

Lexus ShortFilms Festival 2014 Klient: Lexus / Toyota Baltic AS

Ülesandepüstitus

Kliendi eesmärgid:

- uute potentsiaalsete klientide leidmine, kontaktibaasi laiendamine
- Lexuse brandi ning selle väärtuste tutvustamine potentsiaalsele sihtgrupile
- luua eelsuhted uute kontaktidega follow-up tegevuste edukaks läbiviimiseks

Kuna tegemist oli Lexuse brandi jaoks uute inimestega, siis sooviti vältida kommunikatsiooni käigus aktiivset müüki ning läheneda klientidele läbi brändi väärtusi kommunikeeriva kultuurielamuse pakkumise.

Sihtturuks võeti kolm Balti riiki - Eesti, Läti ja Leedu.

Elluviimise kirjeldus

Loovlahendusena otsustasime kasutada **filmifestivali formaati**. Ühelt poolt on Balti riikides tugevad filmifestivalitraditsioonid - Tallinn POFF, Riia IFF, Vilnius IFF. Teiselt poolt oli Lexusel koostöös USA filmistuudioga The Weinstein Company loodud neli noorte talendikate rezhissööride lühifilmi, mille auditooriumiks siinkandis seni vaid internet.

Täiendava võtmetegurina **kaasati Nordea pank**, kellele tänu pikaajasele POFFi toetamisele oli filmifestivali formaat huvipakkuv. Tegemist on Balti riikides haruldase lahendusena, milles põimiti **kahe juhtiva brandi väärtused ning huvid ühise tulemuse nimel**. Nordea kutsus Lexuse palvel oma privaat- ja korporatiivpanganduse kliendid Lexuse Filmifestivalile.

Lexuse sooviks on pakkuda silmapaisvaid ja erakordseid elamusi. Sellest lähtuvalt oli vajalik kujundada kogu üritusest **silmapaistvalt erakordne sündmus**.

Üritus toimus kõigis kolmes linnas tavatus kohas, kuhu ehitati 200-le inimesele täiuslikku elamust võimaldav kinosaal ning järelopeo saal. Öhtujuhiks kutsuti **igas riigis kohalik tuntud kinonäitleja**, kes oli näidatava filmiprogrammi eelnevalt läbi töötanud ning seda omalt poolt kommenteeris. Järelopeosaalis eksponeeriti nelja Lexuse mudelit.

Eraldi väljakutse oli külaliste kontaktide hankimine. Kuna lähtuvalt pangasaladuse kaitse reeglitest Nordea pank sai oma kliendid üritusele kutsuda kuid ei tohtinud kontakte Lexusele edastada, siis tuli motiveerida külalisi oma kontaktide vabatahtlikuks edastamiseks. Selleks lõime ainulaadse **multitouch-laual toimiva interaktiivse lauamängu**, millest osavõtmiseks oli tarvis hankida nimeline branditud kiip.

Loomulikult seadis Lexuse brand **kõrgeimad sisekujunduslikud ja tehnilised standardid**.

Tulemused

Igas linnas - Tallinnas, Riias ja Vilniuses õnnestus üritusele kohale saada **200-250 Nordea panga sobiva maksejõuga klienti**. Kohaletulnud külalised tunnustasid kvaliteetset ja omalaadset üritust, kus kõrgkultuur põimus osavasti brandide väärtustega.

Konkreetsed eesmärgina seatud **uute otsekontaktide arv** realiseerus järgmiselt:

Tallinn:	90 kontakti
Riia:	100 kontakti
Vilnius:	90 kontakti

Üritusel kogutud otsekontaktid suunati follow-up jätkutegevustele aktiveerimiseks ning müügitegevuse teostamiseks. Tulemusega olid rahul nii Lexus kui Nordea pank.

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Goals:

The main targets were:

- to find new potential clients, to **increase the contact base**;
- to **introduce the Lexus brand and its values** to the new potential target group;
- to have the **first contact with new potential clients** in order to carry out successful follow-up activities.

Since the people targeted were new for the Lexus brand they wanted to avoid any active selling approach. The idea was to **approach** the new potential customers **through a cultural experience** which communicated their brand values.

The target markets were the three Baltic states- **Estonia, Latvia and Lithuania**.

Description:

Our creative solution was to use a format of a film festival. On the one hand, the Baltics are known for their strong traditions with Film Festivals- Tallinn Black Nights Film Festival, IFF Riga, IFF Vilnius. And on the other hand, in cooperation with the US film studio **The Weinstein Company** and four young and talented filmmakers, Lexus had created four short films, which in the Baltics were only available online.

Another key factor involved was **Nordea bank**, who found film festival format appealing, thanks to a long support of the Tallinn Black Nights Film Festival. This was a rare case in the Baltic states where the **values and interests of the two leading brands were united for a same purpose**. Nordea invited its private and corporate banking customers to the Lexus Film Festival.

Lexus wanted to offer extraordinary and distinguished experiences, and it was necessary to design the whole event as a unique occasion.

The event took place in an unusual place in all of the three cities. Each of the venues had a **cinema hall for 200 people** and a after party room built in. Every country had a **local film actor** as a host. Their job was to comment and introduce each one of the films. There was a exhibition of four different Lexus models in the after party area.

A separate challenge was to **collect the contact details of the guests**. Nordea Bank invited their customers to the event, but bank secrecy rules forbid them to share the contacts with Lexus. So the aim was to **motivate the guests to give their contact details to Lexus**. To this end, we used a **multi-touch table** and created a **unique interactive game**. In order to take part of the game you were given a NFC chip, which had to be registered before participating.

The Lexus brand set the highest standards for the interior design and technical solutions.

Results:

In each city- Tallinn, Riga and Vilnius, we succeeded by hosting the event for **200-250 most valuable Nordea bank customers**. Guests appreciated the high quality and uniqueness of the event, where the brand values were united with the high culture.

The specific objective was to collect direct contacts which realized as follows:

Tallinn: 90 contacts
Riga: 100 contacts
Vilnius: 90 contacts

The direct contacts collected at the Film Festival were directed to follow-up activities. **The result of the events satisfied both the Lexus and Nordea Bank**.