

Personal tabs to everyone

(Igaühele oma tahvel)

Tank creative agency

The challenge

How to sell tablets to families ... who already have one?

Unlike personal phones, it is considered normal that tab in a family usually has several users – both parents, kids and sometimes even granny. How do we change that?

And, to make the challenge even trickier – consider that it's January and the client is not going –50% or more like everyone else.

The execution

We made a statement – tab is a personal thing... and everyone should have their own.

- **TV** funnily showed the trouble, when one tab has two users.
- **OD** and **STORES** underlined the main message – “Personal tabs to everyone!”
- **AMBIENT** posters teased people in public transport, elevators and locker rooms with a question “Wouldn't it be better to have a personal bus/elevator/locker?”
- **WEB BANNERS** were showed in “wrong” environments to illustrate how browsing history affects, what kind of ads you see in the web:
 - chainsaw ad in women's beauty page.
 - pink silky cream ad in mens' motor page.
 - teddy bear's new adventures in car selling page.

The results

Considering that it's January, the results were really good:

- the number of sold tabs rose to the level of pre-christmas sale
- compared to autumn
 - 1) the sales have grown 2 times
 - 2) 20% more contracts

About 40 000 views on YouTube within one month (EST+RUS).