

Name of project: Launch of air flight attraction Balloon Tallinn

Category: Golden Egg 2015, PR, Marketing communications/advertising

Presenter: communications bureau Hamburg & Partners, project manager Jekaterina Eilart

Client: Balloon Tallinn's operator Lennulaev OÜ and Port of Tallinn, developer of cruise ship quay

Objectives and goals of project:

- ✓ Due to limited budget public attention had to be attained by using only means of communication and no paid advertising
- ✓ Achieving cross-border attention in strategic neighbor countries Latvia, Russia and Finland by means of communication
- ✓ Support for Port of Tallinn's cruise ship quay area development operation
- ✓ Using the tourist attraction to create a competition advantage for Port of Tallinn and the city of Tallinn compared to other cities and ports in the area
- ✓ Preventing risks of crisis communication and negative coverage

Budget of project: 5000 euros (total PR-budget in all four countries)

Description of selected strategy:

- ✓ Due to limited communications budget we decided to carefully choose channels and concentrated on two directions in our communication: media connections (including various digital and printed travel journalism) and social media. We had the objective to be visible in all channels talking about tourism in Tallinn and Estonia. We incorporated a maximum number of enterprises, institutions and boards in the tourism field.

Execution:

- ✓ We agreed of pre-coverage with main travel publications and deck/onboard magazines (Tallink Club One, The Baltic Guide, GoTravel, Estraveller, Pulsis etc.)
- ✓ We established collaboration with tourism enterprises and institutions in order to forward messages through their channels (agencies of Enterprise Estonia in neighbor countries, Tourism Board of Tallinn Entrepreneurship Department, Port of Tallinn, Estonian Travel & Tourism Association, Estonian Hotel and Restaurant Association etc.)
- ✓ We organized direct communication for tourists arriving on cruise ships
- ✓ We created messages and constant flow of media coverage in Estonian economic, consumer, regional and general media (printed newspapers, TV-channels, radios, magazines, online channels etc.)
- ✓ We offered exclusive topics for selected media channels (test-flights for journalists; interviews with helium ball's manufacturer Per Linstrand, world-famous flight engineer and pilot; collaboration with photographers and video journalists; photo shoot for Estonian Next Top Model etc.)
- ✓ We participated at Tallinn Maritime Days
- ✓ Organizing a photo contest in Camorka domain
- ✓ Digital communication in Facebook, Twitter, YouTube and Instagram



- ✓ We cooperated with Finnish leisure and travel bloggers and spread the news in Latvian, Russian and Finnish media and travel channels
- ✓ We coordinated a large part of communication in Estonian, Russian, English and Latvian

Results:

- ✓ All popularity of Balloon Tallinn attraction is attained **only by means of media communications**, paid media was barely used
- ✓ Although it is difficult for a local attraction to enter foreign media, **we established a decent cross-border coverage**: over 30 coverages in Latvia, over 20 in Finland and over 40 in Russian popular media and tourism channels (including social media and blogs operated by media channels)
- ✓ Highly positive reaction of Estonian media – no negative coverage during the whole season, over 60 coverages in Estonia
- ✓ **Winner of Tallinn Tourism Award of the Year 2014** and the nominee on Estonian Best Tourism Object 2014
- ✓ Positive reaction from clients: on the first season Balloon Tallinn produced **over 2100 flights**, the record was made during Tallinn Maritime Days when Balloon Tallinn served over 500 clients per day
- ✓ **Postimees named Balloon Tallinn the most beloved attraction** of Tallinn Maritime Days
- ✓ Port of Tallinn's **cruise ship quay** (Balloon Tallinn being an inseparable part of it) **was named Tallinn Development Project 2014**
- ✓ Every year in March important contracts concerning cruise ships are signed at a fair in Miami Port of Tallinn participating in. According to the evaluation of Port of Tallinn Management this year the existence of Balloon Tallinn helps to individualize Port of Tallinn and becomes beneficial while negotiating with potential clients
- ✓ Attraction gathered so much popularity that **operator decided to continue flights in winter**
- ✓ Messages of Balloon Tallinn Facebook page have reached tourists in Hong Kong, Mexico, Iraq, Australia, Taiwan, Singapore, Kazakhstan, China, India, Korea, Persia, Indonesia, United Arab Emirates etc.
- ✓ Balloon Tallinn's web page was visited by 41 000 people, 75% of them being foreigners; content of Balloon Tallinn Facebook page reached 70 000 people
- ✓ Balloon Tallinn became a landmark and visual symbol for tourist advertising in Tallinn and Estonia – alone in Instagram over 200 photographs have #balloontallinn hashtag
- ✓ Nr. 1 outdoor activity in Tallinn according to tripadvisor.com

Evaluation of cost-effectiveness, creativity and originality of project

- ✓ Solely by means of communication the project attained high awareness among important target groups and had positive coverage in four target markets
- ✓ This is one of the most substantial and successful applications of integrated PR-solutions, collaboration between market players and synergy among organizations created in Estonian private sector
- ✓ Project is best characterized by well-directed communication channels, especially grasping the existing cross-border channels and benefitting from international potential.

