

Tallinn Street Food Festival (TTTF)

The task

Tallinn Street Food Festival was first of a kind street food event in Baltics.

The goals:

1. To attract people to visit Telliskivi Creative City and the festival and spend quality time there.

KPI: 7000 festival visitors.

2. To present Telliskivi Creative City as an attractive environment for businesses.

KPI's: 20 food vendors; $\frac{3}{4}$ satisfied with the festival.

3. To promote Telliskivi as the hotspot of (street)food in Tallinn. There are 7 restaurants in Telliskivi.

KPI: positive media coverage in at least 5 out of 10 TOP media channels in Estonia.

Implementation

TTTF was first festival in Baltics that was dedicated to streetfood! It's a global trend that just starts developing in Estonia. The event took place in Telliskivi Creative City that hosts permanently 7 restaurants-bars-cafes. Telliskivi wanted to be and is now the trendsetter in this field.

Focus in our festival was on quality – we skipped low quality providers, focused on foodtrucks, gourmet cafes, independent stands.

We teamed up with EXPO Milan 2015 Estonian team and organized Estonian Street Food Competition together. The final voting took place in the festival.

The campaign

We turned our fans to evangelists – when the loyal customers of Telliskivi came "on board" the others did as well. Facebook and news media were our key focus.

We communicated freshness – we provided something that was never done before in Estonia. Cosmopolitanism (world trend coming to Estonia) and national pride were involved (EXPO Milan 2015 Estonian Street Food Competition).

We answered to all the questions-comments, communicated openly possible risks of the festival (queues, long waiting times, cash-only policy etc). We analyzed publicly the results and explained what we'll do better next year.

The results

The number of visitors: **12000**

The number of vendors: **48**

Satisfaction of vendors

According to short survey **45 out of 48 vendors** confirmed that they were satisfied and they would like to take part in 2015's festival.

Positive media coverage

The Goal: 5 out of TOP 10 media channels

Actual:

Video news: TV3, Kanal 2, two interviews in Estonian National Broadcast.

Online news, video stories: Postimees Online, Delfi, Õhtuleht Online, Äripäev, EPL Online.

Interviews in 4 of TOP 10 estonian radio channels: Raadio 2, Klassikaraadio, Vikerraadio, Kuku raadio.

Printed story in Äripäev (leading business newspaper).

Tallinn Street Food Festival website	http://tallinnstreetfoodfest.com
Facebook event of TTTF (in Estonian)	https://www.facebook.com/events/753892667978079/
News in Estonian National Broadcast	http://news.err.ee/v/entertainment/1e154000-e7ee-4b47-b001-80c875fea840
Video summary of the festival in Youtube	https://www.youtube.com/watch?v=4K-w20MFMNA