

Sparks
will fly.



BeFly.co.nz

1 / 2 / 3

Inspiration.



BeFly.co.nz

With a passion for telling New Zealand stories, we've brought our expertise to many of New Zealand's home grown icons and brightest stars on the global stage.

From Air New Zealand to L&P, Fisher & Paykel and Sanitarium, we collaborate with businesses that want to break out strategy and creative choiceness that delivers lasting brand love and loyalty.



McDonald's NZ
Take Summer With You



Integrated Campaign

We created a summer campaign, driving customers in-store for a surprise and delight experience they can enjoy all summer long. A free limited edition summer tote bag with every Family Box went down like gang busters, as did the fresh approach to a McDonald's branded experience.



Chelsea Sugar

A Golden Oldie, Now An Arty Farty



Integrated Retail Campaign

First we developed a long term brand strategy for Chelsea Sugar, which led to a new direction in packaging, above the line campaigns and social presence. The limited edition Chelsea Golden Syrup can was the first campaign cab off the rank and doubled sales through a combination of PR, media, in-store activation and social media. A sweet result.



MINI NZ
Design In-Tension



Integrated Brand Experience

We partnered with MINI NZ to create an interactive experience for Urbis Design Day. Design In Tension was an invitation to the media, MINI fans and the public to visit MINI Garage and experience MINI's attitude towards design. Visitors could create their own custom screen printed artwork, drive a MINI and hang out with the design community, while giving up their personal details and joining MINI's e-fan base.



Māori Television
Modern Māori Kai



Social & PR Campaign

Māori Television were looking for some fresh ideas to engage a broader social community and entice them to engage with their website content. We created a partnership with Monique Fiso, an amazing Māori chef, to take old school Māori classics and give them a modern twist and celebrate regionality and seasonality of New Zealand food. People could download recipes and watch video “how to guides.”



Phoenix Organics
Phoenix Fest



Brand Experience & Events

5,000 happy Aucklandites descended on Nixon Park in Ponsonby for organic food, organic drinks, great music and to be immersed in Phoenix Organic's brand experience. A great example of a Brand Manifesto in action.



Internal Brand Campaign
Air New Zealand



We helped Air New Zealand redefine how they show appreciation to their 12,000 staff around the world. Launching in time for Christmas, the campaign celebrated what makes Air New Zealand staff so special and developed a feedback loop for people to share expressions of appreciation with their colleagues and management alike.



Integrated Campaign
Pump

A collaboration with Nike, Kathmandu, Fitbit and other fashion brands to give Pump a new mojo... and 39% increase in sales.



Integrated Campaign
Lemon & Paeroa

A summer campaign, celebrating the hot spots and summer stops Kiwis love across Aotearoa.

1 2 3

Flydeology.



BeFly.co.nz



**A new generation
of consumers have
come into force and
with them, a new
mindset for the role of
brands in their lives.**

They are cynical to advertising's charm, but optimistic about a brand's role in their lives. They love brands that bring innovative products, joyful experiences, superior service and connection with a community of like minded people. In return, they will buy you, share you, advocate for you and innovate you.

So we developed a new approach for creating brand love and loyalty in the post-advertising era.

Welcome to Generation Fly.

1 / 2 / 3

Services.



BeFly.co.nz



We get to the heart of the matter to find what really matters.

STRATEGY / CREATIVITY

Simple ideas are heartfelt ideas. They take us back to our inner child or awaken our future aspirations. We love to identify the simple insights that drive simply powerful creative strategies

- Brand Strategy
- Campaign Strategy
- Digital Strategy
- Consumer Experience Design
- Brand Activation
- Community & Partnerships

Everyone wants a big idea. We focus on simple ones and make them simply powerful.

STRATEGY / CREATIVITY

Simple ideas are heartfelt ideas. They take us back to our inner child or awaken our future aspirations. We love to identify the simple insights that drive simply powerful creative strategies.

- Branding & Identity
- Product & Packaging
- Collateral Design
- Experience Design
- Digital & Social



Johnson McKay
Creative Strategy
09 378 4022
021 763 911
johnson@befly.co.nz