

TELE2



PÖÖRANE SÕIT

The Challenge

Tele2 is a challenger brand and they are not afraid to go wild with that. So when it came to organising an Tele2 internal event for giving out annual awards, we knew we had to do something more than just a fancy virtual event with a big production.

We needed something creative, to keep people watching the whole event. No meaningless bells and whistles, but only creativity. Bye bye comfort of the high tech studio and prerecorded material. Let's go live, let's take on a challenge!

Problem was, we weren't allowed to bring people together and they were scattered around in different cities in Estonia.

Results

Unnaturally high participant engagement with a disbelief from Tele2 employees about how on earth could an employee virtual event be so engaging?

Tele2 is doing a lot of internal all-hands meeting led by their ceo Chris Robbins, who was more than happy about power, engagement and level of energy this particular event managed to create.

So maybe high end technology is not the main thing when it comes to virtual events.

Content is king, anticipation is the queen and engagement is the boss. That's what we call a wild ride.

Solution

So we launched a pop-up virtual event called "Pöörane Sõit". And a wild ride it was.

"We drove 3 Mini's around Estonia, to go and hand over Tele2 value awards to people - live. No prerecording, no hints, no warnings. Pure live."

- * Prior to the event all nominees received a "mystery box" that they could only open during the show. You could find your prize from there plus some funny challenges. All completely unexpected to them, so when watching the show...
- * ... Excitement came from the fact that you could never know if your house would be the next one where a Mini will park in front, bring in the prize and challenges.
- * All the challenges our winners had to participate were lot of value based. For example we had our winners - rollerskating racing in the supermarket, singing loudly outdoors, sticking your tongue out, shaking the balls, jumping, blind driving, getting arrested by the police etc.
- * For the viewers we also needed something to get the engagement up. So we did a landing page for all other participants. Interactive chat for enhanced emotion, photo sharing competition about their fancy socks and contents of your fridge.

SIDUR, PIDUR, GAAS!

