

Category: Media

Campaign: Farmi – Win Hiiu Folk festival passes with Farmi

Campaign time: may-july 2015

Client: Farmi Piimatööstus AS

Agencies: Idea Havas Media, Idea PR, Newton

Media strategy: Goal of the campaign was to introduce Farmi yogurt shakes to active Estonians as popular summertime „snack“, while they travel and spend their holidays here in Estonia. Second goal was to introduce smaller music festival Hiiu Folk and showcase its less known folk-band performers to wider audiences. We wanted to connect Farmi with summertime and good music. Based on that media strategy was developed, using mostly special solutions, so we would be present among our active target group and get them talking about Farmi, summer and music.

Campaign: Campaign was based on special solutions. Main activities took place in two fully branded bus stops, with speakers and touch-screens built in, where You could listen to all festivals performers. Placed next to two biggest city-center shopping malls, traffic flow was huge and while waiting for the bus, people could listen to music at Farmi bus stops.

To connect Farmi and music even more, we organized a pop-up concert in one of the bus stops, where the actual performers from the festivals took the “stage.” Organizers were also present, talking about the uniqueness of the festival, the small island of Hiiumaa and why everybody should come and spend their weekend there. We handed out Farmi products, interacted with the consumers and made photo and video-reports, which took to wider media from Delfi (biggest news portal in Estonia) and ERR (Estonian national media outlet) giving our event nation wide coverage. Here is a short clip of the event:

<https://www.facebook.com/HiiuFolk/videos/845309712185701/>

Second part of the campaign took part during biggest summer holiday in Estonia – Mid-summer day, when everybody goes to Saaremaa. So Estonia has two major islands – bigger and more popular Saaremaa and our festival grounds, smaller and far away Hiiumaa. During Jaanipäev, where everybody is flocking to Saaremaa and ferry lines are more than two hours long, we made pop-up cafeteria to the harbor, offering people Farmi snacks and invited everybody to Hiiu Folk. Harbor was branded with Farmi and music related special solutions, to invite people to Hiiumaa for the next month’s festival. One of the special solutions were hand-made music “devices” –kõristi, built into Farmi bottles, popular in older Estonian culture, which everyone could take and then participate in the festival, like real, old-time Estonian, to whom, music runs in their blood.

Results: Campaign goals were exceeded, with 30% sales growth. This number is especially significant, as the segment is very competitive and Farmi itself produces many of these products. Post-campaign survey showed that campaign was noticed higher than regular and purchase intent was also higher among campaign target group. Most of the growth came from using the special solutions as the study concluded. Another bonus for us is that as a bigger brand we helped to introduce smaller music festival to wider audiences, so that Estonian summers would be even more fun and filled with good music.