

PROBLEM

Estonian people are severely stressed

Many Estonians experience stress, caused by either tense work, problems at home, poor healthcare or constant worrying about the loved ones.

However excessive stressing can lead to depression, which according to the statistics, more than 15-20% of people will face during their lifetime. As for young people, suicide is the number 2 cause of all deaths and 50% of these deaths happened due to depression.

As of now, depression is the third most common disease after disabilities and illnesses, that cause the loss of ability to work. It is already predicted that by the year of 2030, depression will rise to number one.

SOLUTION

Exercising

Unfortunately people too often turn to the wrong methods to cope with stress, without realising that exercising is actually the easiest and most effective way to release it.

Workout will release endorphins, also known as "happy hormones" that will help the body to meditate, relax and even sleep better.

People that exercise regularly are happier. Both cardio and strength training can increase your mood, with research suggesting that working out around 30 minutes, 3 – 5 days a week, can have the best positive mood boosting effect. Clinical trials with endurance athletes have shown that exercise can be used to help treat anxiety and depression.

OUR CAMPAIGN **Sweat your stress away**

Estonian sports store Rademar launched its awareness campaign #stressistdressi – meaning sweat your stress away, where the clever use of wordplay and eye-catching visuals, will draw attention to the problem and simultaneously direct people to release it through sport. For the same campaign we created two visuals with different key slogans and designs. We used outdoor (billboards, digital screens, ambient) and in digital media.

Burning out or burning calories?

This slogan asks a simple yet very direct question from the viewer – you can either let the stress grow over your head or you could do something about it. The solution is in your hands.

We made this billboard truly come alive with smoke (actually environmentally safe water steam) coming out of one of our billboard, located next to the very popular road. This brought us a lot of media attention and notice among passengers.



OUTCOME

Our campaign exceeded the expectations - it went viral, both in Estonia and globally. It was noticed and published in numerous media outlets from Russia to Germany and even Japan, with only very praising comments. And in Estonia, the campaign gained a lot of positive attention from the public. It was shared organically on social media and got free publicity.

400+ calls to Estonia Rescue Board, where they reveled the story
30+ Media publications from Germany to Japan
300+ Comments in media