

## Rock One Hundred – Entry form

### 1. Describe the campaign

The idea of Rock One Hundred was to create awesome wearable gear for Rock beer fans and some complementary buzz with zero budget. We decided to design 100 different shirt options for the fans to choose from and exhibit them in a gallery and virtual showroom as a teaser. The shirts could be ordered from special e-store but not everyone could get them. There was a catch. The campaign ended up with 500 delivered T-shirts and 1/10 of Estonians reached. Quite an achievement for campaign that funded itself.

### 2. Describe how the campaign was launched and executed and which channels were used

At first, two designers spent nights and days creating graphics that would translate the world of Rock into the language of a basic black T-shirt. After designing, scrapping and re-designing, TOP 100 was exhibited in a **pop-up gallery** and **digital showroom** just to give the people a chance to browse the shirts, bookmark their favourites via **QR-code** and order the shirts from the **e-store** on the spot. The only thing was that the shirts were only printed if there were minimum of 10 orders. You could easily share your preference in **Facebook** to connect with like-minded people. After all 10 had made their payments the shirts were printed and sent straight to your doorsteps.

### 3. Give some idea of how successful this campaign was with both the client and consumer.

Considering that it was a self-funded campaign, the results exceeded our expectations. During one month of the campaign 11 000 unique visitors browsed the collection, 700 shirt orders were made out of which 500 were finally printed and delivered. The total reach was 100 000 people which makes up one tenth on all Estonians.