

visit estonia

The Stress Buster



What would you do if you need to launch an international advertising campaign but don't have much money for it?

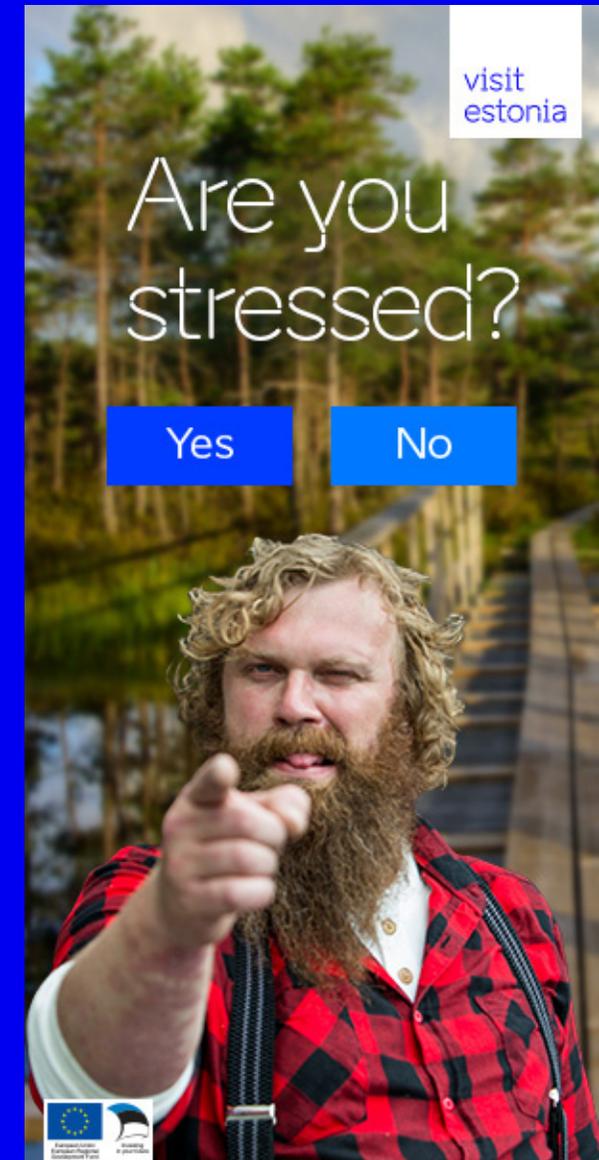
Of course you do something cool in real life and share it on a social media.

We had to target nature-loving people from 4 key markets — UK, Norway, Germany and Sweden to visit Estonia. Our goal was to get 150 000 visitors on campaign website.

Sad side of the story? No money for any reasonable media campaign in those countries.

For that we took another approach. We created a stunt in Berlin, recorded that and shared it on social media. The “Stress Buster” clip became a backbone of our campaign.

We supported our film with online-campaign, social media activities and remarkable PR-seeding. All channels invited people to visitestonia.com website.



Stress Buster clip was watched **over 1 000 000 times**
... and counting.

The campaign reached **over 50 million people** worldwide.

Got constant **positive reviews** on marketing websites.

Ranked in **TOP 5 travel & Tourism Campaign** of September
IN THE WORLD by AdForum.

Campaign of the year by Enterprise Estonia.

Finalist of Digitegu 2017 contest.

"No 1 Best value place to visit in 2018" by Lonely Planet.



COLORIBUS

PROUD
MAG

SOURCE
CREATIVE



adforum



We got over 220 000 contacts
from 130 countries

40%

from Sweden

32%

from Germany

15%

from UK

5%

from Norway

Exceeding our
goal more than

46%

