

# Paddy Power chooses WE ARE Pi as new "brand mischief" agency

WE ARE Pi start the relationship by launching "Big Game Hunter" social campaign for Rugby World Cup

23 SEPTEMBER 2015, AMSTERDAM

## SUMMARY

*WE ARE Pi's first task has been to leverage the excitement around the Rugby World Cup, by creating Paddy Power's very own big match predictor called "The Big Game Hunter". A parody psychotic American dentist with a high powered rifle is "entrusted" with match predicting duties in a social campaign and series of online films in which he hunts national team's icons. If a country's icon goes down then they are predicted to lose the game by the dentist. At the end of each film, Paddy Power highlight specific match odds for the game.*

## **P**addy Power chooses WE ARE Pi as new "brand mischief" agency

Amsterdam, Wednesday 23rd August 2015

Paddy Power have appointed Amsterdam-based ideas company WE ARE Pi as their Mischief agency, in a competitive pitch handled by the AAR.

WE ARE Pi have been entrusted with sparking mischief for the brand, an integral part of Paddy Power's marketing strategy that kick off the relationship by launching a "Big Game Hunter" social campaign for Rugby World Cup.

**Paddy Power CMO Gav Thompson says "WE ARE Pi are our kind of agency; creative, restless and non-conformists. We went looking for a partner in mischief and they were the stand-out choice. Their ideas were clever and naughty in equal measure, and I am very excited about our future together."**

Their first mischievous task has been to leverage the excitement around the Rugby World Cup, by creating Paddy Power's very own big match predictor called "The Big Game Hunter". A psychotic American dentist with a high powered rifle is entrusted with match predicting duties in a series of online films in which he hunts national team's icons. If a country's icon goes down then they are predicted to lose the game by the dentist. At the end of each film, Paddy Power highlight specific match odds for the game.

**WE ARE Pi Partner, Paddy Garvey, adds *“The Pi Way is about never falling into a repeating pattern. We spend a lot of our time trying to be good, so Paddy Power is an opportunity for us to continue breaking our pattern, let off some steam and cause some trouble. In this case we are targeting the bad guys, and hope to spark change by making noise.”***

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### **About WE ARE Pi**

Founded in 2011, WE ARE Pi is an Amsterdam based international Ideas Company that delivers brand storytelling across communication and experiences, for clients including; Coca-Cola, Under Armour, LEGO, Wrangler, Kipling, TED Conferences, and ABB.

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### **Agency**

WE ARE Pi

### **Production**

Director - Barry Kimber - Royle Productions

Producer - Kate Pirouet - Royle productions

DOP/Photographer - Jim Marks

Dentist - Roy McCreery

Post House - Envy Advertising

Grade - Belgin Kaplan

Online - Jason Farrow & Kiran Baxter

Sound - Arge

Post Producer - Jocelyn Silburne



## QUOTES

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— Paddy Power CMO, Gav Thompson

*“The Pi Way is about never falling into a repeating pattern. We spend a lot of our time trying to be good, so Paddy Power is an opportunity for us to continue breaking our pattern, let off some steam and cause some trouble. In this case we are targeting the bad guys, and hope to spark change by making noise.”*

— WE ARE Pi Partner, Paddy Garvey

## IMAGES




## SPOKESPERSON



Alex Bennett Grant

Managing Director

 [wearepiams](#)



Patrick Garvey



Managing Partner

 [wearepiams](#)

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#### ABOUT WE ARE Pi

WE ARE Pi, an ideas company born to provide a modern alternative for thought leaders building the brands of tomorrow, including: Coca-Cola, Wrangler, Lego, Under Armour, Kipling and TED Conferences.



WE ARE Pipressroom