

**Job:** Project 'Easy to paint – easy to help'

**Client:** Alpina (Estonian branch of SIA Caparol Baltica)

**Category:** public relations, marketing communication, project budget of up to 30 000 euros

**Job submitted by:** Ogilvy PR (Adell Taevas PR OÜ)

**Project team of the job submitted to the competition:** Pille Eikner (PR), Matthias Vutt (social media), Karmen Heinmaa, Marko Kodres (design)

**PROJECT BUDGET: UP TO 30 000 EUR**

### **1. PROJECT IDEA**

From 2009 to 2012, paint brand Alpina organised a competition titled 'Easy to paint – easy to help' for Estonian and Russian nursery schools. In the framework of the competition, all nursery schools have had the chance to apply for free wall paints for the purpose of redecorating their rooms, provided that they have a justified project. The prerequisite for participating in the competition was the involvement of the local community (parents, people related to the area) in painting the rooms of the nursery school. In the campaign held each spring, the company received dozens of applications all over the country and each year Alpina selected ten nursery schools that received the paints as a gift. In a year, Alpina donated 300 000 litres of paints. As usual, the company wanted media and public attention for the charity project, but it became harder to attain it year by year.

### **2. CHALLENGE**

In 2013, the paint manufacturer addressed Ogilvy PR with a request to attain broader coverage (incl. media coverage) for the charity project 'Easy to paint – easy to help!' We realised that public (incl. media) attention cannot be achieved in the conventional way of sending the campaign ad to nursery schools, sending out press releases on the campaign and having a jury assess projects in private.

We decided to make a strategic U-turn and make participating nursery schools, children's parents, friends, acquaintances, nursery school teachers, nursery school heads and members of the local community publicly compete with each other on the principle that the one whose project attracts the most votes (i.e. attention, supporters) will win.

We took the competition out of its conventional format and into the Facebook social media environment where people could themselves decide which nursery schools and redecoration projects will win the prize – free paints.

The 2013 competition was made special by the fact that for the first time the people chose the winners in Facebook.

### **3. BRIEF DESCRIPTION OF THE CHOSEN STRATEGY BY STAGES**

1. Involvement of the community and bringing projects to the public, to Facebook. (<https://www.facebook.com/alpinavarvid>). See the Campaign Tab!
2. Sending the campaign call – Win free paints for your nursery schools – to all Estonian and Russian nursery schools. The information contained instructions on how to draw up the application in such a way that it can later be uploaded to Facebook.

<https://www.facebook.com/notes/alpina-värvid/kandideerimisreeglid->

[2013/144550999056232](https://www.youtube.com/watch?v=2013/144550999056232)

3. Publication of a campaign press release and advertising, which invited to subscribe to the Alpina Facebook page. The campaign message and call were amplified by PR efforts in the nationwide and local media in the form of articles (a summary of media coverage has been given at the end).
4. Alpina chose 10 projects out of the 70 applications received and the agency made videos of 1-2 minutes about them (<https://vimeo.com/78916107>) where a representative of the nursery school explained why they applied for free paints, which rooms they are planning on redecorating using the paints and why people should vote for them.



5. We published the introductions and videos of all the ten candidates on Alpina's Facebook page along with an application. Next to each nursery school a Facebook user could give one vote by clicking on the Like button.
6. We launched a supportive PR campaign and promoted post in Facebook: 'Your vote decides – You tell us which Estonian nursery school deserves a whole new paintjob!'
7. We sent all the ten selected nursery schools the invitation to disseminate information on the competition among the parents, older siblings, members of the local community, because only the five most liked nursery schools will get the new colourful interior decoration.
8. Voting lasted three weeks.

#### 4. OVERVIEW OF PROJECT RESULTS

Project results:

- **Number of unique votes given to the nursery schools: 11 056**
- **Total voting invitations sent in Facebook: 2464**

- **Average reach of Alpina's Facebook page: 111 496 showings per week**
- **New Alpina fans in Facebook: 3902 (ten times less before the campaign)**
- **Five nursery schools with a new paintjob in Estonia:**
  - 1. Kõmsi nursery school in the Rural Municipality of Hanila (1547 votes)
  - 2. Midrimaa nursery school in Tartu (1472 votes)
  - 3. Kolga nursery school (1460 votes)
  - 4. Mesimumm nursery school in Paikuse (1406 votes)
  - 5. Tuulte Roosi nursery school in Kuressaare (1392 votes)
- **A total of eleven pre-coverages in the media (amplified call) and four follow-up coverages**

## **5. ASSESSMENT OF THE COST-EFFECTIVENESS AND SOLUTION OF THE PROJECT**

Owing to the Facebook page created in the framework of the campaign, all the people of Estonia had the chance to give their vote to the nursery school that needed a new paint job the most. All voters could also share their vote and the campaign on the Facebook wall and encourage their friends and acquaintances to vote in the framework of the campaign. The community involvement proved very successful and brought a number of visitors to the campaign page: the average reach of the Alpina page exceeded 100 000 a week.

Although in the conventional media the amount of coverage was more modest, the campaign and its message reached the local print and online media. But what is the most important is that Alpina's project received a lot of attention and touched people directly through involvement. Everyone's vote counted.

### **Pre-coverage:**

- Delfi - <http://eestielu.delfi.ee/eesti/haridus/viis-eesti-lasteaeda-saavad-ue-varvilahenduse.d?id=66131238>
- Saarte Hääl - paber ja online <http://www.saartehaal.ee/2013/05/16/tuulte-roosi-lasteaed-voib-seintele-saada-ue-varvikihi/>
- Meie Maa - <https://www.meiemaa.ee/index.php?content=artiklid&sub=35&artid=53295>
- Saarlane - <http://www.saarlane.ee/uudised/uudis.asp?newsid=48798&kat=1&y=0>
- Good News - <http://www.goodnews.ee/viis-eesti-lasteaeda-saavad-ue-varvilahenduse>
- Lääne Elu - <http://online.le.ee/2013/05/16/komsilasteaed-kandideerib-tasuta-varvidele/>
- Perekool.ee - <http://www.perekool.ee/artiklid/viis-eesti-lasteaeda-saavad-ue-varvilahenduse/>
- Keila Linna Facebooki lehekülg
- Hiiu Elu Facebooki lehekülg
- Lasteaed Männimäe kodulehekülg - <http://www.mannimae.ee/>

- Viljandi linna kodulehekülg - [http://www.viljandi.ee/et/uudised-teated/-/asset\\_publisher/7yQY/content/mannimae-lasteaed-otsib-toetust](http://www.viljandi.ee/et/uudised-teated/-/asset_publisher/7yQY/content/mannimae-lasteaed-otsib-toetust)
- Õpetajate Leht - <http://opleht.ee/6376-10-lasteaeda-ootab-varske-varvini-nimel-toetushaali/>

**Follow-up coverage:**

- Lääne Elu - <http://online.le.ee/2013/06/03/komsi-lasteaed-kogus-facebookis-enim-haali-ja-voitis-tasuta-varvid/>
- Delfi - <http://eesti.elu.delfi.ee/eesti/harjumaa/kuusalu/haridus/eesti-rahvas-selgitas-valja-viis-lasteaeda-mis-saavad-uu-varvilahenduse.d?id=66228946>
- Meie Maa - <https://www.meiemaa.ee/index.php?content=artiklid&sub=1&artid=53578>
- Saarte Hääl - <http://www.saartehaal.ee/2013/06/04/tuulte-roosi-lasteaed-saab-uu-varvikuue/>