

Üks esimesi creative-PR õnnestumisi Eestis:

Lehvita Tiiule!

Successful creative-PR project:

Wave to Tiiu!

Category

PR

Client

Elron, Mai Vahtrik

Creative agency

Optimist Creative, Magnus Lužkov,
Elis Ojaperv, Heigo Heinleht

PR agency

Optimist Public, Mari-Liis Ahven

Production

Downtown Pictures, Ove Musting,
Jaan Laugamets

Every year during Christmas Elron has surprised its clients and passengers positively by reading poems, by decorating trains or by giving candies as gifts. This year there was a tight budget for Christmas campaign and no concept was given. Together with agency the focus of the campaign was changed - it's Christmas, let's notice and appreciate the clients and people around us. Let's bring out that they are exceptional and show that they are special. If it is successful, brand will get stronger and the sales numbers will increase.

Budget all together: 10295 EUR+VAT. Including media fee: 200€, agency fee: 2000€, Video production: 5000€ and decorations 3095€.

As the media budget was really tight for making a brand awareness campaign in wide media, we chose the creative-PR strategy instead of buying ads in media for publishing the video clips and messages. The campaign was launched in ETV morning talk-show "Terevisioon" and spread after that into social media. After that various media channels published the clips together with articles.

The central idea of the strategy was that every brand has only one target – to be loved. We wanted to give emotional reasons why Elron should be appreciated. Moreover, during Christmas people are more eager to get positive news and emotions, so we wanted to show the softer side of Elron and show that behind the iron railway and wagons, Elron has a golden heart. The target was to bring the people in the middle of campaign, not the brand.

The idea was to find people who live next to railways, introduce them in trains and in public and share their wishes with passengers, who can wave them back by showing that they are also noticed. On the daily basis we pass from the people who live next to railways or roads, we know their homes, perhaps we have seen them, but yet, we do not greet them, even though they are so familiar as we see them or their homes every day. The campaign videos' target was to introduce these people and call all the passengers to wave for them, as friends. The campaign was successful & viral thanks to PR activities.

Lehvita Tiiule!/ Wave to Tiiu! Was one of the most successful creative-PR projects in 2016! Within 9 days (12.12.-21.12.2016) there was 20 media coverages in Estonian media channels – in TV, radio, online and print media. **Local journalists searched for their neighbours who live**

next to railways and made a persona articles that were initiated by the campaign – in all coverages Elron's campaign and Tiiu were mentioned!

The campaign videos' unique reach was more than 200 000 people in social media. The clips got ca 6500 engagements (likes, shares, positive comments) – without advertisement and without asking people to like or share! There were more than 556 000 travellers who used Elron in December 2016 – 6% more than in 2015. The sales proceeds increased 11% compared to December 2015.

Social media reach of the campaign: 300 000 people (in Estonia there is ca 600 000 Facebook users), number of impressions was even bigger. PR reach in media channels: ca 500 000 readers/listeners/viewers. (It means ca every 2nd Estonian saw the campaign!)

Roughly the campaign was noticed 1 086 000 times (in media, social media and in Elron trains) – the overall cost of the campaign was 10295 €, which means that the cost of engagement was ca 0,0095€. Moreover, the campaign materials will not expire and can be used also in future!

Elron's campaign was one of the most successful creative-PR projects in 2016 in Estonia – the branding campaign was accomplished by PR activities together with creative approach. The campaign messages reminded during Christmas – it's important to notice and appreciate people and activities around you.

With tight budget and heart-warming messages, the campaign broke the negative messages in society and reached wider audience – and also Elron's passengers and people living nearby. The campaign's structure and effectiveness give back the faith for branding and social media performance. **Elron's campaign showed that it is reasonable to think about the meaning of the brand and make marketing by your mind, not by force.**