

Owning the moment: Techsys gives HALLS millennial momentum

Issued by [Techsys Digital](#)

26 Apr 2019

HALLS wanted to transform itself from being perceived as a medicinal throat lozenge to an invigorating everyday candy, and wanted a campaign to land the new positioning with consumers. Working with Saatchi & Saatchi, Techsys was challenged to find a way to insert HALLS into the everyday lives of their key audience: South African millennials.

Knowing that this is an entrepreneurial generation driven by creating, owning and sharing moments and stories, the HALLS #OwnTheMoment campaign was born.



The audience was invited to share their moments with HALLS: from the last-minute exam cram to the afternoon traffic carpool karaoke. Moments were shared through geo-targeting and curated online at a dedicated microsite. A social share equalled the chance to win R250,000 in a Grand Prize Draw and select submissions were brought to life as billboard installations in the exact spot where they happened.

The campaign microsite pulled in a whopping 32,680 visitors over a ten-week period. A total of 7,732 moments were created, 3,487 of which were shared on social media.

HALLS was delighted with the results and believes the success of the campaign is due to its relevance with the target audience. Tyrone Beck, Creative Director at Saatchi & Saatchi SA, said, "If it's not relevant they'll switch off. This was a bold campaign that ticked all the boxes and moved us into an exciting new territory."



Techsys Digital MD Andrew Walmsley says that the key with millennials is participation: "We needed to create an experience that millennials could be part of, sharing their unique perspective and integrating into the brand story. And of course, we needed to connect with them in their language – digital - which is what we do best."

Moment owned!

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