

I SCREAM, YOU SCREAM, WE ALL SCREAM FOR TAX SEASON?

Halo Top turns tax season into the best time of year with free ice cream.

Halo Top makes low-calorie ice cream for adults. When better, then, to launch the brand in the Netherlands than at the most adult time of year, tax season? This is when the Dutch tax authority famously mails out blue warning letters to taxpayers letting them know they need to pay their dues.

Halo Top hacked the tax season by mailing out the first blue envelope Dutch adults might actually want to receive.

Using an envelope that imitated the design and copy structure of the tax authority's original, the company sent a letter to a number of influencers. The letter not only introduced the brand, it offered a sweet reward for surviving tax season: a free tub of Halo Top.

With no media budget, the letter got a 40 per cent response, which translated into free media on dozens of influencers' Instagram accounts, thousands of views across the country and lots of free ice cream.

The campaign showed you don't have to mail a million people for mail to reach a million people. You just need to target the right influencers and ensure the mailing is interesting enough for them to want to share it. People share what they think their followers will like, and who doesn't like free ice cream?



CLIENT: Halo Top | PRODUCT: Frozen desserts | COUNTRY: Netherlands | AGENCY: Iris | Executive Creative Director: Colin Lamberton | Creative Director: Rachna Dhall | Art Director: Gustavo Figueiredo | Copywriter: Gabriel Abrucio | Designer: Michael Dooling | Account Director: Alexandra Van Nunen | Account Manager: Michael Kirijian

