



Auckland, October 11<sup>th</sup>, 2018  
MEDIA RELEASE

## **The Warehouse launches 'Sweet As' campaign for exclusive Kiwi Scrabble**

It's the game where it's totally fine to be looking for an "O for Awesome". The Warehouse has teamed up with Mattel to launch NZ's very own exclusive version of Scrabble, chocka full of 300 Kiwi words.

The launch follows a nationwide word search earlier this year as thousands flocked to [The Warehouse's Facebook page](#) to share their favourite parts of kiwi vocabulary.

The final stage of the campaign launches Wednesday, with a TVC created by DDB, in partnership with The Warehouse's internal creative agency. Strategy & media support delivered by Omnicom Media Group (OMG) with media partnership and influencer activity led by Spark PR & Activate.

The Warehouse's Head of Marketing, Becki Butler said it has been a privilege to take Kiwi Scrabble from its creative infancy with Mattel, right through to this celebration of our unique culture.

"The Warehouse has been a part of New Zealand culture for more than 36 years, so this new version of Kiwi Scrabble gives us a chance to shine a light on our inimitable language, and do it with purpose and reason," said Ms Butler.

This is the first fully-integrated marcomms campaign The Warehouse Group has delivered in collaboration between its in-house creative agency, recently appointed media agency OMG, and long-standing partner DDB.

The TVCs, in market from Tuesday, feature Kiwi icons Jo Seager and David Tua and ignite the age-old debate over the who is the rightful owner of the 'Pavlova' – New Zealand or Australia.

Unsurprisingly the Aussies have included it in their version of the game too!

A Spark PR & Activate-managed media partnership with NZME, also launching this week, will settle the score over who owns the 'pav' once and for all. More will be revealed on that one to soon...

Kiwi Scrabble launched instore on 22<sup>nd</sup> September and, last week, The Warehouse in Manukau was renamed ['The Warewhare' with the store's sign](#) being replaced and spelled

out in Scrabble tiles. The Warehouse hosted a family fun day at the store with activities and The Hits Street Team onsite.

The campaign also features a first-to-market partnership for any NZ retailer with Google's Director Mix product on YouTube. Over 100 dynamic video bumpers connect the new Kiwi Scrabble words with viewers' interests, all running across a wide variety of YouTube content. Messaging also run across digital and traditional OOH and social, with a series of fun creative that heroes some favourite kiwi words from the game.

-Ends-

**For more information, please contact:**

[media.enquiries@thewarehousegroup.co.nz](mailto:media.enquiries@thewarehousegroup.co.nz)

**About The Warehouse:**

We are New Zealand's largest general merchandise retailer, known and loved by Kiwis for our wide range of products from clothing, entertainment, technology and music to sporting, gardening and many others. We've been providing Kiwis with "a bargain" since 1982. With over 93 stores throughout New Zealand we employ over 8,500 team members from Kaitia in the north to Invercargill in the south. To find out more please visit

<https://www.thewarehousegroup.co.nz/our-brands/the-warehouse>

**The Warehouse credits:**

The Warehouse Group Chief Marketing Officer: Jonathan Waecker

Head of Marketing - Home: Becki Butler

Executive Creative Director: Andrew Berglund

**DDB credits:**

Chief Creative Officer: Damon Stapleton

Executive Creative Director: Shane Bradnick

Creative Director: Brad Collett

Art Director: Julia Ferrier

Copywriter: Veronica Copestake

Lead Business Partner: Nikki McKelvie

Senior Business Director: Jaheb Barnett

Senior Business Manager: Georgie Levitt

Account Executive: Georgie Foot

Chief Planning Officer: Rupert Price

Senior Planner: Thinza Mon

Digital Strategist: Carina Egelhof

**OMG credits:**

Mike Harrison

David McCallen

Rachel Stewart

**Spark PR & Activate credits:**

Dallas Gurney  
Aimee Nicholls

**Eight (production company) credits:**

Executive Producer: Dan Higgins  
Director: Steve Saussey  
Music & Sound design: Liquid  
Post Production: Creature