, Stickman reminds New Zealand that to keep prices low PAK'nSAVE doesn't waste money on fancy front men.

Lauren Ness, Brand and CX, explains that Stickman is just as passionate about low prices as the PAK'nSAVE team.

"Stickman loves getting involved in the production so that he can help keep prices low for our customers. This time we let him make the ad himself! And he surprised us all with his amazing puppeteer skills!," says Ness.

This ad is just one in a series that highlight some of the ways that PAK'nSAVE keep prices low built around the brand promise of 'Everything we do, we do to save you money'.

This consistency and focus helps PAK'nSAVE fend off fierce competition, and the sustained success of Stickman has seen PAK'nSAVE awarded both the Brand Axis and Grand Effie in 2019.

#### **4. ANZ – [Long Term Plans / KiwiSaver Scheme](#)**

ANZ's 'We Do How' brand platform turns two in April this year. It demonstrates ANZ's commitment to giving New Zealanders the practical help they need to start their financial wellbeing journey.

Through the Sharma whānau, the brand tells stories that people love to watch and have a deeper connection with.

Reflecting on the intent, Michael Reynolds, Head of Brand Marketing at ANZ, says the team knew they wanted to develop a new advertising approach which allowed the brand to show up consistently in market with strong brand codification. "We know that consumers crave consistency when it comes to reinforcing key brand messages – important for any brand to stay top of mind."

The ad receiving the most mentions this wave is for ANZ's KiwiSaver scheme. New Zealanders find the story humorous and relevant – connecting with Ravi's desire to relive his glory days through planning for the long-term. Further, his passion project of converting a petrol motorbike to electric draws attention to ANZ's focus on responsible investment.

ANZ continue to see a positive impact on brand and advertising metrics – helping drive strong consideration through making memorable and enjoyable ads Kiwis love to watch.

#### **5. Genesis – [George and her family](#)**

Genesis' lovable family celebrate their first birthday this month and continue to perform strongly on the favourite ads list.

Kiwis love the humour and can see themselves in the characters – "They're just a real-life family with no airs and graces."

The most mentioned ad sees the family put their 'Power Shout' to good use. Stephanie Fahey, Head of

Brand at Genesis, says the creative plays on family dynamics – “We all know a teenager who sleeps all day while the household continues. Audiences are enjoying the relatable humour in the ad and the lovable character George.”

Genesis have built an enduring platform to talk to multiple proof points. Kiwis are getting to know more about the family with every execution.

The band platform is resonating strongly, with increased consideration amongst customers and non-customers, and significant shifts in positive perceptions about the brand.

## **6. Westpac – [Together Greater](#)**

This epic story is enjoyed because its imaginative, heartfelt, and shares an uplifting message of kindness and connection.

Suraiya Phillimore-Smith, Chief Marketing Officer at Westpac, says that “Together Greater” has earned an “overwhelmingly positive response from customers”, with fans sharing videos of them enjoying the spot alongside babies and pets and even requesting soft toys of their favourite monster.

Phillimore-Smith notes that arriving at the platform required a lot of research and customer testing which uncovered the core insight – people didn’t want banks telling them what to do, but to stand alongside them, empowering them to achieve their goals.

The emotional storytelling used to bring “Together Greater” to life is clearly resonating. Westpac are seeing positive gains in consideration for both customers and non-customers.

We’ve also seen improvement in performance on ‘Remembered’ over time. This is most likely due to continued exposure to the campaign and use of the characters in follow-up executions and touchpoints. Westpac have been wise to give the hero execution the time and space it needed to wear in.

## **7. KFC – [General retail](#)**

KFC continue to deliver some of the most entertaining product and price promos in New Zealand. The 15” spots follow a consistent structure that pack a punch with likeable jokes that keep love for KFC front and centre.

And with the use of red and white striped buckets, music, and the colonel, there’s no mistaking who it’s for. As Ella Fairley, Senior Marketing Manager at KFC puts it, “We tell the stories in a distinctly KFC way; injecting our brand codes, humour, and championing Kiwis to let down their guard and just enjoy being in the moment.”

Further, a lot of work goes into building relevance through using the Kiwi Codes and monitoring social media trends to understand what’s resonating with Kiwis; tapping into cultural moments that are part of everyday life.

Consistency, humour, distinctiveness, and relevance – the secret ingredients to KFC’s success.

## **8. Nova Energy – [Save all over](#)**

Greg Grover from Nova is no stranger to the Favourite Ads list – making an appearance in 2021.

People like the use of rhyme and describe the ads as being funny and memorable. Further, the talent make it an entertaining watch with fans calling out their funny facial expressions and delivery.

The latest ‘Save All Over’ ad uses not one, but four Greg Rovers to draw attention to Nova’s multi-saver offering. The offer combines gas, broadband, electricity and mobile.

The use of rhyme isn’t just entertaining. It allows Nova to unashamedly bash audiences over the head with their brand name - building fame for Nova and its offering.

## **9. Waka Kotahi – [Toll Booth](#)**

Waka Kotahi launched ‘Toll Booth’ last year - the first public awareness campaign as part of their Road to Zero strategy. Underpinned by a vision of zero deaths and serious injuries in Aotearoa, Road to Zero specifically aims to reduce deaths and serious injuries on New Zealand roads by 40% by 2030 (based on 2018 levels).

Waka Kotahi needed to tell a confronting story to change attitudes towards the horrifying road toll figures New Zealanders see.

Toll Booth grabs attention with its mysterious build-up to an unexpected and tragic ending – “It’s scary and effective, surprising too.” The chilling delivery of, “Just the little one today,” sticks in viewers’ minds with many mentioning it in their response to our survey.

The ad is appreciated for delivering an important message in a hard-hitting way – “It’s horrible but it works well to make you think seriously about the cost paid for carelessness or speed on the road.”

Toll Booth is just the beginning of a long-term strategy to educate all New Zealanders that they all have a role to play in making roads in their communities safer.

## **10. Trustpower – [Meant to be together](#)**

This is the perfect case study for why emotional storytelling is the ultimate tool in creating rewarding and memorable advertising. It’s already featured five times on New Zealand’s Favourite Ads list and was the #1 most mentioned ad for 2022.

Meant to be Together has viewers feeling ‘full of emotion,’ ‘warm fuzzies,’ and ‘hopeful’. A few respondents even mention that it brought them to tears. No surprise then that it performs strongly on being an ad that people want to talk about.

Carolyn Schofield, Head of Brand at Trustpower, says they’ve had massive amounts of positive feedback on social media as well as organic PR with journalists and radio hosts talking positively about the ad.

Educating non-marketing stakeholders on best practice thinking, such as Field and Sharp, that's grounded in data, was key to getting a long-term emotional storytelling strategy over the line.

Trustpower have seen significant improvement in brand perceptions among those who have seen the ad vs those who haven't.

### **What have we learned?**

Through looking at the ads that frequently make the favourite list, we can arrive at key principles for creating popular and effective work.

#### **Build to last**

Aim to create work that wears in, where you can add depth and meaning to it over time. And give your hero execution the time and space it needs to become familiar and loved.

#### **Use emotional storytelling to create remarkable and rewarding work**

The trick is to create stories that don't just grab attention but hold it. And it works for promotion work just as well. Including little smile moments can make all the difference.

#### **Tap into Kiwi Codes and cultural tensions**

Careful work has gone into creating ads that resonates with Kiwis at a cultural level. This makes them even more relatable and enjoyable.

#### **Don't just rely on your logo at the end**

There are great examples on this list of how weaving brand codes throughout the execution doesn't get in the way of creating highly rewarding work. And with eight out of ten featuring ongoing brand characters, it's clear this is a powerful way to achieve strong brand attribution.