

UMMIKUEINE

LAUNCHING CAMPAIGN

SITUATION

Even though sandwiches sold in Olerex gas station are really good, the sales numbers were not.

SOLUTION

The solution was to compensate the time sitting in traffic jams with the time eating breakfast. So we replaced the annoying situation with a good one. We played with two words HOMMIK and UMMIK, the first meaning "morning" and the second "traffic jam" and combined those two words and gave the breakfast a totally new name UMMIKUEINE.

The wordplay sounded fresh and humorous and lot of people changed their morning rituals. So now they used their time in traffic jams rationally and enjoyed their UMMIKUEINE.

RESULTS

The campaign managed to raise the number of Olerex visitors during morning hours by 27 percent. Also the sale of sandwiches increased 25 percent and in Tallinn even 100 percent. The local radio broadcast Marketing Institute rewarded the campaign and Olerex with a title of marketing star of the week.



OLEREX