

Magnetic Attraction

All Good Bananas

Location_ New World supermarket, 2 College Hill, Freemans Bay, Auckland 1011, New Zealand

Date_ October 2010

Design_ Ogilvy New Zealand

Technology_ Holosonics

Website_ <http://allgoodbananas.co.nz>



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92

New Zealand fairtrade banana supplier All Good Bananas ran an unusual audio campaign at a New World supermarket in Auckland to encourage shoppers to purchase its products. The words 'Listen to your conscience' were printed on a yellow circle on the floor by the banana display. When a customer stood on the spot, they could hear a 40-second message, played on a loop, from a directional speaker above them. Heard by only one shopper at a time, the message claimed to be the listener's inner voice and tried to subtly persuade them to select All Good Bananas. The one-off campaign ran for three weeks in one store, with sales increasing by 130%. The speakers used to broadcast the in-store advertisement retail at NZ\$3,000 (\$2,242).



