

## GOALS

In Estonia ice cream is a difficult category for Unilever as there are very strong local competitors – Premia and Balbiino brands. The target was set high – Magnum should be the number one impulse ice cream brand in Estonia.

Magnum does not rely too much on mass media communication, but rather does promotional activities that appeal to the target group, have good social media potential and catch media attention.

The aim was to find a brand together with whom we could raise Magnum's brand awareness, enforce its premium image, appeal to local celebrities and through this win market share.

## EXECUTION

We decided to connect Magnum with fashion as it is something that appeals to the target group. We asked one of our most beloved fashion designers, Tiina Talumees, to create a special collection for Magnum called Magnum Couture by Tiina Talumees.

The collection consisted of six dresses and pairs of earrings which were used as gifts and prizes.

The Magnum Couture by Tiina Talumees collection launch event was a central element of the whole Magnum 2015 brand communication. The collection was presented to 100 VIPs before Tiina presented her own couture collection in April in front of 500 guests (event organized by Stiilikanal) in a very cool setting in Energia Avastuskeskus.

The invitations were sent with a Magnum notebook and the attendance by invited guests and media was extremely high. There was a photo corner with instant photos, live music and DJ and the highlight of the event was the presentation of the Magnum collection.

Magnum collection was also presented at all other Tiina Talumees' fashion shows all over Estonia throughout the whole season.

## RESULT

The collection was also featured as a 6 page fashion series in our main women's monthly magazine Anne&Stiil and we got lots of unpaid PR coverage all throughout the season. Plus we generated lots of FB content using the photos from the events.

In the end of the season the dresses were auctioned at a VIP gala dinner and money went towards organizing summer camps for kids in need.

And the best news is that Magnum has become the most sold ice cream in Estonia!