

Töö nimetus: Helkur
Klient: Maanteeamet
Kategooria: Suhtekorraldus (alla 3000 euro)

Töö esitaja/teostaja Age McCann
Projektimeeskond:
Kaarel Grepp - loovjuht
Ahto Aaremäe - *copywriter*
Karin Kilp - projektijuht
Vladimir Loginov - disainer
Ergo Kuld - operaator

Projekti eesmärk: Tõsta helkuri kandmine fookusesse kellakeeramisejärgsel ajal.

Projekti eelarve: 1098 eurot, millest peamine osa kulus võttetehnika rendiks.

Valitud strateegia lühikirjeldus:

Maanteeametil puudusid vahendid helkuri reklaamide uuendamiseks. Minimaalsete vahenditega tuli leida võimalus teema fookusesse tõstmiseks. Lahenduseks sai president Toomas Hendrik Ilvese kaasamine kampaaniasse, mis omakorda sai võimalikuks tänu kolmandat hooaega avatava helkur.ee fenomenile.

Helkur.ee on keskkond, kus inimesed saavad raha eest saata helkureid oma lähedastele koos helkuri vajalikkust selgitava kaardiga. Helkur.ee tegevus põhineb hoolimisel ja reaalsel panustamisel meie ühiskonna turvalisemaks muutmiseks.

Lühikokkuvõtte teostusest:

Kampaania eel filmisime presidendi pöördumise, mis avaldati kellakeeramise ajal presidendi kantselei kanalites, helkur.ee lehel ja sotsiaalmeedias.

Kampaania tulemuste ülevaade:

Tegevuse tulemusel ületas helkuri teema koheselt uudisekännise, jõudes kõikidesse suurematesse telekanalitesse. Presidendi kantselei lehel tõusis helkuri klipp kiiresti kõige vaadatamate klippide hulka. Teema võeti üles väga paljude meediaväljaannete ja saadete poolt. Vikerraadio korraldas helkuriteemalise raadiomängu. Lisaks tekkisid altpoolt initsiatiivina helkuri kandmist propageerivad laste- ja noorteliikumised, kes oma vabast ajast helkureid kinkisid ja nende kandmist jälgisid. Helkur.ee lehelt saadetud helkurite arv ületas aastavahetuseks 15 000 piiri, mis tähendab, et kampaania õnnestumisesse on oma kulu ja kirjadega panustanud 15 000 eesti inimest.

Hinnang projekti kuluefektiivsusele:

Teenitud meedia osakaal on käesoleva aasta kampaanias on olnud eriti kõrge. Teema oli väga tugevalt päevakorras kogu pika ja pimedada talveperioodi. Samuti oli oluline osa tavainimeste kaasatusel. Kõige selle saavutamisel oli oluline roll kampaania alguses avaldatud presidendi videopöördumisel.

Hinnang lahenduse loovusele ja originaalsusele:

Kampaania sõnumit levitavate inimeste nii massiline kaasamine on Eestis pretsedenditu. Meie hinnangul on see väga hea moodus hoiakute muutmiseks. Selle mootorika kasutamine tegi võimalikuks ka presidendipoolse toetuse kampaaniale.

Žürii tööd hõlbustavad lingid:

<http://www.helkur.ee/>

<http://www.youtube.com/watch?v=2pDogrCTo3s>

<http://www.president.ee/et/meediakajastus/pressiteated/6670-president-ilves-me-saame-pimeda-ajalise-valgemaks-ja-turvalisemaks-muuta/>

<http://www.facebook.com/#!/pages/Saada-s%C3%B5brale-helkur/340886050486>

<http://www.facebook.com/#!/pages/Helkur-on-popp/167606860000604>

Name: Pedestrian reflector

Client: Estonian Road Administration

Category: PR (under 3000 euro)

Presenter/producer Age McCann

Team:

Kaarel Grepp – creative director

Ahto Aaremäe - *copywriter*

Karin Kilp – project manager

Vladimir Loginov - designer

Ergo Kuld - cameraman

The goal: To bring up the need for wearing a pedestrian reflector after the change of daylight savings time.

Project budget: The budget was 1098 €, most of it went for the rent of the equipment.

Short description of strategy:

The Road Administration had no funds to renew the pedestrian reflector ads. We had to draw attention to the need to wear a reflector and we had to do it with minimal funds. Our solution was to incorporate president Toomas Hendrik Ilves. This was possible only thanks to the helkur.ee web page that opened for a third season.

Helkur.ee is a webpage where people can buy reflectors and send them to their loved ones. The reflector is sent with a card that explains why it is so important to wear it. The activity on helkur.ee is motivated by caring and the wish to really do something to make our society safer.

Overview of the execution:

We filmed a short clip where the president addresses the people about the need to wear a reflector. The clip was made public in the channels of president's office, on helkur.ee and in social media.

Overview of results:

Thanks to the president the reflector subject was in the news of the biggest networks. On president's web page the video was quickly most watched clip. Several publications and shows spoke about the reflector. Vikerraadio made a reflector-themed radio game. In addition to all that there were several initiatives from the public – children and young people advocated for the reflector, they gave reflectors to people who didn't have them and checked, if children were wearing them. By the end of the year, the number of reflectors sent via helkur.ee was over 15 000 which meant that more than 15 000 Estonians have given away their own money to make this campaign work.

Cost-effectiveness:

The amount of free media for this year's campaign was big. The issue of wearing a reflector was actual throughout the long and dark winter. The amount of people who supported the campaign and contributed to it was also big. The president's clip had an important role for achieving this.

Assessment on creativity and originality:

A campaign has never had so many volunteer contributors in Estonia, a massive amount of people supported our cause and this is a great way to change the society's attitude. The fact that people were actively involved also made it possible to get the president's support and to have him address the importance of wearing a reflector.

Links that make the jury's life easier:

<http://www.helkur.ee/>

<http://www.youtube.com/watch?v=2pDogrCTo3s>

<http://www.president.ee/et/meediakajastus/pressiteated/6670-president-ilves-me-saame-pimeda-ajalise-valgemaks-ja-turvalisemaks-muuta/>

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