

# ONE IS THE LONELIEST NUMBER

Enemy campaign a Smash! with customers.

*It's impossible to have just one* is the longstanding slogan of Norway's popular treat, Smash! – an irresistible mix of sweet, salty and crunchy, made with corn and covered in milk chocolate. So when makers of the snack were hatching their next marketing campaign, they came up with a deliciously evil idea to entice customers.

Using print and television advertisements in combination with social media, the campaign aimed to enlist their customers as co-conspirators. The brand encouraged people to tease their worst enemy by sending them one single Smash! in the mail, anonymously. Just one. A website was set up where participants could enter the phone number of their unsuspecting victim, with their address then auto-filled using the postal service registry.

The goal was to have 10,000 people mail an enemy in the five-week campaign period, but it caught on so quickly that everyone wanted a taste of the fun. After just three days, an additional 15,000 shipments were ordered. Before long, people were posing with their packages on Facebook and Instagram, using the hashtag #EvilSmash.

The clever use of data, consumer activation and direct mail resulted in a 41 per cent jump in sales of the product, proving the power of demonstration to evoke an emotional reaction and back up bold messaging.

Never has the number one added up so quickly.



COMPANY: Nidar | PRODUCT: Smash! | COUNTRY: Norway | AGENCY: Saatchi & Saatchi Norway | TEAM: Executive Creative Direction: Oeyvind Waage | Creative: Fanny Vaager, Christopher Koeltzow | Account Director: Sverre Midttun Digital Producer: Vetle Gjevestad Agledahl | Planning Director: Patrik Bergfjord | Art Director: Linus Hjellstroem, Ola Bagge Skar | Motion Designer: Joe Langdon | Account Manager: Nanna Groenli