

# Kaks puhkust ühe hoobiga!

Tunnusta kollegi ja võida puhkus mõlemale!

vaata siit →



## Meta ads results

### Performance ⓘ

Lifetime ▼

€199.28 spent over 30 days.

Post engagements ⓘ 2,834

Cost per Post Engagement ⓘ €0.07

Views ⓘ --

Reach ⓘ 29,959

### Activity

Post engagements



Link clicks



Post reactions



Landing page views



See all

### Audience

This ad reached 29,959 Accounts Center accounts in your audience.

### Ad rating

Are you satisfied with this ad?

No

Yes

### Details

Status  
Completed

Goal  
Get more engagement

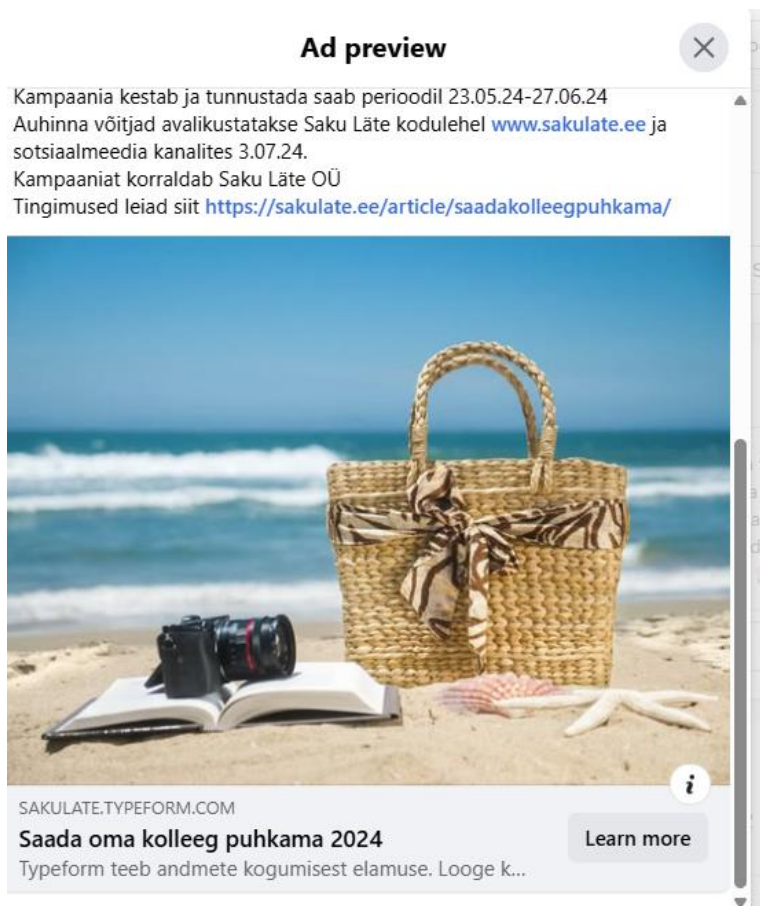
Total budget  
€210.00

Duration  
30 days

See all

### Preview

Tunnusta kolleegi ja saada ta puhkama!



## Recognize a Colleague – Send Them on a Vacation

**Campaign Creator:** Saku Läte

**Author:** Airi Freimuth

### Campaign Overview

“Recognize a Colleague – Send Them on a Vacation” was created to bring Saku Läte’s Care Concept to life-showing that we genuinely care about people, not just products. Our goal was to inspire businesses across Estonia to recognize and reward their employees, touching the hearts of communities and promoting a culture of appreciation. By organizing this campaign on a national scale, we encouraged companies to embrace recognition practices and demonstrated that Saku Läte supports well-being in every workplace.

### Aim

The campaign was aimed at B2B clients-primarily office managers and employees within our customer companies. By inviting people to nominate a hardworking colleague for a spa vacation, we mirrored the recognition process often missing inside

companies and amplified it across Estonia. **This approach was a direct expression of Saku Läte's Care Concept**, positioning us as a supportive and people-focused partner.

### How and what?

Participants could nominate a colleague by explaining why they deserved a relaxing spa break. **Both the nominator and the nominee could win a €200 spa gift card, with additional prizes including coffee beans, Saku Läte branded gifts, and mineral water.** The process was simple and accessible through an online form, making recognition easy to share.

**We received excellent feedback-many companies admitted they rarely recognize their employees and saw this campaign as a valuable opportunity to start. In addition, the participants told that were happy just to share the good feedback for the colleague.**

The participants could select if they want to make their names/full names and description public so that we could share the descriptions on social media too. We shared some of the description on social media stories.

### Channels

The campaign was promoted consistently across:

- **Homepage-** Featured on Saku Läte's website
- **Newsletter-** Sent to our customer base (11 000 members).
- **Account Managers-** Asked their customers to participate.
- **Social Media-** Shared on [Facebook](#) (29 000 followers), [Instagram](#), and [LinkedIn](#)

### Measurable Impact

- **Total participants:** 1,408-a record for Saku Läte
- **New newsletter contacts collected:** 786
- **Lead generation:** Coffee machines (176), water dispensers (116), and about 1% for other products-
- **Winners announced:** [See the full list of winners.](#)

The campaign generated exceptional engagement, expanded our B2B contact base, and strengthened Saku Läte's reputation as a caring brand.

"Recognize a Colleague – Send Them on a Vacation" was Saku Läte's way of putting our Care Concept into action. By encouraging recognition and well-being in Estonian workplaces, we inspired companies to value their people and demonstrated our

commitment to the community. The campaign's record participation, positive feedback, and measurable results highlight its impact and effectiveness.

This was the form:

[https://sakulate.typeform.com/sakulate2024?utm\\_source=xxxxx](https://sakulate.typeform.com/sakulate2024?utm_source=xxxxx)

### **Terms and Conditions**

- To participate in the "Recognize a Colleague" campaign, the participant must provide their contact details and a description of their colleague in the designated contact form.
- The prize winners will be announced on the Saku Läte website ([www.sakulate.ee](http://www.sakulate.ee)) and on social media channels on July 3, 2024.
- In the case of winning, only the first names of the participants will be published, unless the participant has given consent to disclose additional information as per the contact form questions.
- Contact information will be used solely for contacting the winners, unless the participant has expressed in the contact form a wish to subscribe to the newsletter or to receive a price offer.
- The value of the prize will not be paid out in part or in full in cash, nor exchanged for other goods or services.
- The campaign runs and nominations can be submitted from May 23, 2024, to June 27, 2024.