

Insight

Fact 1: Ukrainian refugees have named unnessecary bureaucratic systems - bureaucrazy.

Fact 2: Estonia has officially reached 100% digital governance, setting a new global benchmark by eliminating unnecessary bureaucratic hurdles. The last service was divorce.

Idea

Instead of celebrating the incremental step from 99% to 100% digital, we flipped the narrative and made it bigger—0% Bureaucrazy!

Strategy

With minimal budget and resources, we leveraged strategic storytelling and collaboration by inspiring first the whole Enterprise Estonia and then friends and fans of our digital nation.

0% bureaucrazy

Before LIVE

Entire Enterprise Estonia team engaged and excited.

19 countries confirmed participation in amplifying our campaign.

Strategic partnerships with diplomats, PR agencies, and media.

International invitations sent, sparking early interest and anticipation.

WEEK 1

Noticed by Ads of the World.

Reached 1.5 billion people in just one week.

26 nations involved in sharing the message.

Social media buzz, spreading organically to platforms like Reddit.

Digital media and PR exposure surged.

WEEK 2

Launched Bureaucrazy Test.

Test became a long-term activation tool, used at EXPOs and online.

Massive media coverage continued to grow.

High engagement rates (6.43% CTR on key content).

User interaction surged, thousands participated in the test.

Diplomatic and business communities engaged, driving further interest.

35

countries engaged

14

PR agencies

driving coverage in

major global markets

936

news articles

400%

Digital campaign

performance exceeded

forecasts by

2.26 billion

people reached. Its 28%

of the entire world.

13 400 000 €

Taxpayer money saved in

earned media value