



Campaign's title: Inimeste teadlikkus kraanivee kvaliteedist

Category: PR Marketing Communications / Advertising

Campaign's Presenter / Executor:

Agency: Agency La Ecwador OÜ

Client: AS Tallinna Vesi

PR Team:

Mariliis Mia Topp, AS Tallinna Vesi, Head of Communications

Heily Aavik, Agency La Ecwador, Project Manager

Uku Nurk, Agency La Ecwador, Creative Director

Tiina Maripuu, Agency La Ecwador, Art Director

Campaign's goals:

The project had two main goals:

- 1) Raise the consumption of tap water in Tallinn, by mitigating social bias towards it.
- 2) Reinforce the positive image of water suppliers and their services by improving public awareness.

Campaign's budget:

2530 EUR + tax

Brief description of the chosen strategy:

The quality of tap water has been exceptional for years, but due to social biases and inadequate public awareness, the consumption of it has remained relatively low. As the campaign's goal was to shift public perspective, the choice of reinventing the image of tap water, as glamorous, interesting, and attractive, was made. Use of suitable visual language, engaging approaches, and daring statements were employed to achieve the project's objectives. The perspective of this strategy was to depict consumption of tap water as a matter of principle.

Brief summary of the execution:

- Involvement of local celebrities who prefer tap water over bottled water.
- Production of visual resources by photographing Liis Lemsalu, Kristjan Kasearu, and Marju Länik for commercial posters.
- In addition to Liis Lemsalu, Kristjan Kasearu, and Marju Länik, involvement of Pille Minev, Ženja Fokin, and Boriss Gorsky was also utilized, by having them prepare their favourite tap water based cocktails, on Delfi TV. The cocktails were created by Estonia's leading barmen

Kristo Tomingas and Heinar Õispuu. In collaboration with them, a book of recipes, which offered a selection of clever and delicious tap water cocktails for young and old alike, was also formed.

- Alongside videos, multitude of periodicals published articles, regarding the tap water cocktails and the overall campaign.
- Through social media, the public was encouraged to choose their own favourite tap water cocktail.
- In cooperation with Butterfly Lounge (one of the first restaurants to join the “we serve tap water” campaign), an exciting event was held in celebration of tap water cocktails. Each of the guests had a chance to witness how Liis Lemsalu, Kristjan Kasearu, and Pille Minev prepared cocktails with tap water, under the watchful eye of Heinar Õispuu; a well-esteemed barman in Estonia. During the event, the subjects of water and the quality of it were discussed; the most popular tap water cocktail was chosen.
- The whole campaign was supported with outdoor advertising.

Brief overview of the results:

1. According to a customer satisfaction survey, that was conducted by an independent assessment firm TNS EMOR, in 2011 only **48%** of those, who were surveyed, admitted that they drank tap water regularly. In 2015 that number had risen to an **85%** of surveyed people confirming their preference of tap water over bottled water. This influx of consumers is also a clear indication of how important it is to raise public awareness.
2. In 2014, AS Tallinna Vesi had a customer satisfaction index (TRI*M index) of **85**, while today it has achieved its highest ranking, thus far, at **94 points**. Campaigns are not the only influencers of customer relations, but raising awareness has a crucial role in building trust towards the company. A favourable public image is a crucial factor to acknowledge when a corporation's credibility is under concern, as customer satisfaction levels can be considerably affected by it.

Evaluation of project's cost-effectiveness:

Considering the campaign's budget, broad range, and ability to influence social biases, the project is considered cost-effective. Even though altering public attitudes is usually a long-term process, the campaign did manage just that, affecting social paradigms very positively in regards to tap water and waterworks.

Evaluation of creativity and originality:

The campaign received a lot of attention and exceptionally positive feedback, which concludes that, indeed, the project was creative, bold, and fresh in its approach. After all, tap water is awesome!