

GIO

Brief

GIO wanted to keep their brand top of mind throughout the State of Origin series and approached Triple M about their campaign idea, #fuelthefire.

Campaign Objectives

- Leverage GIO's existing support of the NSW Blues and capture the attention of the New South Wales families who love their football.
- Encourage Queensland social media trash talk about State of Origin, aiming to make the NSW Blues tougher, stronger and help them to rediscover the hunger to win.

Insights and Solution

With Triple M taking GIO directly to the heartland of NSW Blues fans, on-air and online, Triple M rallied the troops and inspired supporters to interact with the campaign microsite.

The campaign gained momentum, with Fuel the Fire messaging surrounding the Grill team on-air in the lead up to the first two State of Origin games. During the two weeks leading up to each game, Fuel the Fire messaging dominated breakfast and the credits became talking points themselves about how the Blues would perform. The Fuel the Fire conversation continued across the day in The Rush Hour, another NRL dominated environment.

A Fuel the Fire campaign video fronted by New South Wales Origin legend and Grill Team host, Mark Geyer dominated the Triple M homepage via an interactive rich media billboard where fans could view the clip and tweet their own fuel. 'GIO' owned the NRL section of the Triple M website. Fuel the Fire content was created for online and amplified with the credibility of the Grill Team's social communities.

GIO's hashtag #fuelthefire was added to Triple M Origin social media content to ensure it was trending throughout the State of Origin. The campaign hit a peak with Origin game 2 as the Blues dug deep, took on board all the fire collected across the campaign, and won their first State of Origin in almost a decade.

Results

- Over 90,000 views of the launch video
- 260,000 likes, comments or shares on the Triple M Facebook page
- Over 2.23 million people total reach of all GIO Fuel the Fire Facebook posts



Station

Triple M 104.9

Campaign type

Branding

Promotion timeframe

9 weeks

Target market

25-39 years, 40-54 years

"Triple M Sydney was the perfect platform for the #FUELTHEFIRE campaign, giving us access to the heartland NSW families and Blues fans. Leveraging the large on-air online and social communities enabled us to spread the FUELTHE FIRE message, and get people participating with the campaign. The level of support from Triple M and the Grill team exceeded our expectations and objectives for the campaign."

Mark Condon - GIO, Suncorp