Branding Campaign:

Wave to IIU!

Insight & Strategy

People in Estonia have problems with noticing and greeting each other. Let's turn that negative insight into positive attention.

Creative Idea

Let's greet back the people who live by railways and wave hand to passing trains once in a while.

We paid these people a visit, made portrait movies for social media, recorded their Christmas wishes and let these clips in trains, asked passengers to wave hand to them exactly when the train was passing by their homes.

Creative Effectiveness

MEDIA BUDGET

Social media reach POPULATION Organic media reach

POPULATION

Ticket sales

DEC '16 VS '15





