

### **Task set for the event – expectations and goals (marketing and communication-related goals)**

Estonian Ministry of Rural Affairs trusted us in organising the opening event of the state-wide “Open Farm Day,” which took place on the 19th of July. The main intention was to attract the press to a natural countryside surroundings and receive as much media coverage as possible, both from the traditional media as well as in the social media through attendants. For that purpose special Facebook and Instagram accounts were created

The event needed to be entertaining, but also at the same time informative and surprising. It needed to be the perfect beginning to a day where the producers and the consumers of the Estonian food were brought together and the importance of agriculture was acknowledged to the fullest

### **Description of the event, indicating novel and unique solutions**

In organising the event we set ourselves a goal not to change the natural countryside and farming environment. On the contrary, all the components- the food, the program, the activities and the marketing communication messages needed to harmonize with the surroundings and emphasize its uniqueness.

The opening event took place in Takkasaare farm in the centre of Estonia, mainly because we wanted to make sure that the location was well accessible and attractive to people all across Estonia. Also, speaking in its favour was the fact the farmer of Takkasaare was chosen as the Farmer of the Year. The program consisted of different farm related activities, such as the demonstration of rural technology, milking the cows and games testing knowledge of different types of grain.

For performances we used horse carts. Since the main idea behind the “Open farm day” was for the agriculture and farming to reach to wider circles, we also followed that notion when putting together the program. The main attraction was the performance of one of the well-known folk groups in Estonia- Trad. Attack! The morning ceremony began with the sounds of a historic instrument Shepard’s horn, which has been traditionally used to mark the releasing of the cattle. The secret of creating magical sounds from that instrument was revealed to the Minister of Rural Affairs Urmas Kruuse, who honoured us by opening the ceremony.

### **Outcome – whether the goals set were met and to what extent**

The event excelled all expectations, including the main one, which was to introduce country life. The exclusive concert, organic food made by the top chef, attractive program and a rare opportunity to see within a large farm hold, attracted guests all around Estonia as well as a lot of press members. In addition to the excellent coverage of the three main TV channels and other traditional media (radio, online, newspapers),

we also received a lot of attention in the social media (Facebook, Instagram), where attendants shared their positive emotions from the event for weeks to come.

More about the campaign:

<http://www.avatudtalud.ee/en/>

<https://www.facebook.com/events/792255547518477/>