Goal

Work in Estonia's mission is to empower Estonia's ICT & tech sector with top-tier global talents. However, it's 2023, and the global tech workforce faces some challenges- rising economic crisis, uncertainty of the future, layoffs, and the rise of Al power, to name a few.

All this is heavily powered by daily mass media and creates distress over the safety of keeping one's job. Our holistic brand image and entertaining approach is here to provide ICT & tech talents with a positive break to catch their breath, focus on themselves, and widen their horizon to new opportunities.

Initial measurable goal: 100,000 new sessions to workinestonia.com landing page that must be converted into job applications

Execution

The integrated marketing campaign consisted of three layers:

- 1. Awareness emotional brand video that promotes brand consistency thanks to the main character that was developed purely for Work in Estonia Steve / YouTube, Facebook, Instagram, Twitter, Reddit;
- 2. Consideration playful yet motivating banner ads in retro aesthetics that feel different from overall ad pollution. A second layer of consideration organic social media content that consists of educational content, industry and country news, relatable memes, and jokes that generated high engagement and discussion / on Facebook, Instagram, Twitter, Linkedin, Google Ads, and Reddit;
- **3. Activation** Activation witty banners with a clear call to action to drive traffic to a landing page to drive new job applications / Facebook, Google Ads, Linkedin.

A dedicated Windows98-stylised landing page was the heart of the campaign that put all the pieces together. Multiple messages and assets allowed the campaign to be optimized according to off-site (CTR, traffic) and on-site (sessions, conversion rate) metrics.

Results:

Campaign result: 600 500 new sessions, exceeding the goal by 461%!

Job applications increased by 27%, which converted into 13,300 new job applications.

Video views: more than 22,000,000.

Clicks: more than 700,000.

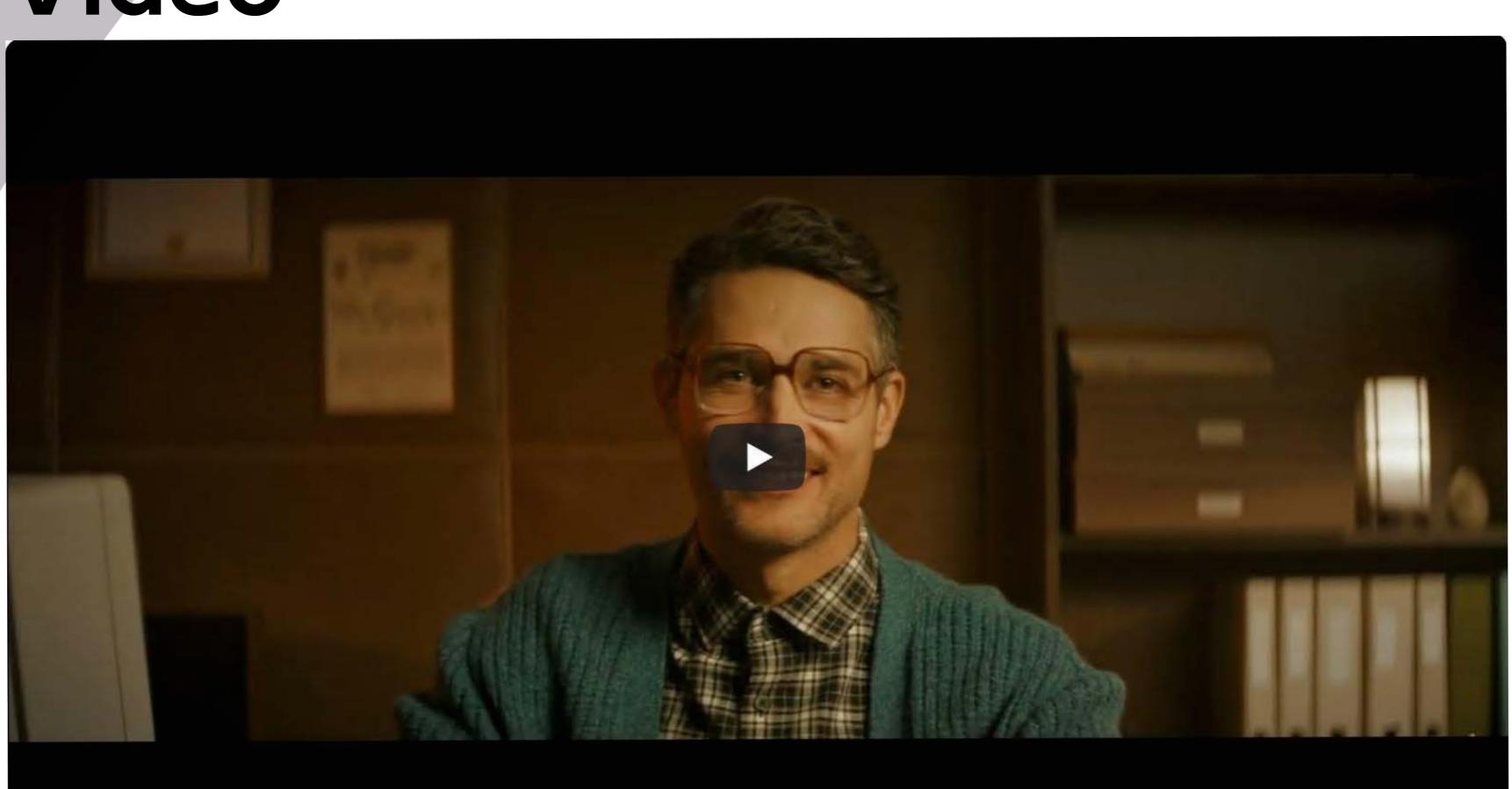
Likes/Reactions: more than 30 000.

Comments: more than 600.

Reposts: more than 400.

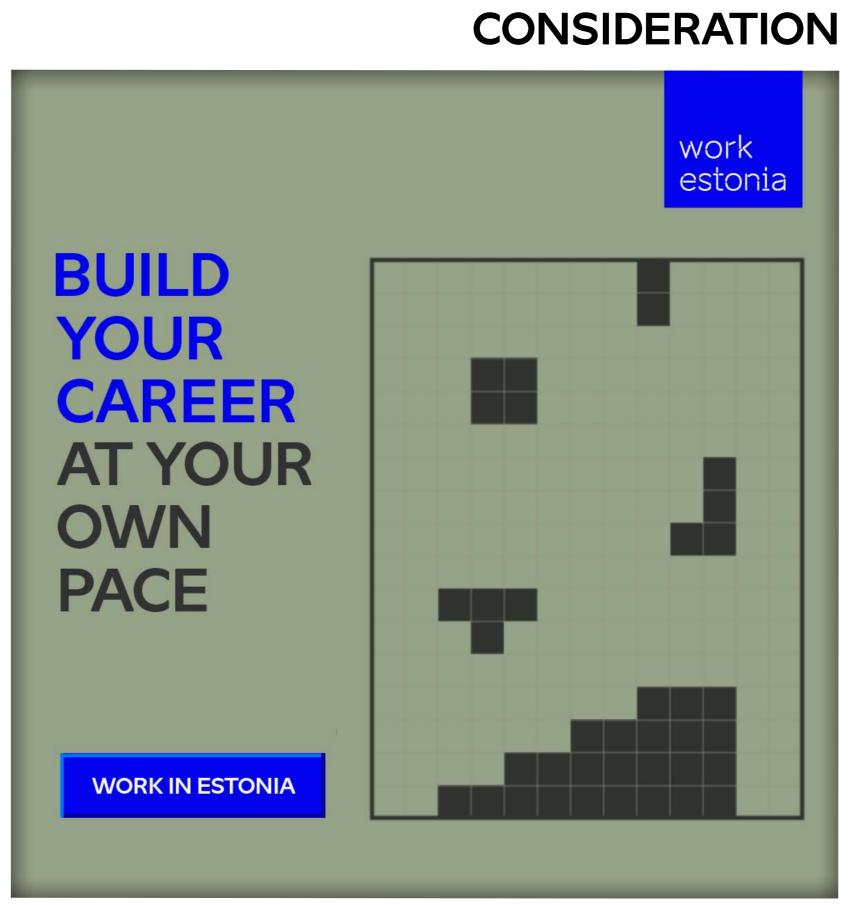
Assets

Video





COVERS

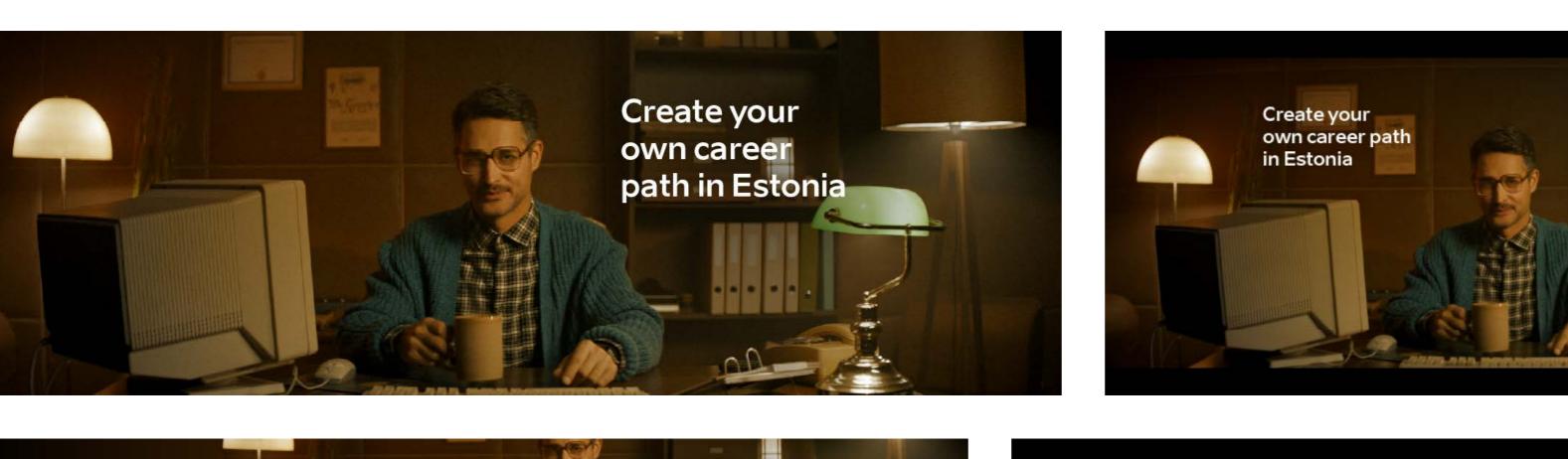


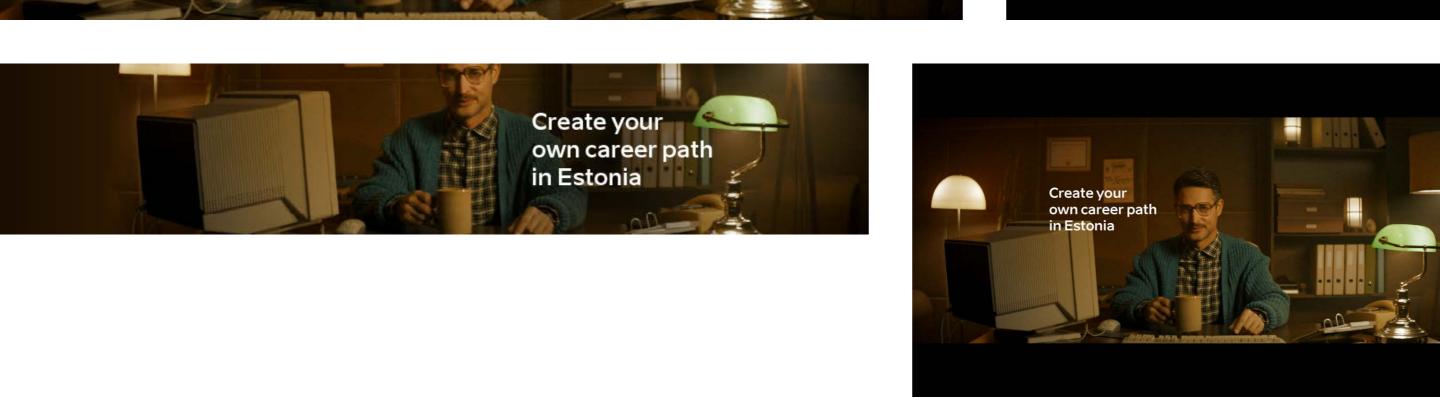


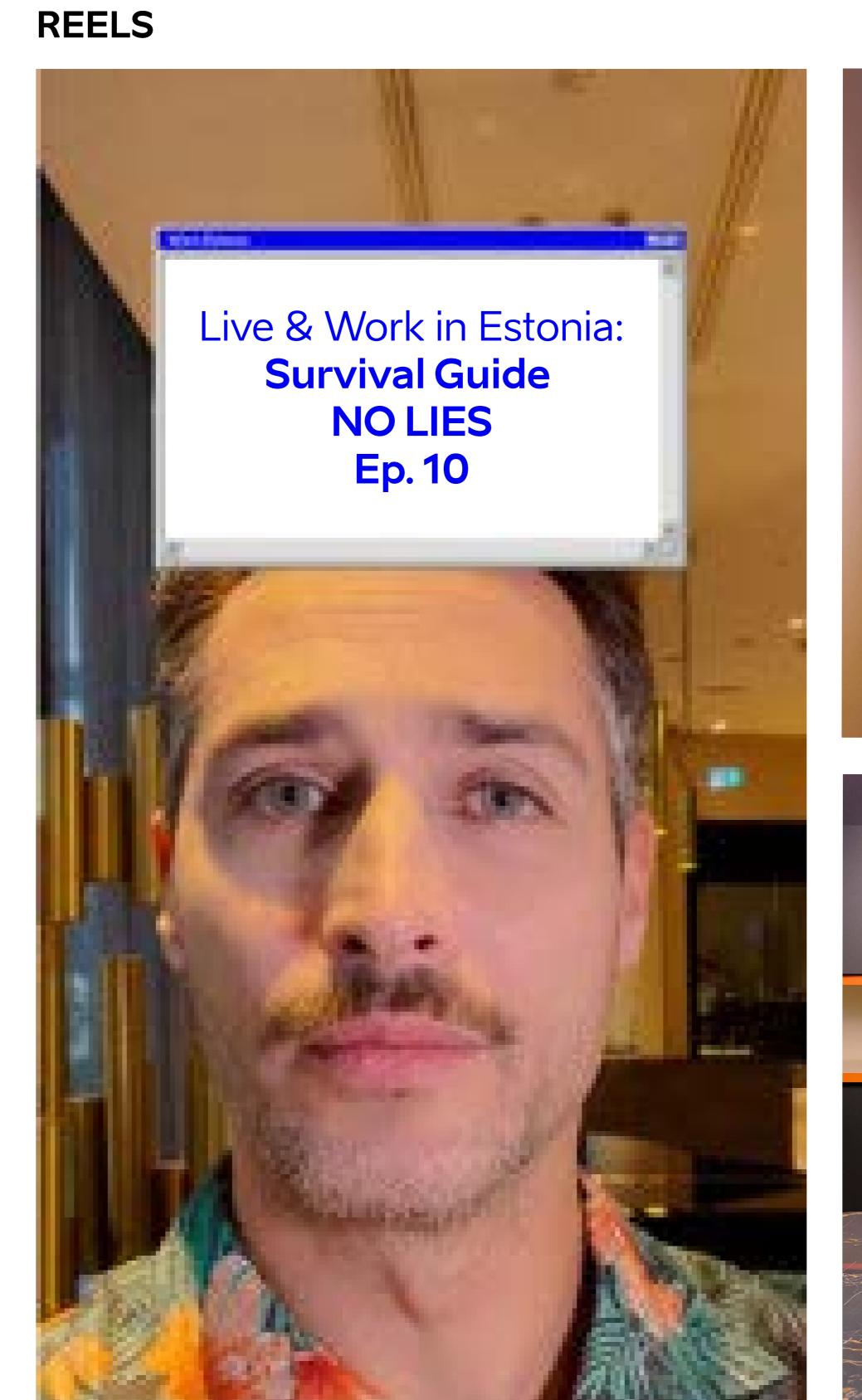


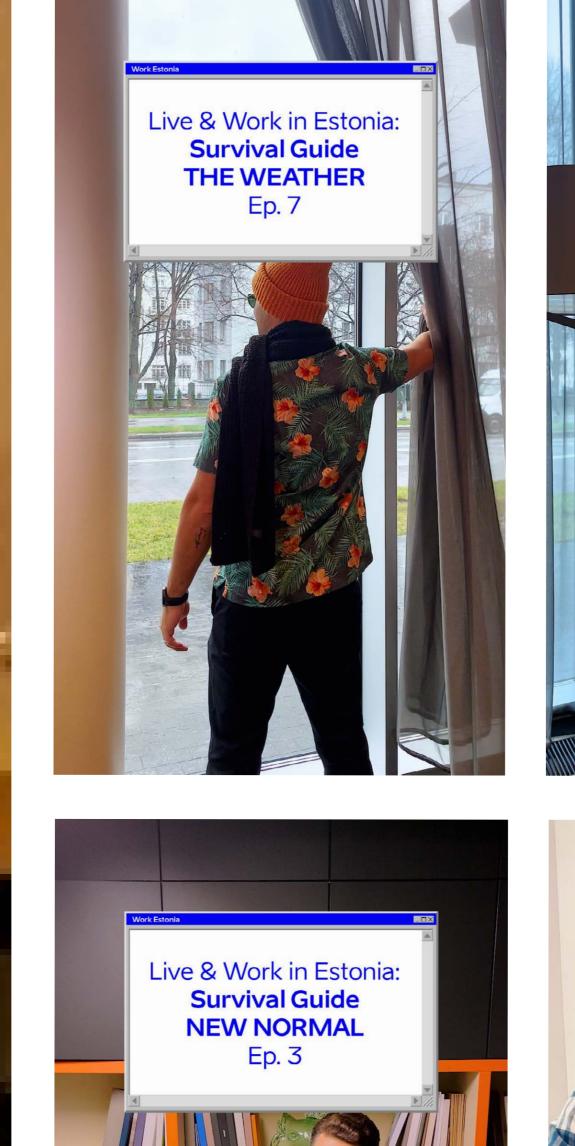
Social media

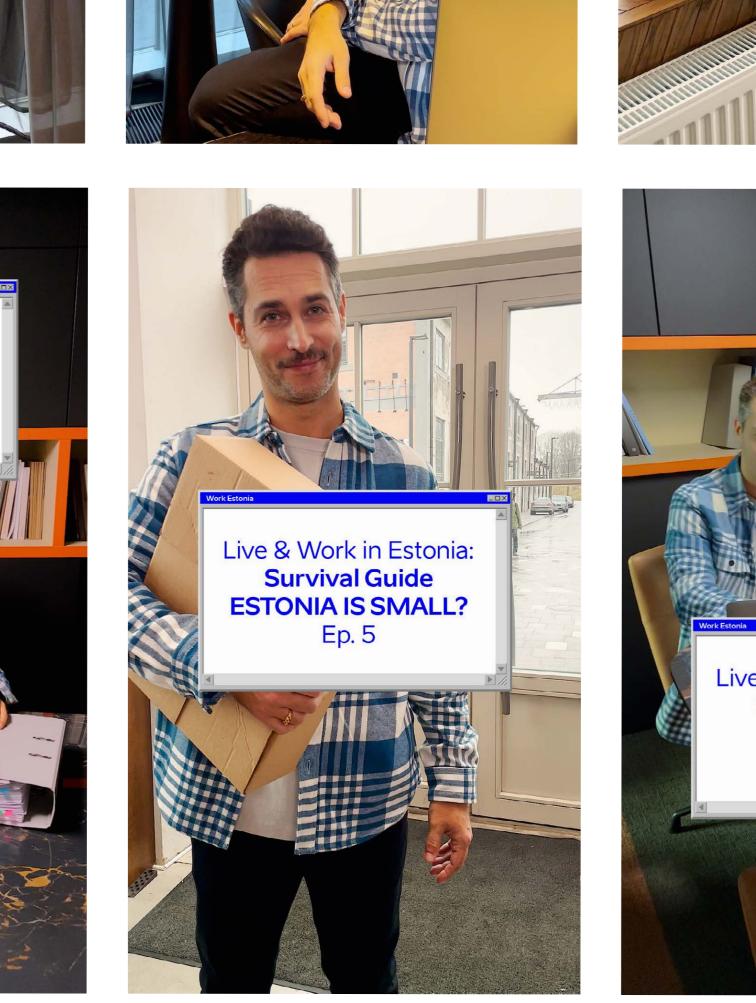


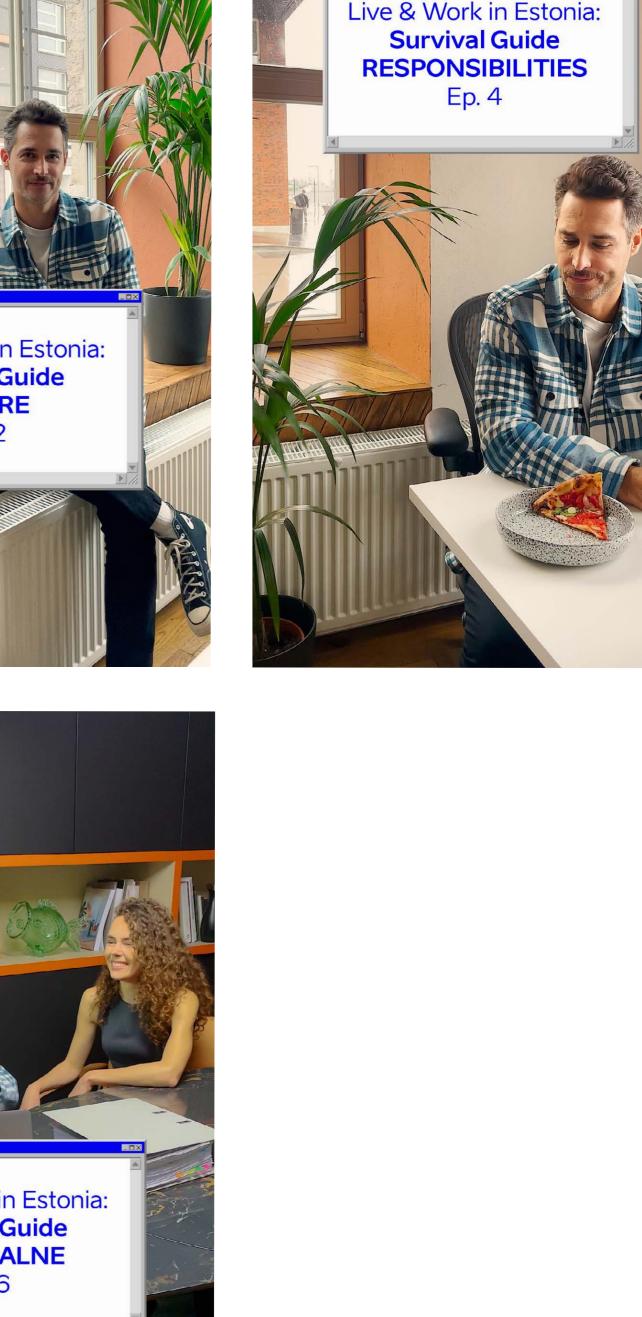




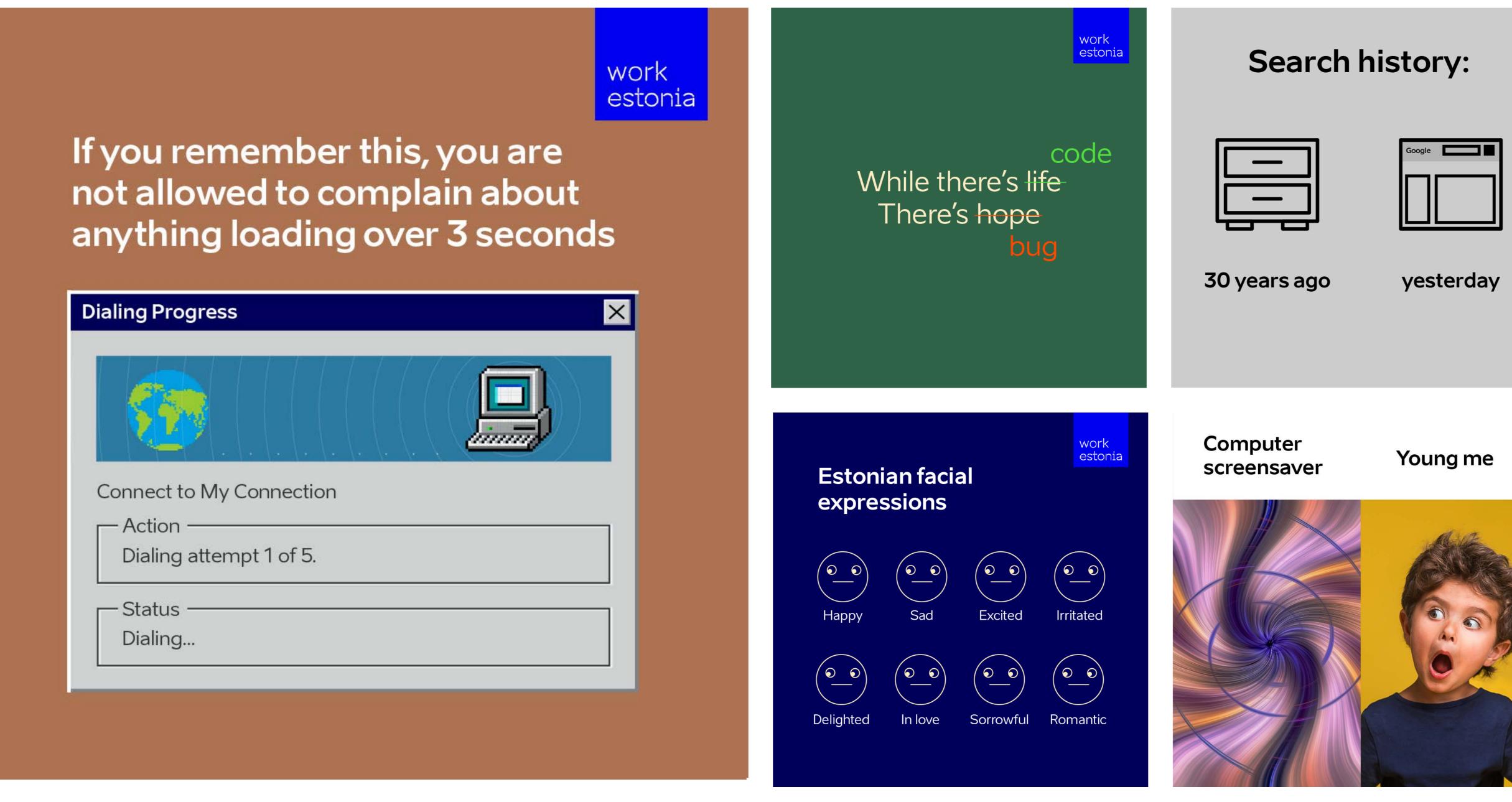


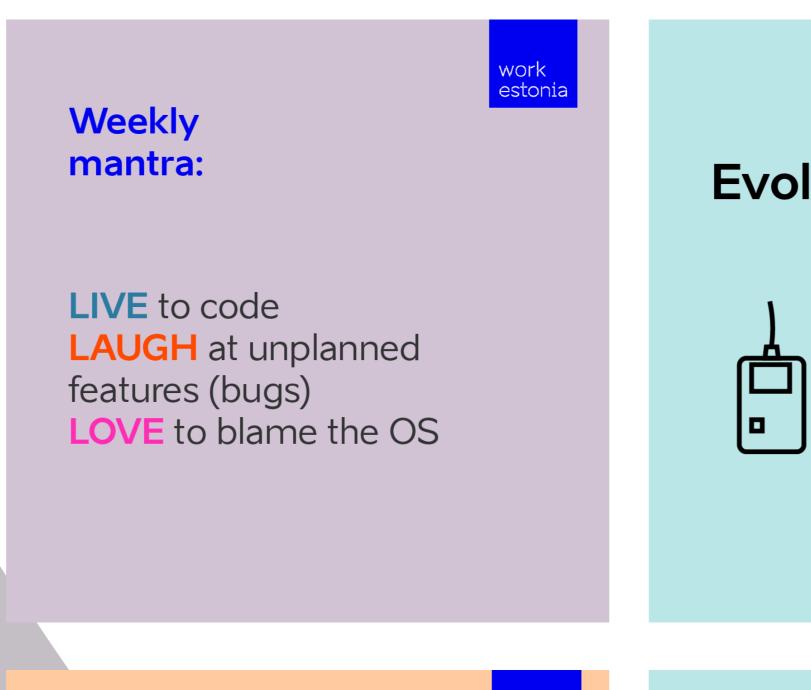






MEMES

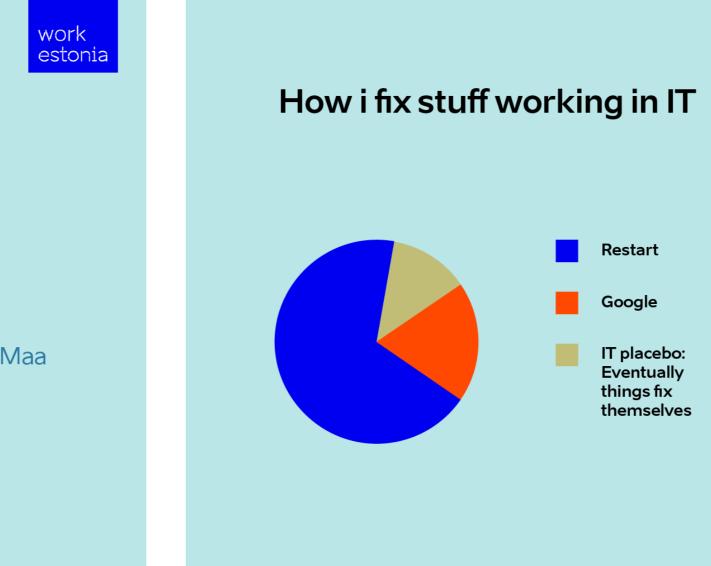


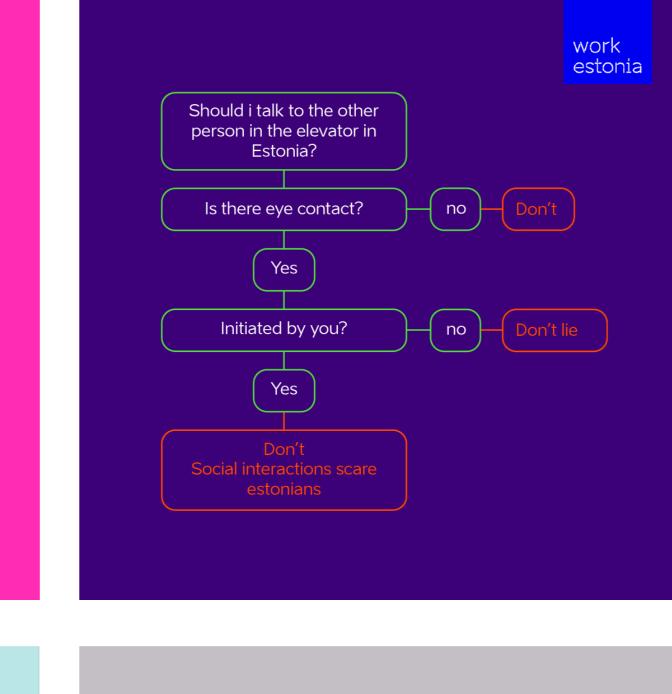


What Estonians do

during small talk









Landing page – https://workinestonia.com/time-travel/

