

SEESAMI KIIVRIKAMPAANIA „Tule Tulemisel“

Eesmärk

- Kindlustusselts Seesami üle-Eestiline nähtavaks tegemine ning kindlustustoodete müük uutele kontaktidele.
- Koguda võimaikult palju uusi kontakte, kes võiksid olla potentsiaalsed Seesami tulevased kliendid.
- Pakkuda kontaktide kogumisele positiivset lisaväärtust, tugevdada kindlustusseltsi positiivset kuvandit ning sotsiaalse vastutuse suunda.

Teostus

Üldrahvalikul laulu- ja tantsupeo tule toomise teekonnal osales Seesam toetajana, tagades tule turvalise teekonna. Laulupeo tule tulemisel läbitud 1000 kilomeetrit kulgesid mööda avatud liiklusega maanteed. 100 teekonnal osalejat ehk tuletoojat said pähe Seesami kiivrid ning jagamisele läks ka pea 1000 Seesami logoga rattakella. Tuli rändas läbi 7 maakonna, 53 valla ja linna ning üle 10 000 käepaari andis tuletõrvikut edasi.

Seesam oli oma telgi ja müügiinimestega väljas tule süütamise ajal Tartus ning vahepeatustes Toilas ja Jõhvis. Kontakte õnnestus kohapeal koguda 200.

Läbi osalevate laulu- ja tantsukollektiivide meililisti tehti osalejatele eripakkumine - kõigile tule toojatele ning nende perekonnaliikmetele õnnetusjuhtumikindlustus 15% soodsamalt.

Võimalust kasutas ja pakkumist küsis ligi 100 inimest.

Sotsiaalmeedias ning Seesami kodulehel käis avalik loosikampaania, kus jagati välja veel 100 eridisainiga rattakiivrit, peaa hinnaks oli Seesami värvides jalgratas. Sel moel koguti kolme nädalaga 1080 uut kontakti.

Tulemus

- Kliendikontaktide kogumine õnnestus väga hästi - neid koguti 1380.
- Kiivrid olid populaarsed ning Seesam sai pidevalt kõnesid kooride ja tantsurühmade liikmetelt sooviga kiivreid juurde saada.
- Kogu tule teekonna tegi kaasa ka ERR-i reporter Jüri Muttika, kelle videoreportaazje tee pealt näidati teles ning spetsiaalsel veebilehel. Loomulikult kandis reporter peas Seesami kiivrit.
- Seesam sai tutvustada kooride, orkestrite ja tantsurühmade liikmetele õnnetusjuhtumikindlustust ning kuna tule toomine toimus ratastel, siis räägiti ka sellest, et jalgratas on Seesamis kaitstud koduse varana.

SEESAM'S HELMET CAMPAIGN DURING THE JOURNEY OF THE FLAME OF THE SONG AND DANCE CELEBRATION

Objective

- Creating visibility for the Seesam insurance company across Estonia and selling insurance products to new customers.
- Given that 2014 was the Year of Moving in Estonia the campaign followed the principles of promoting safe ways of moving, creating awareness of dangers and providing information about how to safeguard oneself against those dangers.
- Offering positive added value to getting contacts, strengthening the positive image and social responsibility of the insurance company.

Implementation

Seesam participated in the Journey of the Flame of the Estonian Song and Dance Celebration as supporter, securing a safer journey for the flame bearers and the flame. The Journey of the Celebration Flame followed 1000 km of roads and highways full of traffic. 100 participating flame bearers were wearing bicycle helmets with a Seesam advertisement and almost 1000 bicycle bells with the Seesam logo were handed out with the aim of making the trip safer. The flame travelled through seven counties, 53 towns and rural municipalities and the torch was passed on by more than 10 000 pairs of hands. Thus the company could reach out to those people and regions across Estonia, which otherwise would have been left out. Seesam was present with its tent and sales staff in Tartu at the time that the flame was lit and also in Toila and Jõhvi where the flame stopped on the way. More than 200 contacts were gathered on the spot.

Through the mailing list of the participating choirs and dance groups a special offer was made to all flame bearers and their family members – a 15% discount on accident insurance. Almost 100 persons used this opportunity and asked for an offer.

A lottery was organised in social media and the Seesam homepage with another 100 specially designed bicycle helmets handed out as prizes. A bicycle bearing the Seesam colours was the main prize. As a result 1 080 new contacts were gathered in three weeks, the company's image as a caring entity was strengthened and the company brand was emotionally tied to the excitement accompanying the Song and Dance Celebration.

Result

- An excellent result of gathering customer contacts – a total of 1 380 contacts were made.
- The helmets were popular and Seesam kept receiving phone calls from the signers and dancers requesting more helmets.
- Jüri Muttika, a reporter of the Estonian Public Broadcasting Company, followed the whole Journey of the Flame, and video clips of the journey were shown on television and also on a website especially devoted to the event. Naturally the reporter was wearing the Seesam helmet.
- Seesam could introduce its accident insurance to members of the choirs, orchestras and dance groups; given that the Journey of the Flame was a bicycle journey, it was

possible to explain to the participants that in Seesam a bicycle was insured as part of the home contents.