Work in Estonia

is a government funded initiative to support Estonian ICT and tech sector by globally **promoting Estonia as the best country to live and pursue tech career in.** The Estonian ICT and tech sector is growing at the speed of light which puts a lot of pressure on companies on how to find highly skilled talents also from abroad.

How can a small nation differentiate and stand out from other countries to attract ICT professionals as talent shortage is a global issue? Estonia is the most advanced country in digital life with **99% public services available online** and offering a high quality of life with great work-life balance. To differentiate the country branding and make Estonia's perception more attractive we decided to get personal and authentic, introducing value proposition through the experience of an expat tech talent.

First step was to move the value proposition from Estonia to e-Estonia. Build a beyond physical borders workplace, that will become a number one destination for global ICT talents and convert it into actual job applications. That was achieved by merging Estonian Digital Nation value proposition and Work in Estonia core promises, introducing Estonia's unique country branding. An elegant switch: Work in Estonia → Work in e-Estonia. All the processes migrated to a fully digital environment from Job Application to Onboarding.

Second step was bringing the concept closer to people, considering a specific target audience – international IT professionals. We developed a relatable form: a character that the audience can trust, who speaks IT, knows inside jokes, and smoothly introduces Work in Estonia's main value proposition while being charming and funny. We put together a rational foundation of main selling arguments and emotional communication strategy for higher trust and relevancy.

Main quantitative goal – Job Applications. Qualitative – perception of a country as the best place to work and live in. Main channels – paid and organic digital and social media that are native platforms for the target audience. Unexpected and informal approach in country branding instead of clean and cliche postcard-looking and formal commercials.



4000 job applications

Result:

10 700 job applications11 543 522 video views74 135 engagements









































