

"Pärlipüüdja"

Promotsioonilahendus noorte infomessil "Teeviit 2014"

Klient: Swedbank

Ürituse ülesande püstitus:

Lahenduse eesmärgiks oli noorte infomessil "Teeviit 2014" **teadvustada küllastajatele pangandussektorit atraktiivse ja moodsa töödandjana ning tutvustada erinevaid ameteid**, milliseid kaasaegses pangandusorganisatsioonis tuntakse ja peetakse.

Vajasime ühelt poolt atraktiivset lahendust, **mis noori kõnetaks ja kaasa haaraks**. Teiselt poolt oli panga poolt soov ka **asjalikku informatsiooni pakkuda** - tutvustada praktika- ja töövõimalusi Swedbankis, anda kandideerimisnäpunäiteid ning seletaks, kuidas Swedbanki töövarjupäevale tulla saab.

Soovisime oma tegevusse kaasata oodatud ca **8000 messiküllastajast vähemalt 1000**.

Taustaeesmärkideks oli kommunikeerida Swedbanki sõnumit, et pank mõtleb noorte moodi, selle sõnumiga oli soov jõuda enamiku küllastajateni.

Ürituse elluviimise kirjeldamine:

Kelleks Sa saada tahad? Mida Sa tahad teha? Need on küsimused, mis iga noore peas keerlevad, ning vastuseid neile on tihti keeruline leida.

Lahenduse loovideeks sai "**sukeldu pangaametite merre**". Otsustasime noortele välja pakkuda lõbusa tegevuse, mille kaudu anda nende küsimuste küsimisel õige suund ning aidata siis küsimustele ka vastused leida. Samuti pidasime silmas, et pank võib noortele tunduda pisut kaugel ja hirmutav ning soovisime, selle tunde juba eos maha võtta.

Lõime **70 000 palliga Swedbanki pallimere**, mis peitis endas aaretena **erinevaid Swedbanki ametipositsioone**, kuid sealt ei puudunud ka mõned väljamõeldud naljakad ametipositsioonid.

Iga osaleja ülesandeks oli **sukelduda**, üksi või koos sõbraga, **pallidesse** ja otsida üles **pärl** - pall, millel oli number ja kuldse võtme kleebis. Kuldne võti tulevikku leitud, suunati osalejad FotoBoxi, kus **pärl** uue ametipositsiooni vastu vahetati ning hetk FotoBOX-is jäädvustati. Iga osaleja sai endale mälestuseks **paberkandjal foto**.

Lisaks ehitasime noortele suure kott-toolidega **bränditud ala**, kus neid tervitasid lõbusad **promotüdrukud, päevajuht ja Swedbanki maskott Kärp**. Meeleolu lõi noortepärane taustamusika ning tasuta kiire WiFi.

Peale hetke jäädvustamist ootas noori Swedbanki ametlik ala, kus jagati **informatsiooni karjääri- ja praktikavõimaluste kohta**.

Tulemus:

Seatud **eesmärgid** said nii kliendi kui agentuuri hinnangul **edukalt täidetud**.

Messipäevade jooksul ei leidunud hetke, kus kott-toolid oleksid tühjalt nurgas seisnud ja pallimeri oleks sukeldujaid oodanud. Kogu aktiviteeti saatsid rõõmsad saginat täis järjekorrad, kus igaüks ootas oma hüppekorda või oma suurhetke jäädvustamist FotoBOX-is. Ning ka huvi praktika- ja töökohtade vastu pangas oli väga suur. Nähtavus messihallis oli suurepärane ja hinnanguliselt pidid peaaegu kõik küllastajad Swedbanki väljapanekut märkama.

Hinnanguliselt **sukeldus pallimerre pärlite järele** kahe päeva jooksul **ca 1000 küllastajat**, FotoBOXi **pilte trükkisime ca 1200 tk**. Pangatöötajad jagasid **praktikainformatsiooni enam kui 400le noorele inimesele**.

"PearlDiver"

Promotional solution for Swedbank at youth information fair "Teeviit 2014"

Client: Swedbank

Goals:

The aim of the solution at the youth information fair "Teeviit 2014" was to **raise awareness of the banking sector as an attractive and modern employer** and to **introduce a variety of job titles which are known and desired in a modern banking organization.**

We needed an attractive solution that **young people would feel connected to** and which would attract them. But on the other hand it was the bank's desire **to provide constructive information and advice** regarding to the internship and job opportunities in Swedbank. Also to give advice how to apply and how to come to Swedbank for a day as a "Work Shadow", to see how a regular day at work is for someone in Swedbank.

Our aim was to involve at least 1000 unique visitors out of the 8000 fair visitors. The objective was to communicate the message of Swedbank, that bank thinks like young people, our desire was this message to reach to most of the visitors.

Description:

Who do you want to be? What do you want to do? These are questions that spin in the head of many young people, and the answers are very difficult to find.

The main idea of the solution was **"dive into the sea of banking occupations"**. We decided to offer the students a fun activity, through which we could help them to provide the right direction and help them to find the answers to these questions. Also, we had a feeling that the biggest bank in Estonia could seem a bit distant and scary for young people, and we wanted to change that image.

We used 70,000 to create a Swedbank ball pit, which hid different bank job titles as treasures, pearls in it, but to make it more fun we added some made-up job titles in it.

Each participant (alone or with a friend) **had to dive into the sea in order to find a pearl-** a ball with a number and golden key sticker on it. The golden key to the future found, the participants were directed to the photobooth where the **pearl** was replaced with a sign of a **job title**. Then the moment was captured in the photobooth and each of the participants received **a photo as a gift.**

In addition, we built **a large branded area** with beanbag chairs, where everyone were welcomed by **fun promotion girls, host and the Swedbank mascot Kärp.** The mood was created by a youthful background music and free high-speed WiFi.

After having the photo taken in the photobooth the participants were directed to the official Swedbank area, where they could ask **information regarding to the career and internships opportunities in Swedbank.**

Result:

The **estimated targets were successfully completed** for both, the client and the agency.

There were no moments during the fair where the beanbag chairs stood empty in the corners and the ball pit was waiting for new treasure hunters. Throughout the fair the area was filled with cheerful happy queues, where everyone were waiting for their big happy moment was it jumping in the sea of balls or having the moment recorded in the photobooth. And also the interest in internships and job opportunities in Swedbank was very high.

The visibility was excellent, the moving lights and the cheerful music made the Swedbank display visible for every visitor.

It is estimated that during the two days of the fair, **around 1000 participants plunged into the sea to find that special pearl.** Around **1200 pictures were printed** in the photobooth. Bank staff shared **information about the internship and job opportunities to more than 400 young people.**