



MAOAM MEGA VEND

MAOAM wanted to create a lively, integrated experiential campaign with depth and talkability, as well as delivering 1 million samples.

INSIGHT

In Year Two of our work with MAOAM, we wanted to make sure any experience would appeal to and engage the key teenage demographic – at the same time as not alienating families.

Research demonstrated that activity still had an educational role in promoting the correct pronunciation of the brand name.

IDEA

Using bespoke, cutting-edge technology we created MAOAM Mega Vend – a “living” vending machine that interacted with consumers and rewarded them for being “Mad for MAOAM!”

The Mega Vend avatar – a digital puppet controlled by a human actor's gestures and voice – entertained crowds at 21 malls across the country. The performer at the centre of the experience could direct a performance at different age groups to ensure everyone could engage with the experience.

The simple action at the centre of the experience – say “MAOAM” correctly to receive free gifts – was easy to understand and extremely popular, inspiring consumers to take to the brand's facebook page – where they could interact with a digital version of the Mega Vend.



IMPACT

1.5m samples delivered at 21 malls nationwide

Continued traffic flow from live to digital – thousands of positive comments posted on brand facebook page, as well as consumer generated content – experiential made shareable!

SECTOR

FOOD

SERVICE

BRAND THEATRE