



THE POWER OF LEMONS!





TBWA Hunt Lascaris CGA Summit

8 March 2017



HUNT / SCARIS



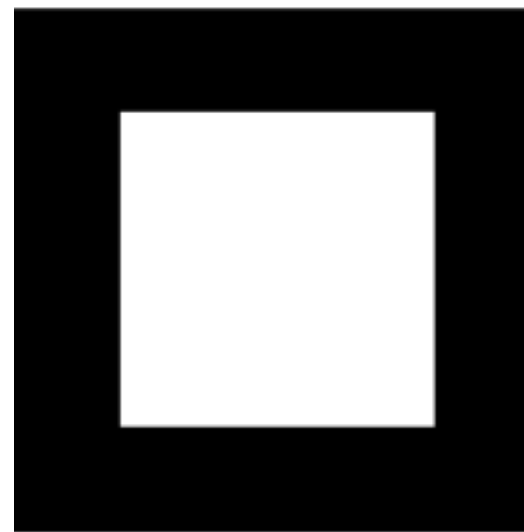
Disruption[®] is our software

We are the Disruption® Company



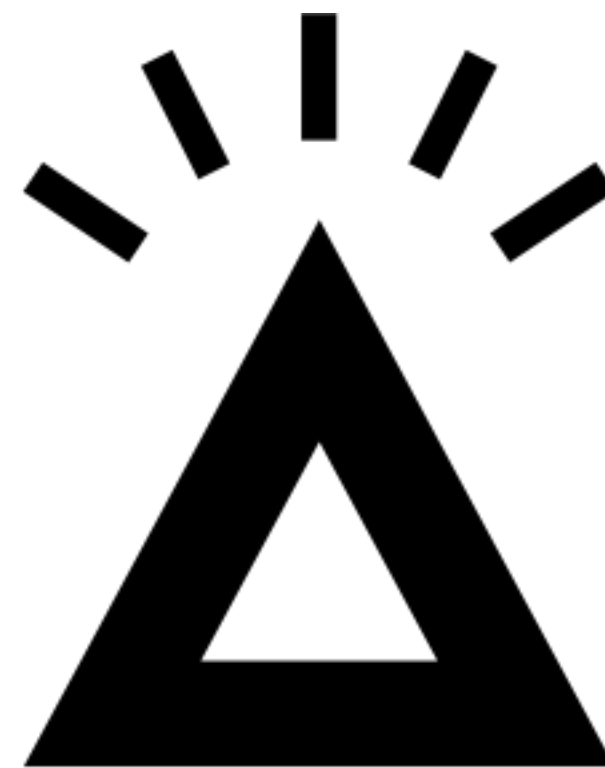
Driven by Disruption®

WHERE WE ARE
TODAY



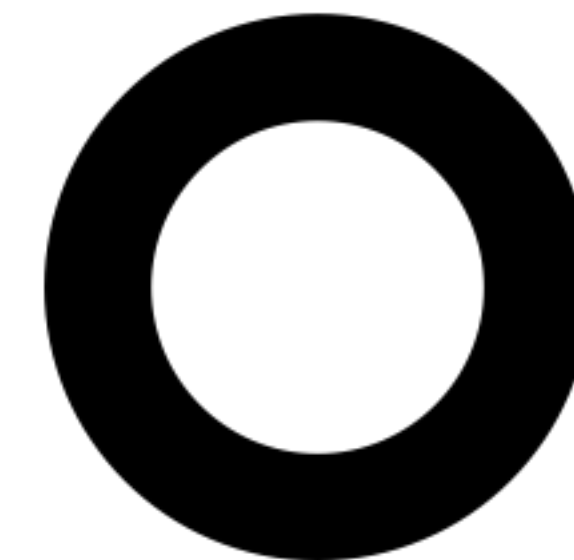
CONVENTION
IDENTIFY AND QUESTION
THE CONVENTIONS THAT
GOVERN THE EXISTING
MARKETPLACE

HOW WE'RE GOING
TO GET THERE



DISRUPTION
CHANGE THE RULES
TO FAST-TRACK
REALISATION OF
CLIENT'S VISION

WHERE WE WANT
TO BE TOMORROW



VISION
DEVELOP AN
INSIGHT-LED VISION
FOR THE BRAND OF
THE FUTURE

Disruption® delivers results: Creating categories of one



Apple is the world's most valuable company.



Gatorade has 77% market share, ahead of Coca-Cola-owned Powerade's 20%.



Airbnb has more than 2 million room listings, bigger than any hotel chain in the world.

Apple

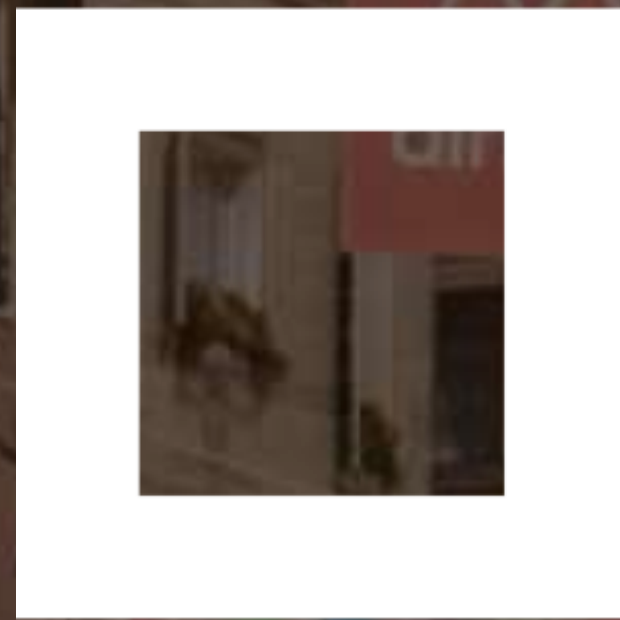


CONVENTION
MACHINES FOR
BUSINESS

DISRUPTION
THINK DIFFERENT

VISION
TOOLS FOR
CREATIVE MINDS

Airbnb



CONVENTION
STRANGERS ARE
PEOPLE YOU AVOID,
IGNORE OR FEAR



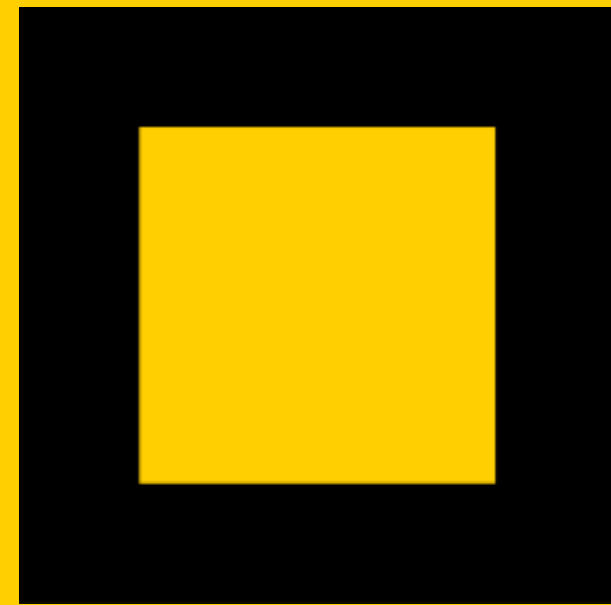
DISRUPTION
A WORLD WITH NO
STRANGERS



VISION
USE THE POWER OF HUMAN
HOSPITALITY TO OPEN UP THE
WORLD SO PEOPLE FEEL
THEY CAN BELONG
ANYWHERE

A large, bright yellow rectangular sign with rounded corners is suspended from a ceiling with exposed pipes and lights. The sign features bold, black, sans-serif text. The background is a black and white photograph of a modern office interior with a mezzanine level, glass railings, and people working at desks.

**we locate and
involve brands in
modern culture**



ON EVERY LEVEL,
AGENCY NETWORKS ARE DRIVERS
OF UNIFORMITY, STATUS QUO AND
CULTURAL BLINDNESS



A RADICALLY
OPEN
CREATIVE
COLLECTIVE



THE DISRUPTION® COMPANY:
THE CULTURAL ENGINE
FOR 21ST CENTURY BUSINESS

The
power
of one

Hunt
Lascaris

DIGITAL
ARTS
NETWORK

integer

grid
Designing Strategically

yellowwood

OPENCO
the open collaboration

MAGNA CARTA

bd
youthmarketeers

eg
eg+ worldwide

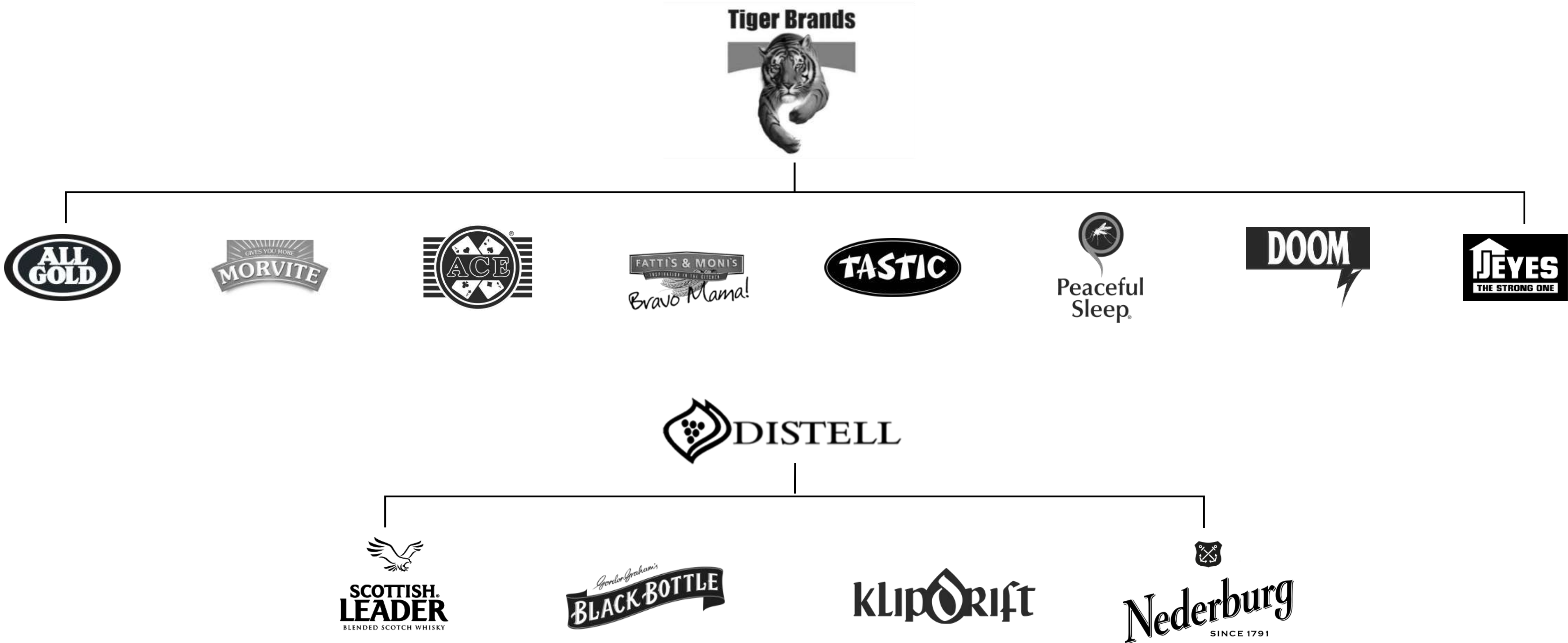
Top 10 global clients



Iconic local partners



Iconic local partners





Case studies

Case studies



SA
BRANDY
FOUNDATION
SHARE THE SPIRIT



got milk?[®]

Got milk?



1987 ←————→ 1992

California per capita consumption

Source: <http://marketing-case-studies.blogspot.co.za/2008/04/got-milk-campaign.html>

Got milk?



1993 California Milk Processor Board (CMPB)



Source: <http://gotmilk.com>

Got milk?

"The only time I even think about milk is when I run out of it."

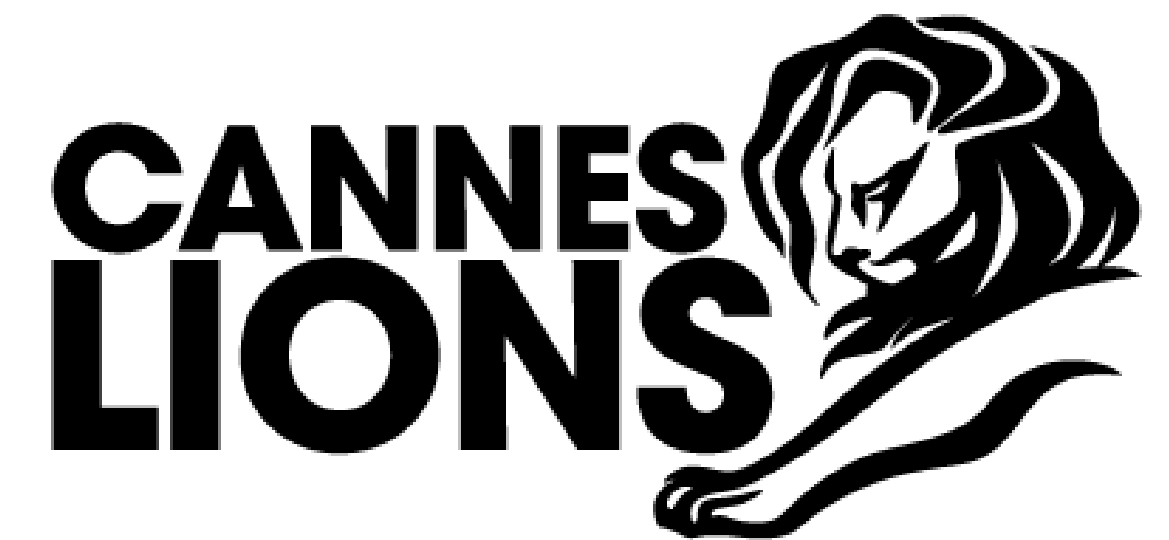


Focus group
respondent

Source: <http://marketing-case-studies.blogspot.co.za/2008/04/got-milk-campaign.html>



Got milk? - Aaron Burr



Source: <http://marketing-case-studies.blogspot.co.za/2008/04/got-milk-campaign.html>

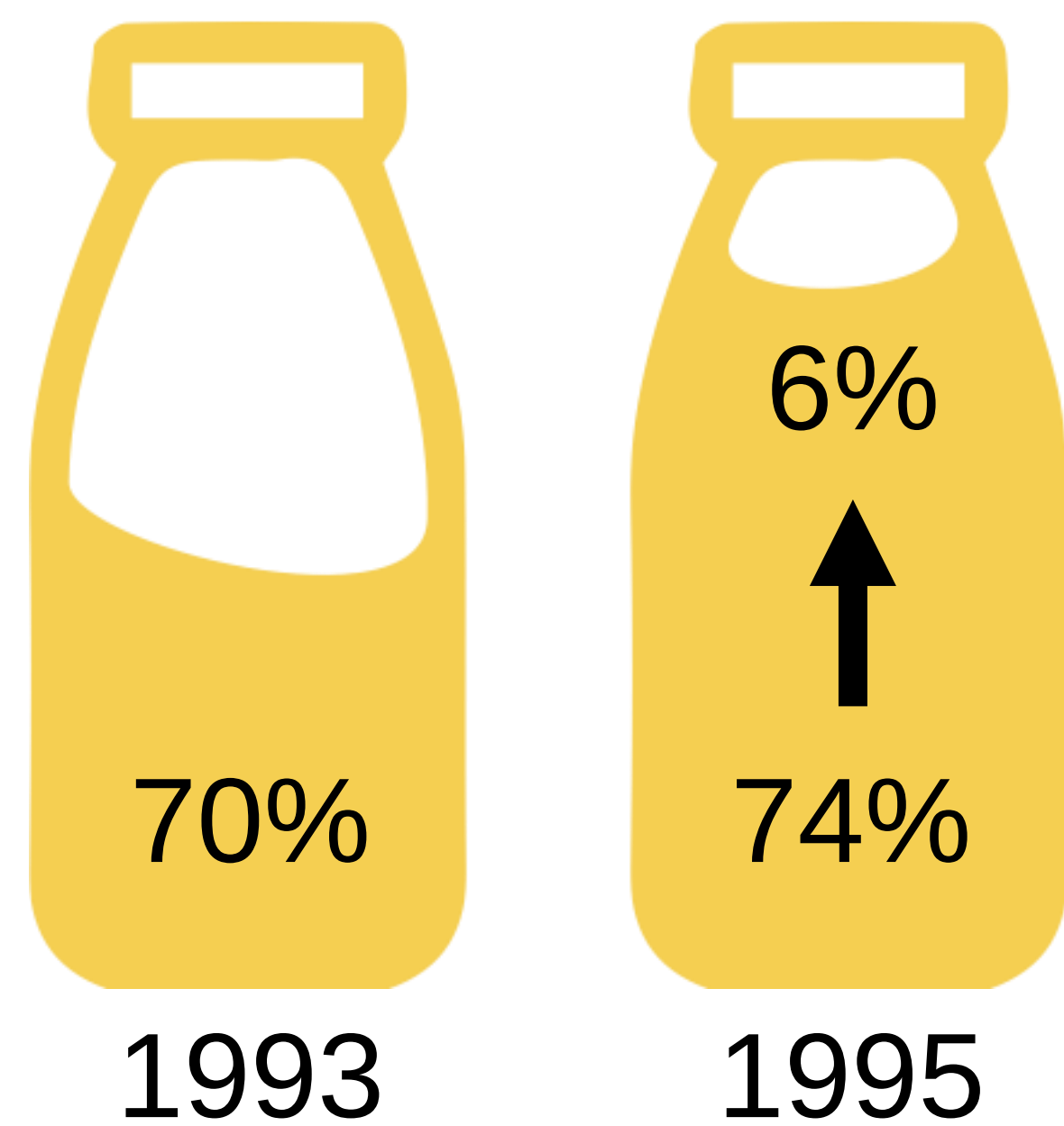
Got milk?



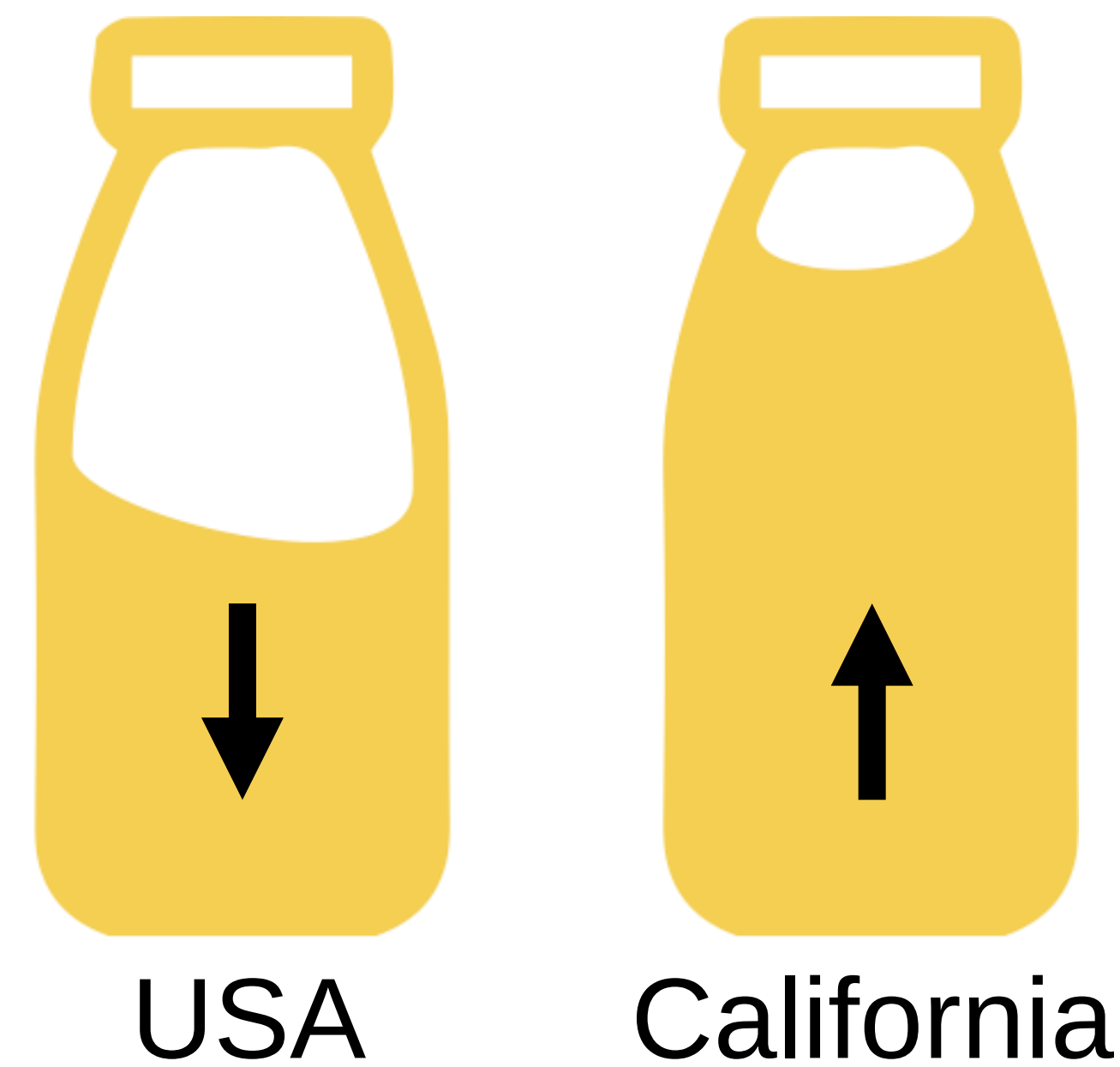
Milk sales

Source: <http://marketing-case-studies.blogspot.co.za/2008/04/got-milk-campaign.html>

Got milk?



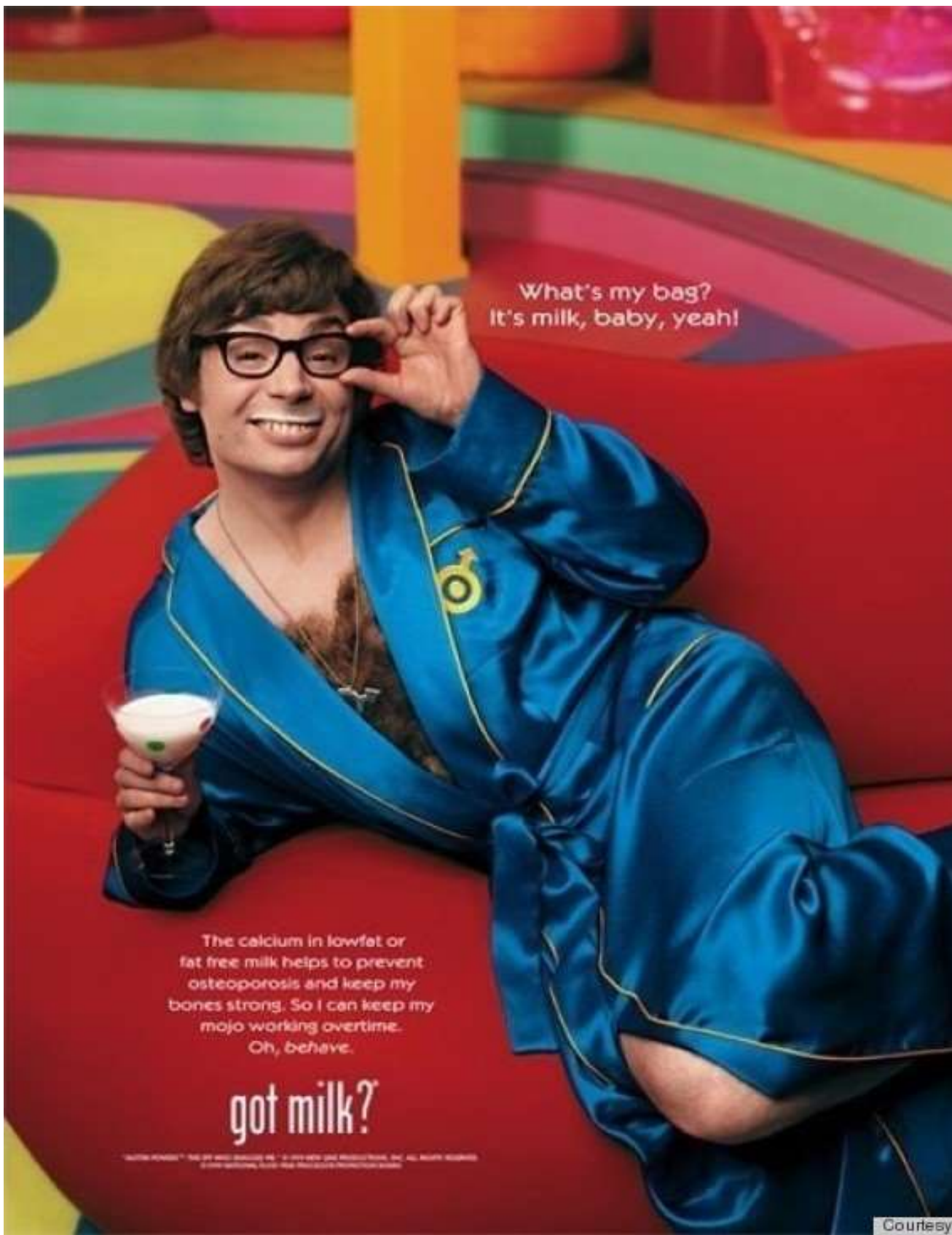
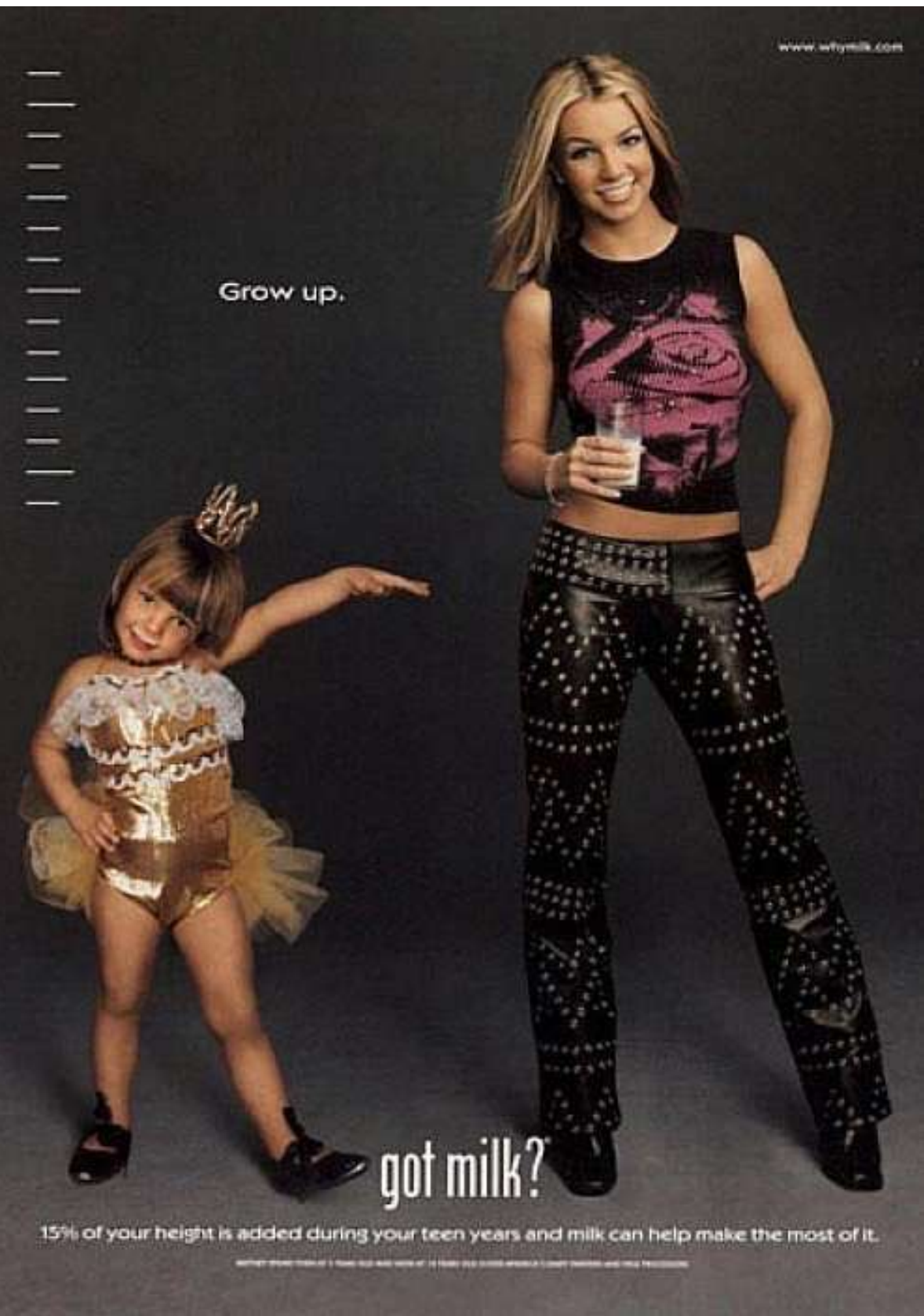
Household penetration



Milk consumption

Source: <http://marketing-case-studies.blogspot.co.za/2008/04/got-milk-campaign.html>

Got milk?



Source: http://www.huffingtonpost.com/2014/02/24/got-milk-ads_n_4847121.html

GOT MILK?

1993 - ?

2017 AND
BEYOND

Got milk?

“Our research shows that ‘Got milk?’ has become the most remembered tagline in beverage history, outstripping those of beer and soft drink companies with budgets many times the size of ours.

It is so ubiquitous, in fact, that people don't think of it as a tagline anymore. It is a piece of culture that was always just ... there.”

Jeff Goodby
Goodby, Silverstein & Partners

Source: <http://www.adweek.com/creativity/20-years-got-milk-153399/>



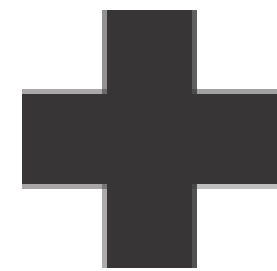
Launched in 2013

Objectives:

- To increase demand for Mexican avocados in the United States
- To coordinate marketing activities for MHAIA and APEAM



Mexican Hass Avocados
Importers Association
(MHAIA)

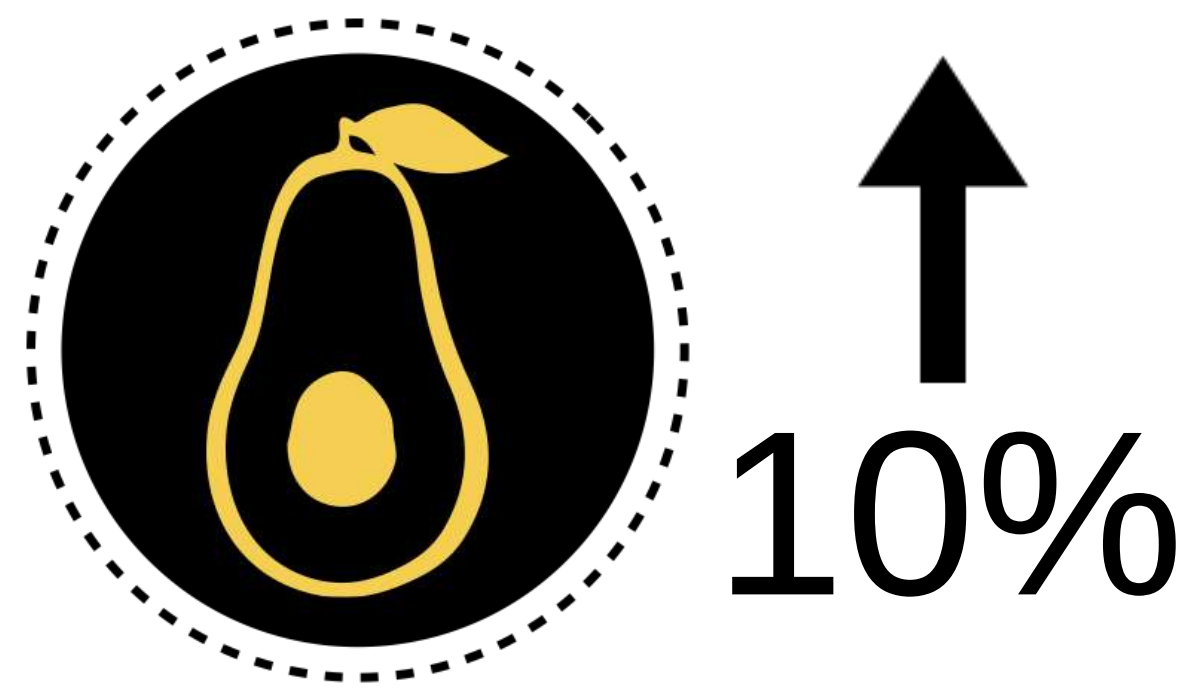


The Association of Growers
and Packers of Avocados
From Mexico (APEAM)



Source: <http://avocadosfrommexico.com>

Success of the launch campaign



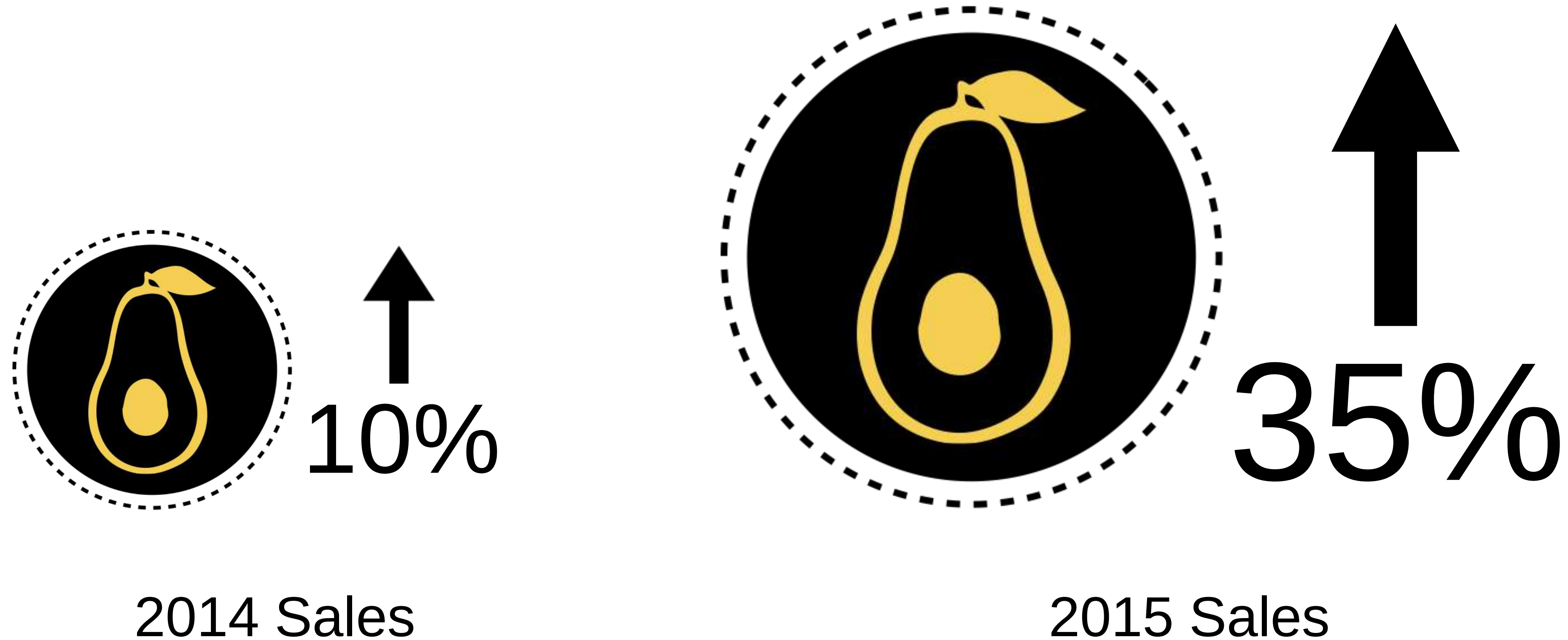
2014 Sales

Source: <http://www.superbowlcommercials.co/avocados-from-mexico/>



About four billion years ago...

Success of the launch campaign



Source: <http://www.superbowlcommercials.co/avocados-from-mexico/>

Avocados from Mexico



2 Billion
Media impressions
2015 – 2016



+60%
U.S. market share

Source: <http://www.superbowlcommercials.co/avocados-from-mexico/>





SA
BRANDY
FOUNDATION
SHARE THE SPIRIT

MAKING SOUTH AFRICAN CITRUS FLY!

HUMAN TRUTH



CONVENTION

CONSUMER AND
CATEGORY NORMS



DISRUPTION

THE PLATFORM TO BREAK
CONVENTIONS AND
DISRUPT THE CATEGORY



VISION

WHAT THE BRAND
BELIEVES IN

THE WORLD THE BRAND
WANTS TO CREATE



SOUR TASTE



PHYSICAL REACTION



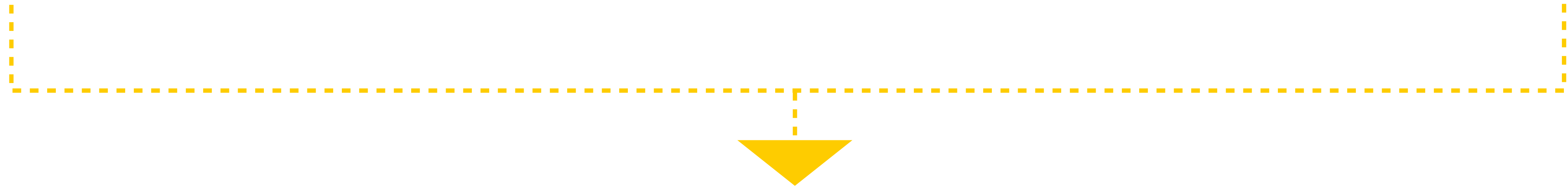
KING OF GARNISH



FLAVOUR ENHANCER



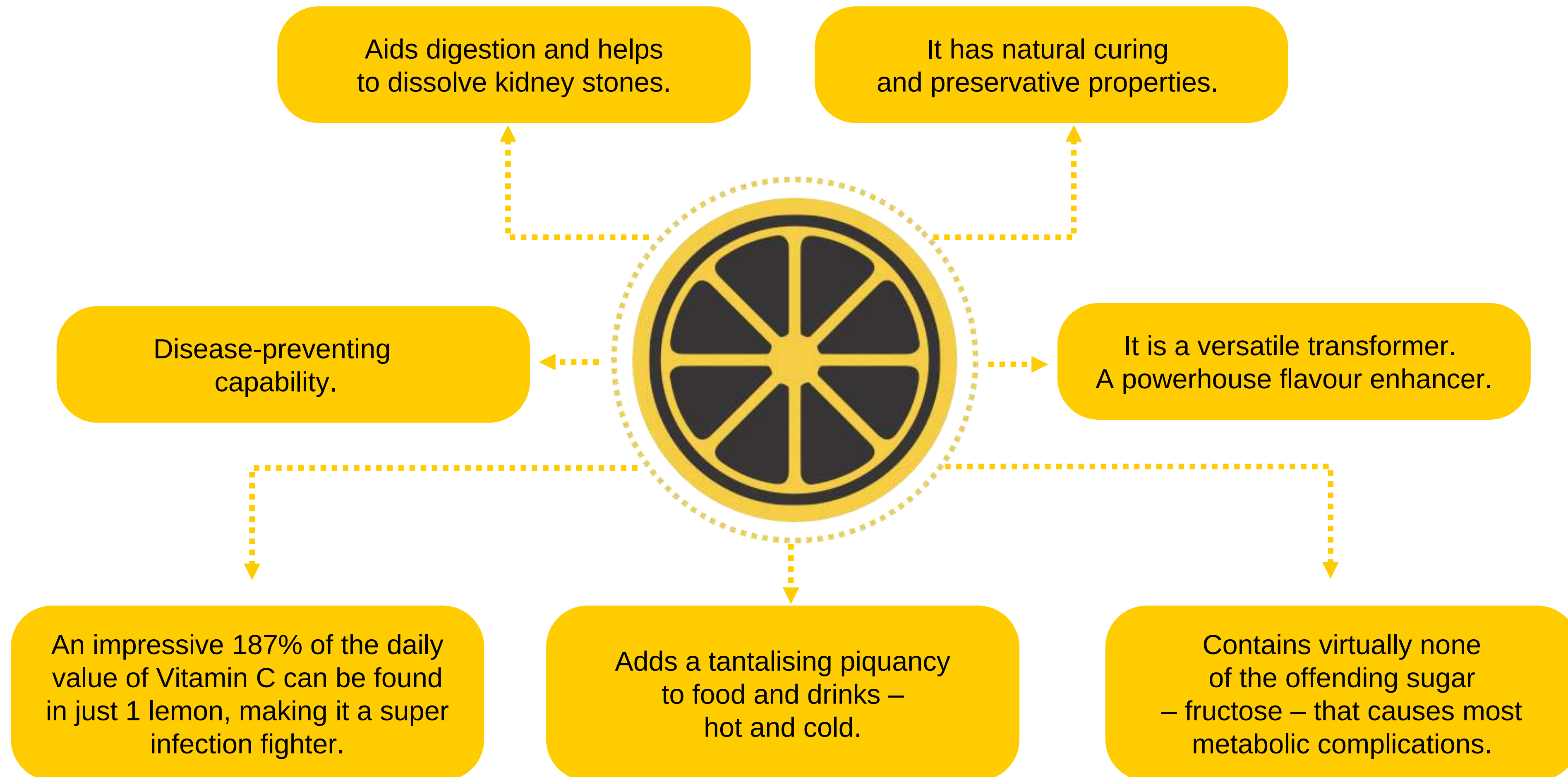
AN ADDITION



When life gives you lemons,
make something else.

Always in a supporting role.

Lemons transcend the conventions that surround them



Lemons change everything.

TRIGGERS

WHAT IS HAPPENING IN THE WORLD AROUND THE BRAND?

SELECT A TRIGGER
THAT CREATES AN OPPORTUNITY
FOR THE BRAND.

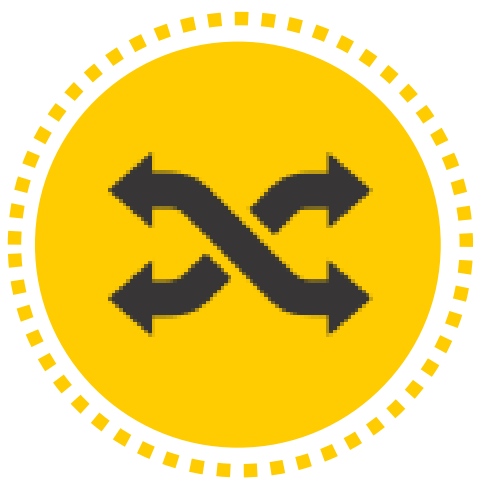
Lemon fresh credibility pillars



NATURAL

Trigger in the context of the natural benefits of lemons and their juice.

Stories about the natural benefits of lemons; stories about the harmfulness of chemicals in the home; the heritage and provenance of lemons vs “technology” of cleaning and beauty products.



VERSATILE

Trigger in the context of the pillar of the versatility of lemons.

Stories about the versatility of lemons; stories about the genuine “all purpose” nature of lemons vs other household products. Stories about the “all powerful” that relates to load shedding & light production.



HEALTH

Trigger in the context of the health benefits of lemons.

Stories around the cleansing benefits of lemons; Superfoods; stories of unhealthy flavourants (i.e. sugars and fructose).



FLAVOUR

Trigger in the context of the full flavour burst and juiciness of lemons

Stories as lemon as the flavour enhancer.



AGRICULTURE

Trigger in the context of the agriculture sector in SA and trends globally.

Stories around innovation in the farming industry in SA. Stories on global agriculture movements and trends.



Tantalising piquancy



Full body experience

Superfood





The cure



Lemons are filled with life.
They are the showstopper.





CONVENTION

WHEN LIFE GIVES
YOU LEMONS,
MAKE SOMETHING ELSE.
ALWAYS A
SUPPORTING ROLE.

HUMAN TRUTH



DISRUPTION



VISION

FULL OF LIFE,
LEMONS ARE THE
SHOWSTOPPER.

HUMAN TRUTH



CONVENTION

WHEN LIFE GIVES
YOU LEMONS,
MAKE SOMETHING ELSE.
ALWAYS A
SUPPORTING ROLE.



DISRUPTION

SQUEEZE THE LIFE
OUT OF LEMONS



VISION

FULL OF LIFE,
LEMONS ARE THE
SHOWSTOPPER.



Strategic imperatives

Critical success factors



RIGOUR

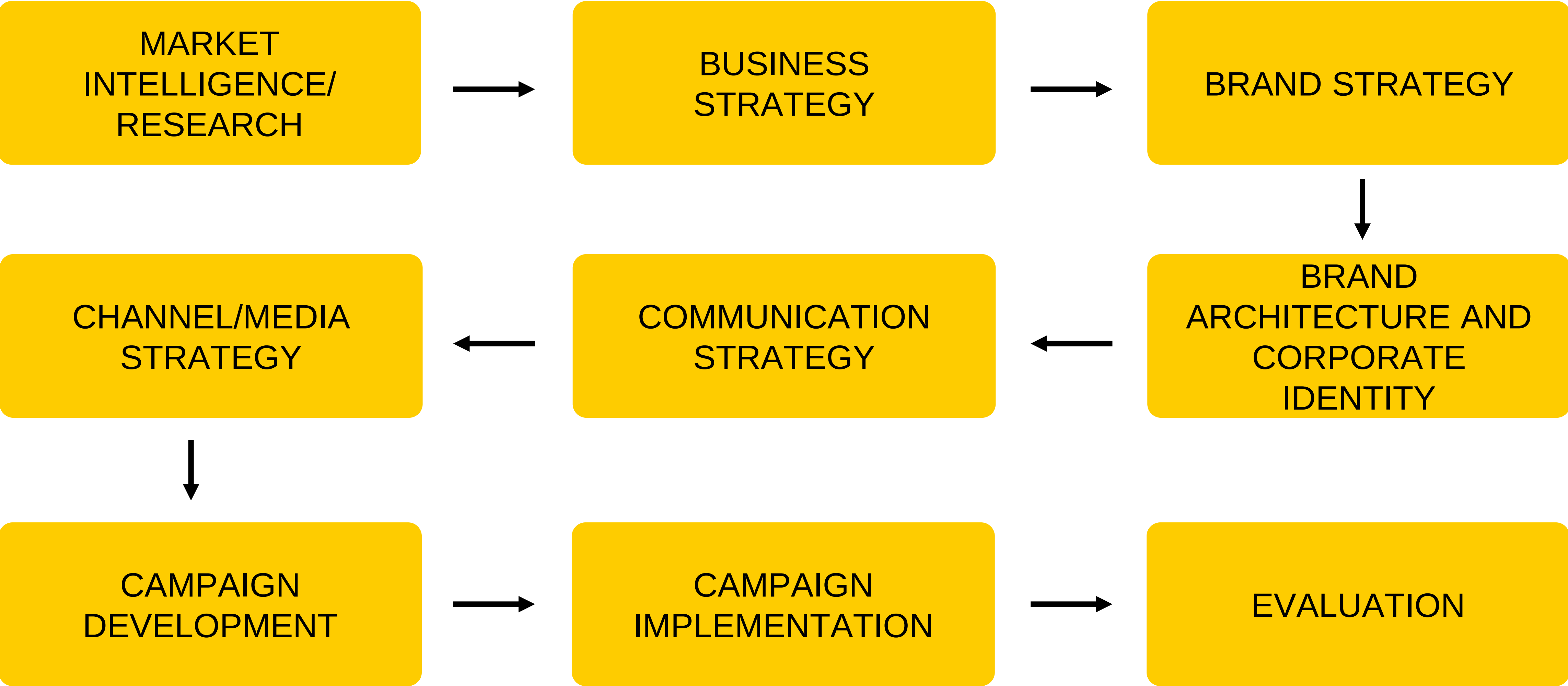


RESOURCES



PROCESS

Demand-generation strategic process



PEOPLE DON'T BUY THINGS,
THEY BUY INTO THINGS.



THANK
YOU