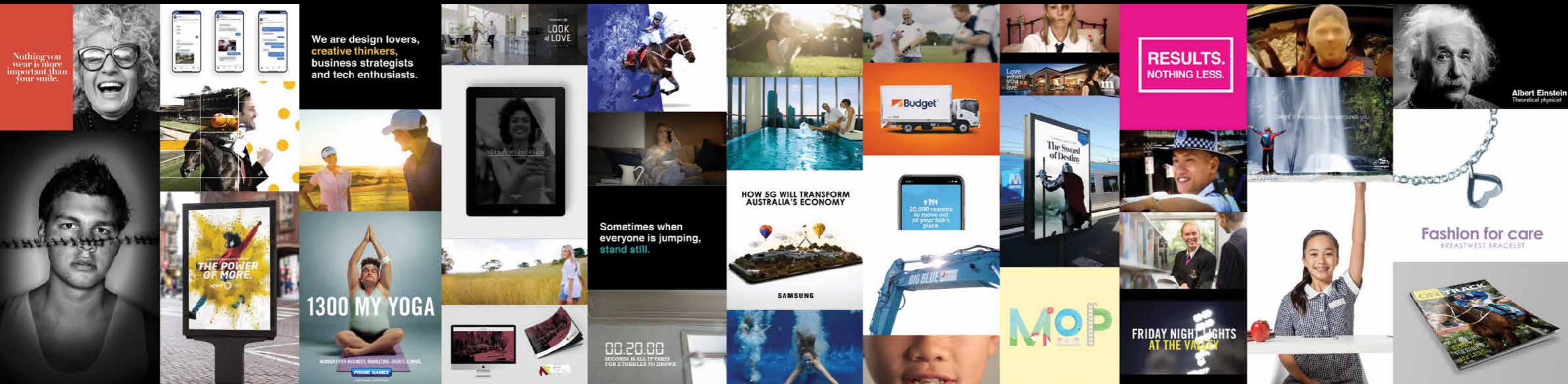


MAGNUM OPUS PARTNERS

CASE STUDIES



RESULTS. NOTHING LESS.®

MOP

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#LEGENDARY



THE CHALLENGE

Most racing clubs throughout the Spring Carnival solely focus on the fashion and the social side of racing. It can become a very cluttered and hard for brands and messaging to stand out from the crowd. The unique 2-day Cox Plate Carnival is all about the racing - close to the action, standout races, and world-famous contestants like Winx.

STRATEGY/CREATIVE

Focus on the core of Spring Carnival is really about: the racing! The Cox Plate Carnival is known as one of the most prestigious racing events in the world, not just with the Cox Plate but also Manikato Stakes night. With one of the best horses in the world competing, MOP put all our money on Winx with our 'Legendary' campaign, celebrating great past and present horses executed via an integrated media buy across TV, radio, outdoor, social, online and more.

RESULTS

The campaign delivered huge results, selling out on Cox Plate Day a week before the event, with a record attendance. Showing that the campaign's success was more than just "the Winx effect", Manikato Stakes the night before also achieved record crowds. A Cox Plate Carnival record of 44,422 attendees was achieved.

RECORD CROWD - 44,422

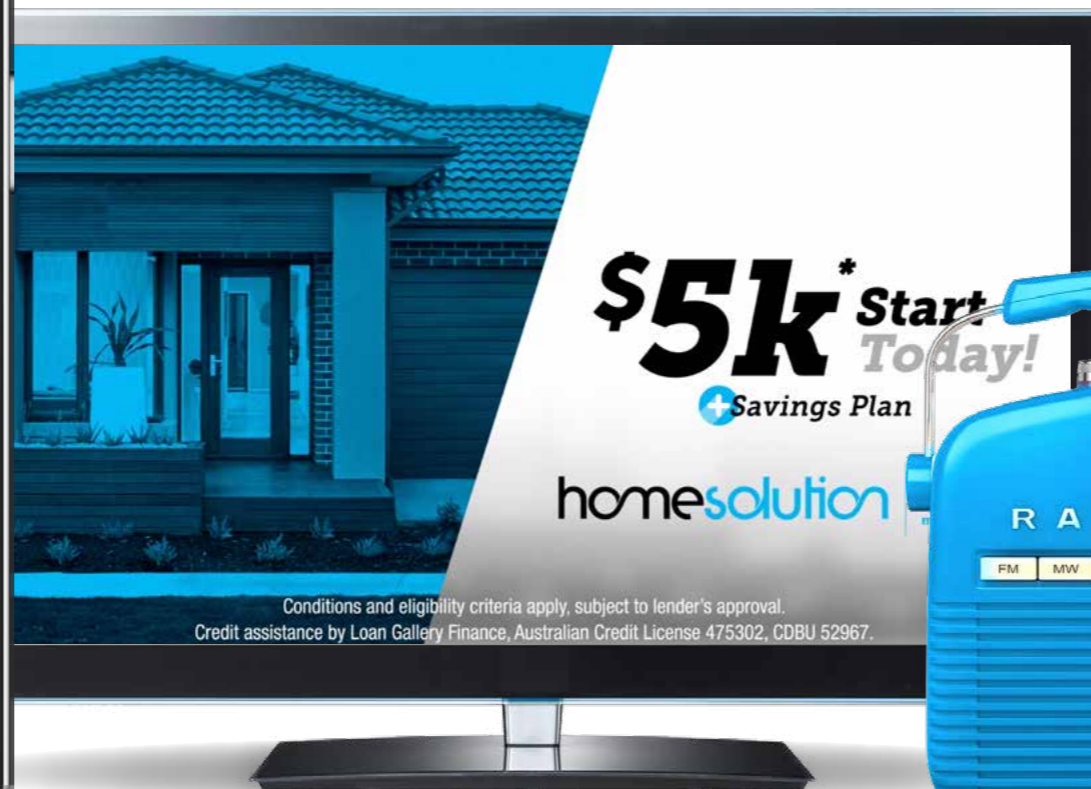
SOLD OUT COX PLATE DAY



INTEGRATED



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THE CHALLENGE

The client wanted to target customers (*mainly young adults*) for whom home ownership seemed an impossibility, usually because of a lack of a large enough home deposit. The core task was to encourage this audience to apply anyway, as a finance solution was devised which allowed them to overcome their deposit deficiency. We named this the Metricon "Home Ownership Initiative".

STRATEGY/CREATIVE

Changes in market conditions have led to this offer being nuanced over time, and it is now expressed as "Just 5k gets you started". The goal is always also to ensure Metricon is perceived as market leaders in the segment, and to generate substantial ongoing numbers of leads per week. Radio/Spotify, Youtube, social, in-store and online/google ad words were used to reach the younger first home buyers.

RESULTS

The new media channel mix since the start of July 2019 has resulted in an approximately 30% increase in leads compared to June and previous months, and at slightly lower cost to the client.

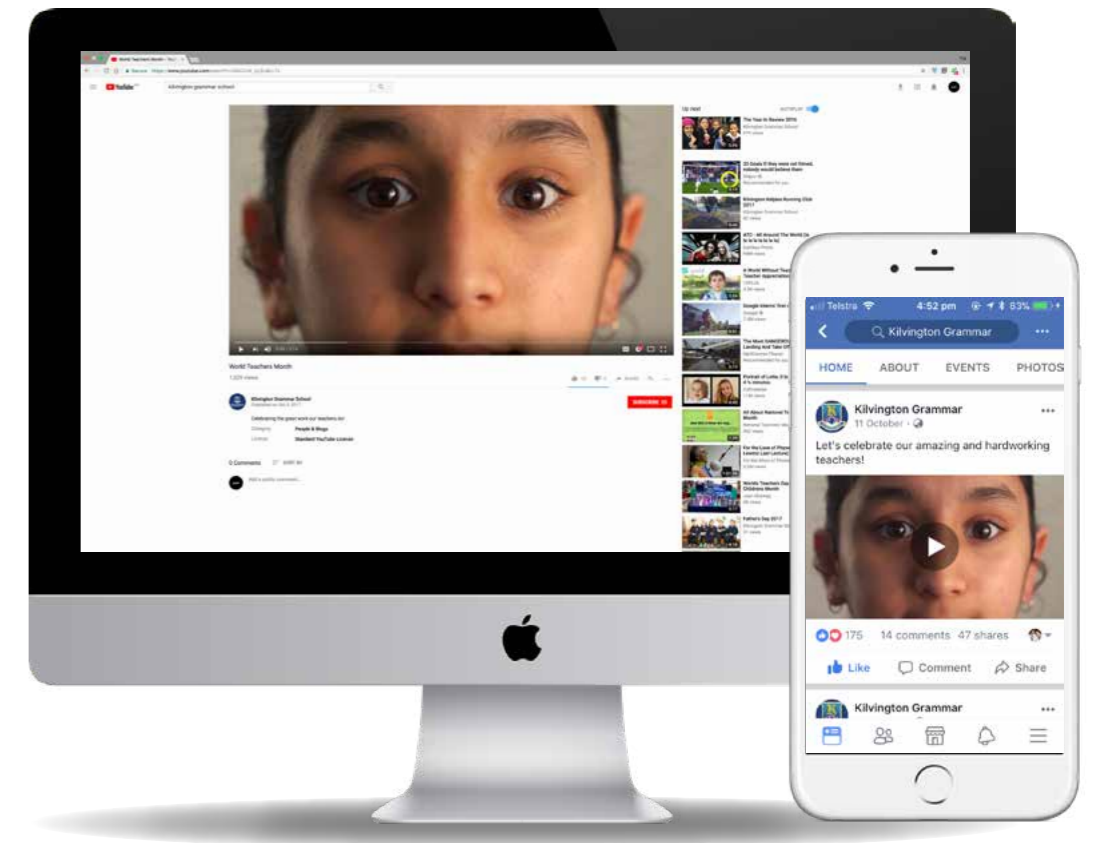
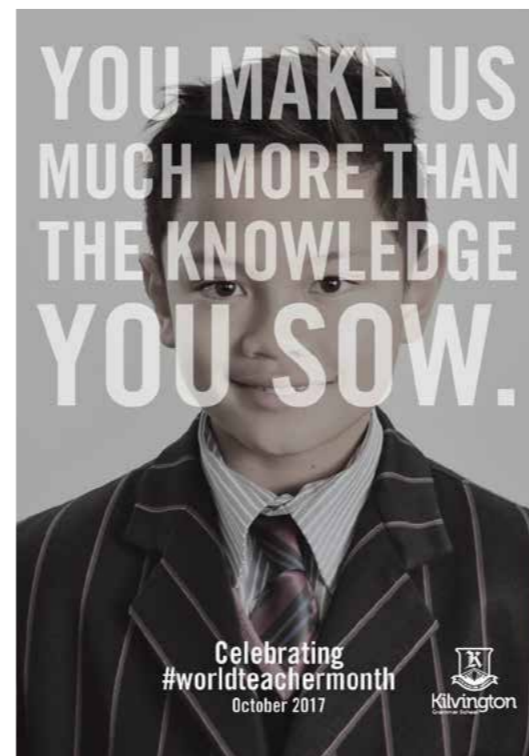
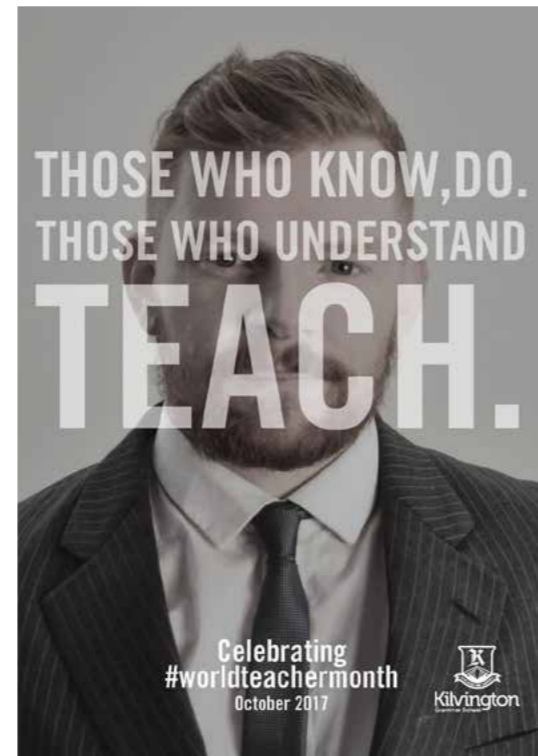
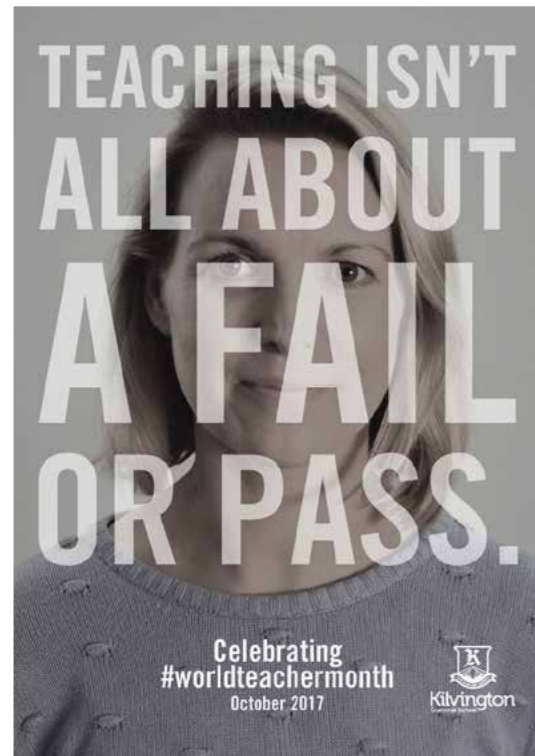
30% INCREASE IN LEADS

MASSIVE SOCIAL ENGAGEMENT



INTEGRATED

CLICK TO VIEW



THE CHALLENGE

There's a lot of world days throughout the year but what better than celebrating the good work Teachers do. The challenge was to raise awareness of Kilvington Grammar, by association.

STRATEGY/CREATIVE

A social film was produced using a 'spoken word slam' format, showcasing teachers and students from the school. The film was also socialised across EDM's, Youtube and press releases to maximise exposure. Posters were also used across the school grounds to bring attention to World Teacher Day.

RESULTS

The feedback and results were amazing for a relatively small school, with over 90,000 views and counting on Facebook in the month after launch. The campaign also picked up lots of press from international publications. Enrolment places continue to reach capacity.

OVER 90,000 VIEWS
MULTIPLE PRESS FROM LOCAL AND INTERNATIONAL PUBLICATIONS



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