

A SMART DEVICE IN SHEEP'S CLOTHING

Half of Kiwi houses are too cold and damp, but how do you solve the problem?

According to the WHO, a healthy home temperature is 18-21°C and under 65 per cent relative humidity. Some New Zealand homes are as cold as 10°C and half have visible mould, causing 1,600 premature deaths every winter.

As the nation's largest home lender, ANZ is committed to changing this. Introducing Mr. Humfrees, a little sheep that steals hearts and lets New Zealanders know when their homes are too damp and cold.

Powered by nature, the technology behind Mr. Humfrees is the brainchild of Professor David Correa and his team at the University of Waterloo in Canada. Programmable hygroscopic wooden horns mean the ram responds when air gets too humid. Thermochromic ink changes his face colour when temperatures drop below 18°C.

ANZ launched the *Healthy Homes Initiative* with a multi-channel campaign promoting interest-free loans for insulation and heating. The lucky winners were selected from over 52,000 entries and the cute Mr. Humfrees was mailed in his sustainable cardboard home. This smart device in sheep's clothing generated five times more search than any other ANZ campaign. Three times more Kiwis now know who to turn to for a healthy home.

By combining digital channels with a tangible at-home reminder, Mr. Humfrees created an emotional response among New Zealanders, which had them flocking to ANZ.



COMPANY: ANZ | PRODUCT: Healthy Homes | COUNTRY: New Zealand | AGENCY: TBWA | TEAM: Chief Creative Officer: Shane Bradnick | Executive Creative Director: Guy Roberts | Creative Directors: Wiktor Skoog, Ashwin Gopal, Julian Andrews | Art Director: Watchara Tansrikeat | Designer: David Correa | Senior Producer: Mark Paisey | Design Contributors: Ye Sul Elly Cho, Jim Shi, Ammar Ghazal | TV Producer: Jodie Hari | Head of Post Production: Blair Walker | Executive Producer: James Moore | Director: James Solomon | Producer: Camillo Spath | Mac Operator: Laura Callan

