

Viru Valge Design Challenge

Brief

Viru Valge is one of the most beloved Estonian vodka brands in the world and in the centre of its identity are the Estonian national traditions and values. This implies to both the branding and the packaging. However, the conservative tone of voice has started to alienate some Estonians and at times lacks playfulness and seems too high-end. The personal connection between Estonians and one of Estonia's most well known product has been in a decline.

The purpose of the campaign was to renew the brand and reconnect Estonian people with Viru Valge and also to boost sales which had been in a decline due to the newly imposed excise tax. The goal was also to get more visibility in retail shelves and HoReCa.

Solution

To solve this problem Viru Valge decided to hold a design challenge and give every Estonian an opportunity to show us how an Estonian vodka should look like.

In the first stage of the campaign we created a website www.viruvolgeleht.ee with simple guidelines how to create a design and upload design drafts for the new Viru Valge design edition packaging. Simultaneously we launched a digital campaign to invite people to submit their ideas. From the submitted works our design jury selected 20 of the best package designs, which were put to a vote.

In the second stage of the campaign we called upon all Estonians to pick their favourite of the finalists, to choose the "Rahva lemmik/People's choice". Voting took place on the same website through a Facebook account.

The favourite of the jury and the People's choice was announced at the prestigious Password marketing gala in Saku Suurhall. Surprisingly, one and the same design won both titles. Graphical TV clip was made to show best designs and the winner design in public TV channels and online.

Outcome

Within two weeks we received over 10 000 page views and over 450 submissions. People were eager to give their input. Many even wrote us ideas for Viru Valge advertisements and redesigned us new logos and CVI-s. Among the submitters were well known Estonians, famous designers as well as average joes.

The designs that were picked for the final got a total of 4339 votes. The winner (both for the jury and people) was Lauri Särak's design „Wisdom“ and this was made into the new Viru Valge sleeve.

200 000 pcs of Limited Design Editions went to shops all over the country. The new design was very well accepted also in HoReCa sector. Illustrations from the

packaging were used in various creative ways in different summer festivals which helped us achieve a very wholesome campaign and half year long media coverage.

During the campaign period we had over 32 000 visitors from over 78 countries in our website. The new design received a warm welcome from both the consumers and retailers alike and the Viru Valge Limited Design Edition patch was sold out far quicker than anyone could predict.

Kampaania komponendid:

Etapp 1 - kutsume inimesi töid lähetama:

<http://eturundus.eu/viruvalge-sleeve/1/>

Etapp 2 - kutsume inimesi hääletama:

<http://eturundus.eu/viruvalge-sleeve/2/>

Etapp 3 - kuulutame võitja välja:

<http://eturundus.eu/viruvalge-sleeve/3/>