

Magus nagu lapsepõlv!

Brief:

Back in a day, when the grass was greener and the sweet was sweeter, it was the kissel that accompanied many of our grannies' delicious desserts. Largo brought back the original kissel drinks but nobody seemed to notice them. They were in shops but the sales were flat.

How to bring back the taste of kissel and remind people what a delicious drink it is?

Solution:

Take people back to their childhood!

We did it through a nostalgic summer romance story that focuses on two shy early teens, so we can again connect all those sweet memories and the kissel drink. The short film was accompanied by a song, for which we wrote the lyrics and the beloved romantic country artist Kõrsikud arranged the music.

Then we made a TV spot out of it.

Results:

The short film got tens of thousands of views in just 24 hours and reached over 100 000 views overall. Sales roared. Making it one of the most successful product launches in the company's history.

Kissel is back on the map and is here to stay.

