



**RETROVIRAL**

*content | community | commerce*

**#MyKreepyTeacher**

**Practice Awards**

**Category** *Consumer PR by Retroviral & Panther Punch*

RESULTS:

From concept to viral in

96

HOURS

More than

FIVE MILLION

IEWS

Combined press and social media reach of

TWO BILLION

PEOPLE

(\*TalkWalker third party data)

20%

increase in Kreepy Krauly product demand (YoY) from pool department buyers, countrywide

# #MYKREEPYTEACHER

2020 WAS EXTRA.

COVID-19 IMPACTED JOB LOSSES, BRANDS DRAGGED AND PEOPLE SUBJECTED TO CANCEL CULTURE. THE NATIONAL SENTIMENT WAS OVERWHELMINGLY NEGATIVE.

THAT IS... UNTIL NETFLIX DROPPED A DOCUMENTARY ABOUT A CAPETONIAN BEFRIENDING AN OCTOPUS.

## APPROACH

While a global conversation was erupting about My Octopus Teacher, we decided to hijack the news and remind South Africa about the original, majestic creature of the deep...Kreepy Krauly.



"What an astonishing piece of creative! The timing is perfect. It shows enormous courage."

702

Kreepy Krauly Cleans Up  
**TheCitizen**

"When a Cape Town man makes friends with a Kreepy Krauly a beautiful parody unfolds."

channel24

"Un hombre se enamora da maquina para limpiar albercas y es la mejor (A man falls in love with a pool cleaning machine and it's the best campaign you'll see today)"

Merca20



@Naghings

"The crystal-clear waters of the swimming pool somewhere in a Capetonian suburb hides no secrets or magical wonders. There's nothing else in the icy blue water except for the rhythmic splutter of the plastic Kreepy Krauly dutifully doing its job." #MyKreepyTeacher



@brucebusiness

Everyone involved in this is quite deliciously mad. Brilliant.



@allcapetown

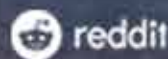
My Kreepy Teacher might be the funniest thing you see today!



financialmail  
channel24



Daily Dispatch



HUIS  
genoot



ADS OF  
THE WORLD

IDIDTHAT.CO

eNCA



news24

thewest.com.au

CHAMPION  
SOUTH AFRICA

The Herald

NETWORK  
24

702



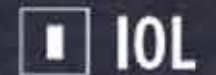
NAG



The Money Show

Times  
LIVE

BusinessDay



Sunday Times

AFFLUENCER.

TheCitizen

cape(town)etc

# OPENING STATEMENT

#MyKreepyTeacher was Kreepy Krauly's most successful digital marketing campaign in the brand's history, and its most 'viral' campaign.

The campaign was a branded content, news hijacking tactic - supported by traditional and digital PR methods - that 702 called 'an astonishing piece of creative! The timing is perfect. It shows enormous courage.'

The campaign is one of the most successful PR campaigns as it was collectively viewed by two billion people, globally, and made a direct impact on Kreepy Krauly sales, in the midst of a pandemic - a 20 per cent increase year on year.





My Octopus Teacher

<https://www.youtube.com/watch?v=3s0LTDhqe5A>



#MyKreepyTeacher

<https://www.youtube.com/watch?v=HwS4e1P1yF4>

# STATEMENT OF THE PROBLEM

Despite being the world's most ubiquitous pool cleaner, the Kreepy Krauly brand is under threat from competitors (Zodiac, Polaris, Premier, Intex) with larger market share and budgets.

However, opportunities still exist for Kreepy Krauly, locally, as South Africa is the sixth largest pool market in the world, comprising 800,000 private and 2,000 public pools.

## **We required a creative solve to:**

- Remind South Africa that Kreepy Krauly is the original, best-quality pool cleaner
- Cut through the competitive clutter and own the pool-cleaning conversation, in order to enhance purchase consideration (and, ultimately sales) during the spring-summer transition



# RESEARCH

**The personification of the Kreepy Krauly has been successful in the past.**

In 2013, we produced Kreepy Krauly's first digital-led, branded content film titled Kreepy Krauly Wrangler. It was a South African mockumentary starring Jason Goliath and Glen Biderman-Pam; a spoof of Australia's Crocodile Hunter. Jason's character was dedicated to hunting and capturing Kreepy Kraulys from South African pools.

It achieved 100,000 views, organically on YouTube.



## Whatsapp is the most influential media distribution network in South Africa

According to [statista.com](https://www.statista.com), Whatsapp is the most popular social media in South Africa, with more than 20m users - currently - and is estimated to reach 28.6m by 2026.

Covid-19 lockdowns have accelerated Whatsapp usage. From March 2020, the platform experienced a 40 per cent uptick in usage, says TechCrunch. From a demographics perspective, Talkwalker estimates that 11.5m of our Whatsapp users are 25-45 year olds.

## The Netflix Effect

This phenomenon refers to the impact Netflix has had on our culture and people's 'television' viewing habits. According to [maxxor.com](https://www.maxxor.com), it has allowed consumers to become more empowered with a choice of what to watch and when. It has succeeded in making viewing more accessible, globally, and in doing so created a more cohesive global audience.

Case in point is My Octopus Teacher - the most popular South African documentary on Netflix in 2020 and the tenth most popular including international titles such as Tiger King, The Social Dilemma, and David Attenborough's A Life on Our Planet.

## Consumers aren't afraid of the 'dark'

The explosion of Whatsapp usage is linked to the increased appeal of opting to share privately, instead of publicly. This is substantiated by a study from GlobalWebIndex and We Are Social that concluded 63 per cent of people prefer to share content on 'dark social' channels (of which Whatsapp is the largest).

## Lockdown accelerates video streaming adoption in South Africa

As with Whatsapp, Netflix experienced a surge in traffic, due to lockdown restrictions. The video streaming platform holds its cards incredibly close to its chest wrt official figures, but new Netflix users' strain on the networks increased so significantly, the brand reduced its bitrate, in order to balance load and content quality output.

# KEY INSIGHTS

## Research led our creative approach:

- We have anecdotal evidence that remarkable, branded content can work to drive word of mouth spread of the Kreepy Krauly brand, as well as directly impact sales
- Video streaming content consumption is at an all time high, based on social media penetration, and the increase in streaming service engagement, due to lockdown
- Whatsapp provides an opportunity to leverage dark social in a way no brand in South Africa has ever leveraged it (11.5m represent our core audience: 9.6m 25-34 year olds, 1.88m 35-45 year olds)

# **PLANNING - OBJECTIVES**

**500,000 organic views / 5,000,000 reach with #MyKreepyTeacher**

**15 Tier 1 pieces of coverage**

**Achieve a direct impact on Kreepy Krauly sales**

## **TARGET AUDIENCE**

**LSM 7-10**

**25-45 YR OLDS**

**ALL RACIAL GROUPS**

# MESSAGE FORMULATION

We purposefully utilised the key take outs from My Octopus Teacher to juxtapose animate object qualities with Kreepy Krauly to create an emotional connection between content and audience

- Kreepy Krauly is the original majestic creature of the deep
- A Kreepy Krauly is like an alien
- We are so similar in so many ways; looks, intelligence



# COMMUNICATION CHANNELS

- **Social media:** Whatsapp (primary), Twitter, Facebook, YouTube (secondary)
- **Traditional media:** Print, online, broadcast

# MESSAGE VEHICLES

1. **Dark social:** Whatsapp has become the defacto platform for 'viral' content amplification
2. **Unfluencers:** we pioneered our 'antithesis of influencer marketing' methodology with our award-winning campaign for Biogen at last year's Prisms.
3. **Media:** TV, radio, print interviews, Whatsapp and Twitter DM press-snippets, Q&A development with key publications



# MANAGEMENT CONSULTATION

Agency pitched Kreepy Krauly management the communication strategy, message development and campaign execution via WhatsApp in a digital show-and-tell approach, due to a remote working requirement as well as the need for a swift execution.

What do you think?

Amazing!



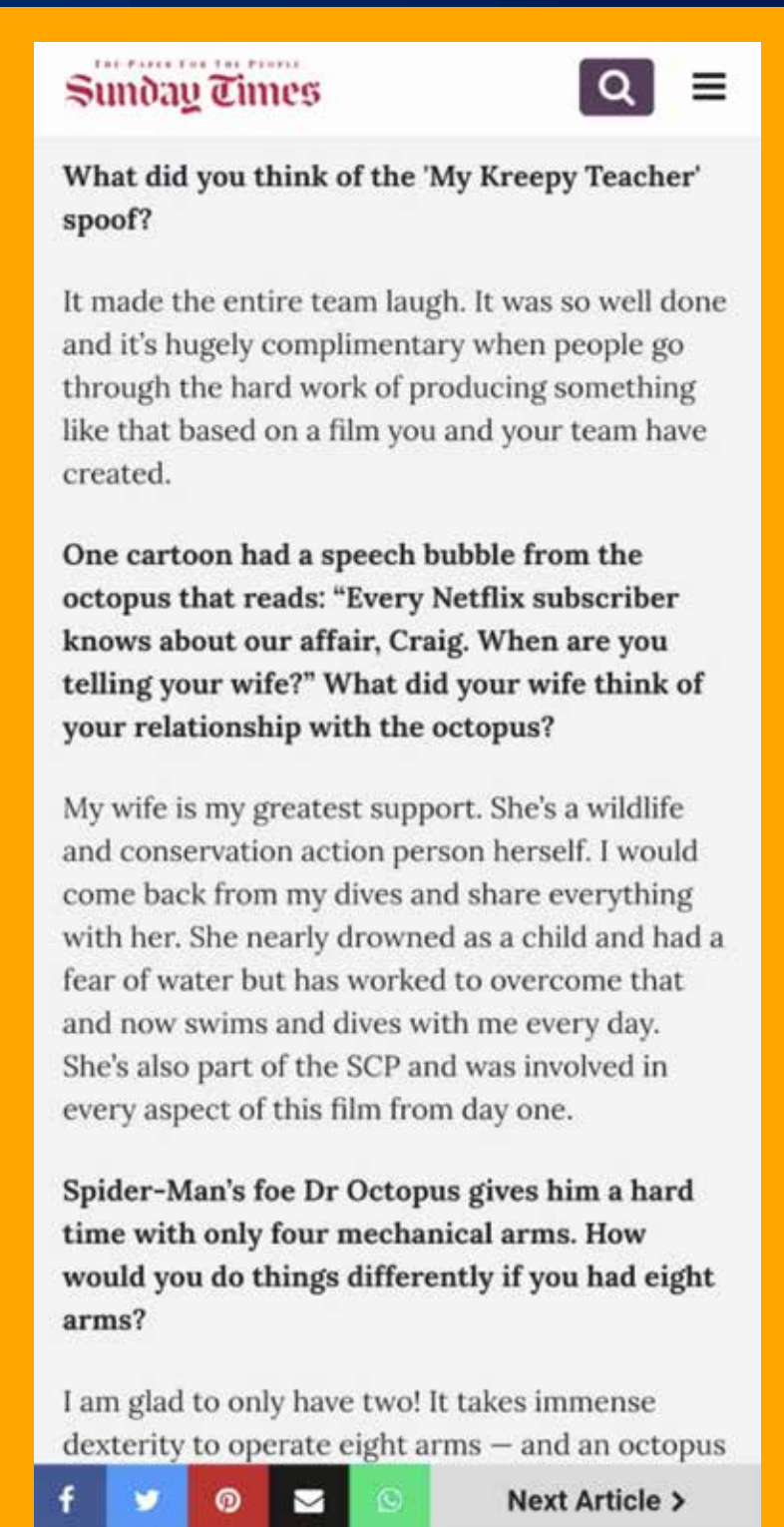
# EXECUTION

- Shooting then seeding branded content via unfluencers
- Within 96 hours we pitched the original My Octopus Teacher YouTube trailer as a reference, two rounds of script reverts, a production and distribution schedule, received the green light, shot, edited and distributed #MyKreepyTeacher
- We seeded our content to our 'unfluencers' - @Derro\_SA (667 retweets / 1,300 likes / 82,400 views) on Twitter and Alon Kowen (5,844 shares / 3,500 likes / 511,000 views) on Facebook - who posted the campaign content, natively, to their respective social media pages



# MEDIA RELATIONS

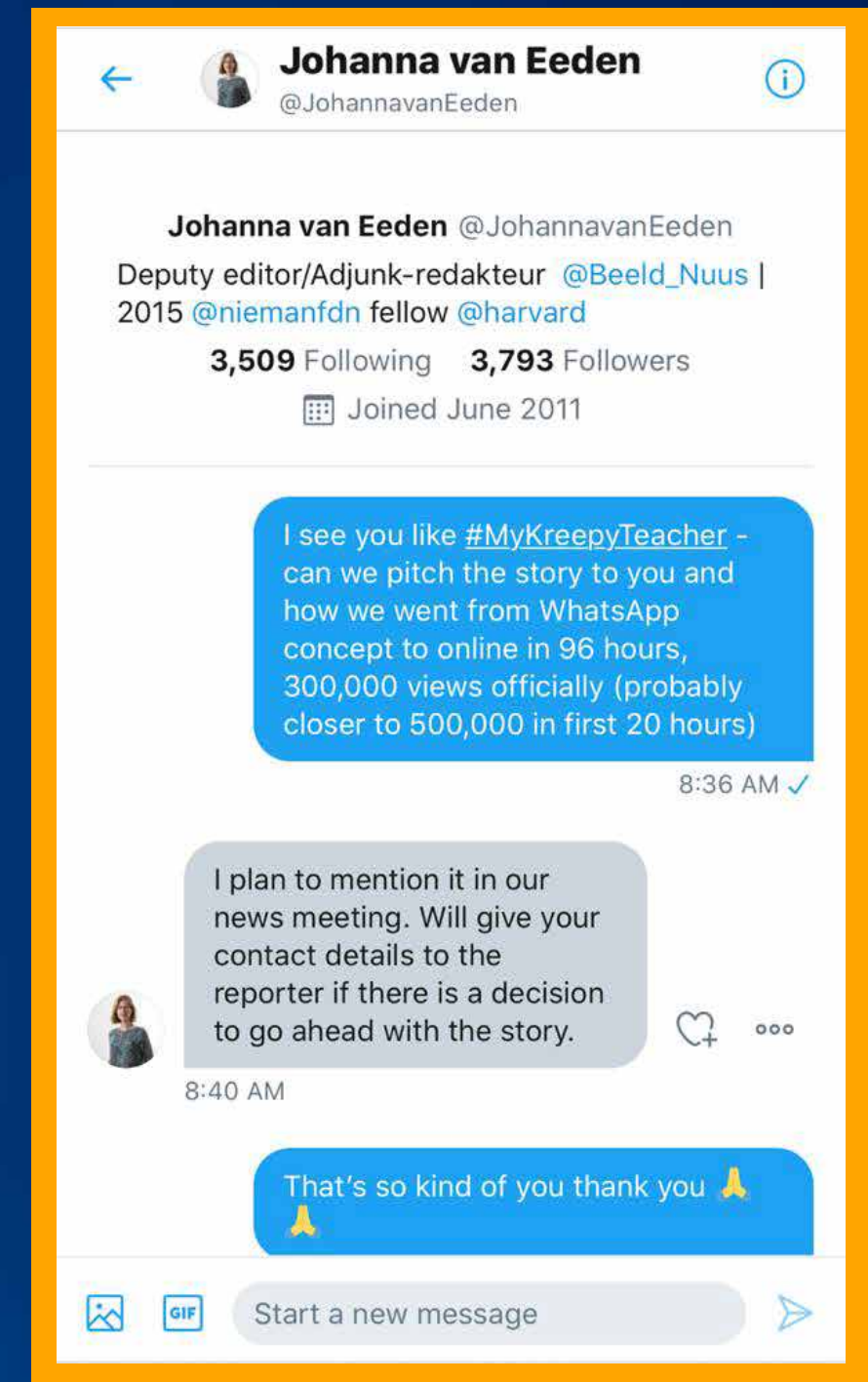
- We ran traditional media relations in parallel with social content dissemination to ensure momentum and consistent campaign build. We distributed content to media - one-on-one - and pitched bespoke angles
- Proactively secured interviews and subsequent coverage for Kreepy Krauly in the most influential titles across the country including but not limited to: News24 / Netwerk24, Financial Mail, Huisgenoot, IOL, Sunday Times, 702 (three times) on ENCA (three times), East Coast, 947, Cape Talk, Jacaranda, Kaya FM, Reddit



# ONLINE REPUTATIONS MANAGEMENT TOOLS

Reactively we leveraged online reputation management tools, such as Social Bakers and our proprietary workflow software to analyse every like / retweet / comment and share on both @Derro\_SA and Alon Kowen's native posts.

Our team flagged each time an influential user would engage and we would then personally engage to offer said user an interview. An example of this was when the deputy editor of the Beeld liked Derro\_SA's tweet, we reached out and secured an interview on Netwerk24.



# EVALUATION

This campaign paired an instinctive, research-led idea with a brave client, unheard of turn-around times and an agency and production company unwilling to let a shoe-string budget derail a concept that we truly believed (in our guts) would succeed at a mainstream level. We dominated the news cycle for an entire week with features on every key, media platform.



**'Everyone involved in this is quite deliciously mad. Brilliant.'** Bruce Whitfield

**'Kreepy Krauly Cleans Up.'** Brenden Seery

**'When a Cape Town man makes friends with a Kreepy Krauly a beautiful parody unfolds.'** Channel24

**'A man falls in love with a pool cleaning machine and it's the best campaign you'll see today.'** Merca 2.0 (Mexico)

# RESULTS

We have made more brands go viral globally, than any other agency in Africa. Think Nando's, and Rocomamas but we have never seen impact on this scale, in this period of time. The results speak for themselves:



**From concept to viral in 96 hours**



**20% increase in sales YOY**



**Two billion people reached**



**5 million views; 30+ tier 1 pieces of media coverage**

**OBJECTIVE**

**EXCEEDED**

**OBJECTIVE**

**EXCEEDED**

**OBJECTIVE**

**EXCEEDED**

# RESULTS

**Arguably the most impactful PR campaign to originate from South Africa.**

**Best performing campaign in Kreepy Krauly's history.**



**Accolades to date: Ad of the Week (Mexico), a Hero (702 Heroes and Zeroes), Orchid (Citizen Orchids and Onions), Featured on Ads of the World, Featured on 702's 'Going Viral'**





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**THANK YOU**