

Name of the work: Support for the launch of a Super Calling Card commercial “I say Hurray” with PR tools

Category: 5.1. Marketing communication/advertising



Work submitted by: OÜ Hamburg ja Partnerid (customer – AS EMT)

Team performing and planning the work: PR company Hamburg ja Partnerid (Jan Jõgis-Laats, Indrek Raudjalg) in cooperation with advertising agency Optimist (Siim Nikopensius, Martin Härmsalu and Kadri-Liis Piirsalu) and production company Catapult Films.

Aim of the project: Super Calling Card (Super Kõnekaart) is a sub-brand of EMT, in advertising for which (taking into account specifics of the target groups) the customer prefers to use alternative solutions in addition to more traditional advertising. The customer’s plan was to make a new commercial for Super Calling Card the form of which would resemble a music video. The customer’s order for the PR agency was to support viral distribution of the commercial among the target groups before the launch of the paid advertising campaign.

Project budget: the budget for PR activities was ca. 2,500 euros

Brief description of the chosen strategy: Considering specifics of the target group (younger people, often with lower income, unwilling to depend on a contract), we have decided to focus on its media consumption – mainly of tabloid and social media. We have approach tabloid media through the renown of Koit Toome, while in social media we focused on the controversial nature of the commercial.

Brief summary of the achievements:

- ✓ The finished commercial was launched in two stages: on 4th September a teaser video was launched to spark interest, while the main video was launched on 10th September. The paid advertising campaign started later.
- ✓ In order to gain attention in tabloid media we have offered the video to the channels along with the accompanying letter and have selected **two strategies to deliver the message**: since the commercial’s production coincided with the period of time, when the front pages were all about how much charm foreign men hold over local women, in order to deliver the fitting message we have chosen the idea, according to which **Koit Toome in the new music video challenges foreign lady’s men**. Secondly, since at one moment the music video uses a bodybuilder as a double, **we pretend that in order to make this new video Koit Toome has really developed some muscles**.
- ✓ In the communication we use **the term “music video”**, even though it features a man-size Super Calling Card, so it is obvious that one watches a commercial.

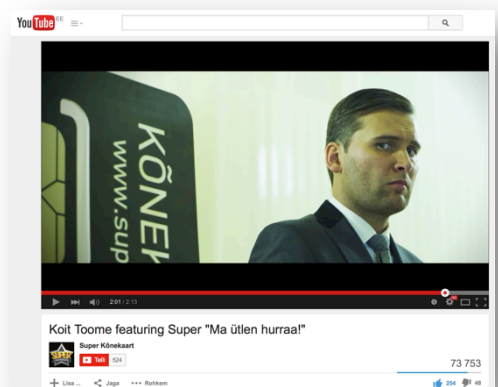
Supervormis: Koit Toome uues videos välguvad musklid

Koit Toome avaldas täna uue ballaadi ja video “Ma ütlen hurraa!”, milles kodumaine hurmur viskab kinda kõigile välismaistele Casanovadele ja Twenty Centidele, kes viimasel ajal ka Eesti meedias palju tähelepanu on kogunud. Video autoriks on Tujunikkujä sketsidega kuulsust kogunud Catapult Filmi meeskond, kes pigistas Koit Toomest välja kõik meheilukud võlud. Muuhulgas palgati Koitule võtete ajaks eratreener, tänu kellele välgub loos rohkem musklid, kui naistelemmiku üheski teises varasemas videos. Loo muusika autor on Madis Aesma, video valmimisele pani õla alla Super kõnekaart.

Vaata Koitu uut lugu ja hinda mehe treenitust siit: <https://www.youtube.com/watch?v=pqRzAV4XOxc>

Overview of the project’s results:

- ✓ Before commencement of the paid advertising campaign the commercial (using only PR tools) was able to reach **ca. 40,000 views on YouTube**, plus another 30,000 views after the launch of the paid campaign. To put these figures into perspective: the scandalous video filmed for the current



- parliamentary elections in Ämari has some 72,000 YouTube views.
- ✓ **All the major Estonian online tabloid media channels** were involved in launching the video: Delfi Publik, Õhtuleht, Postimees Elu24 (two times), as well as some commercial radio stations (SkyPlus, Uuno, StarFM)
 - ✓ The video **was able to achieve significant viral popularity on social media channels**: for instance, Radio Sky Plus discussed the new song in its morning program as well as on its social media channels (Facebook and Twitter, with the total of over 100,000 followers), where the video was talked about a lot.
 - ✓ The initial teaser video has also reached 10,000 views.



Evaluation of the project's cost efficiency: The project was very cost-efficient, since the used PR tools were able to focus much attention on the commercial, which in turn served as a good basis for the paid advertising campaign. Using only PR tools the commercial was able to gain more views (i.e. attention of the target group) than the subsequent advertising campaign with the budget almost ten times larger.

Evaluation of creativity and originality of the solution: The project is a very good example of how use of creative solutions is able result in efficient integrated advertising campaign in cooperation between the customer, PR, advertising, media and production companies.

