



Beetroot won't Blow your Bum

PROBLEM

Up to 50% of the Estonian population is overweight, and the percentage is constantly growing.

TASK

The National Institute for Health Development wanted to deliver the message to Estonian youth (20-35 years) that eating vegetables helps to keep weight under control.

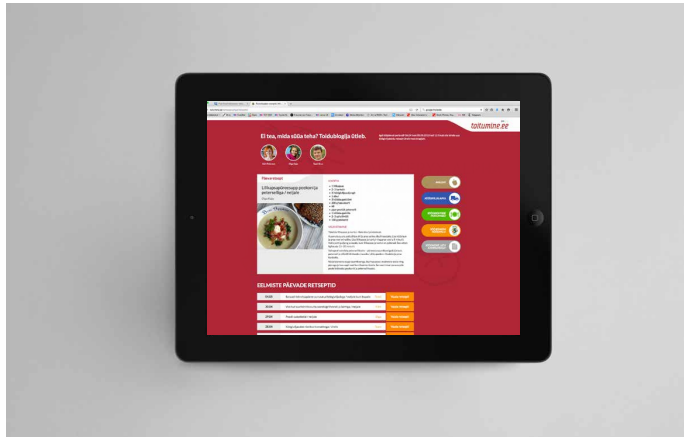
But how can vegetables be made cool?

RESULTS

280,000 views
on YouTube.

40,000 visits
at website.

2319 posts
in the customer campaign
to win a steamer.



THE VEGETABLE BOOTH,
a bistro on wheels, served
free vegetable dishes at
universities and youth
events.

SOLUTION
We created a dynamic vege-
table duo, which caused a
sensation with their catchy
phrases on TV, outdoor and
web banners.

**ON THE CAMPAIGN
WEBSITE**
We had food bloggers,
whose recipes you can
subscribe to via e-mail and
dining places with their
offers.

IN AUTUMN,
you had the chance to win
an awesome steamer if
you took a picture of your
vegetable.

SHARING
We shared sweet peppers
in shops for inspiration and
also handed out baby car-
rots at the cinema, which
invited people to make a
vegetable video of their
friend and upload it to the
campaign page.

The vegetable Booth was a real hit,
which was also reflected in the media
and got invited to private events and
even Õllesummer festival.

The campaign was awarded
the Selge Sõnum prize for the
best promotional text and image.

The awareness of the benefits
of vegetables has made a

3% surge
upwards.

A great step forward
compared to previous years.