

Stockmann Crazy days Promotion

April 2014



Objectives

- To increase the number of people at Crazy Days campaign in Stockmann
- To increase the awareness of the campaign, to make the city more „yellow“
- To increase the number of purchases
- To gain positive clippings in media
- To offer positive emotions, create WOM



Crazy days promotion / Tactics

- YELLOW GHOSTS/PROMOTERS – attractive and recognizable solution for getting attention, positive emotions
- PHOTOGRAPHING – clever and positive way to invite people to Stockmann
- GIFTS – positive way to focus people to purchase/to increase sales
- VELOTAXIS – innovative and positive way to combine outdoor adverts with active and positive promotion. Perfect way to pick up clients from the street and take them to Crazy Days sales.
- PR – to get more public attention and positive reflection



Crazy days promotion



- Big group of promoters on the streets in well recognizable yellow ghost costumes all over Tallinn city center
- Promoters took funny photos with people and directed them to Stockmann, where they could get the printed photo for free
- Promoters handed out gifts and Crazy Days catalogues

Free velotaxis



- 5 Crazy Days velotaxis moved around Tallinn city center and offered people free ride to Stockmann
- Customers with yellow Crazy Days bags were taken to the desired destinations in the city center from Stockmann
- Velotaxis were branded and Crazy Days catalogues were available in the taxis
- Taxis worked together with promoters, who called for a taxi using walky-talky
- Taxis attracted a lot of attention and positive emotions
News and great photos about free ride to Crazy Days published in media



Campaign results

- Sales of Crazy Days increased by 2%
- Number of Stockmann's visitors was increased
- Crazy Days visibility and positive attitude improved
- Exiting ride with velotaxi – once in a lifetime experience for majority of customers
- Promoters divided more than 1500 Crazy Days catalogues to people
- In 5 days promoters took ca 800 pictures on the streets, lots of pictures were used in social media
- Around 800 people were taken to Crazy Days with velotaxis
- Several articles about free environment-friendly ride to Stockmann were published in media

