

BRIEF

How could we educate parents to be more knowledgeable in keeping their children away from booze and cigarettes?



EXECUTION

We built them a set of tools to evaluate their current parenting techniques and served them highly educational tips and tricks to improve their repertoire.

All this was stored on our campaign site: tarkvanem.ee

And then we attacked them with a 360 degree media campaign. Literally!



RESULTS

This resulted in the most successful parenting campaign ever for Ministry of Interior.

- 80 500 visits and 66 000 unique visitors on the campaign site. (3.5 times higher vs previous year)
- More than 200 000 page views. (5 times higher vs previous year)
- With about 3 minutes average time spent on page. (3 times higher vs previous year)
- In addition to that 41 000 parents completed the educational tests on the campaign site.
- 4250 likes, 1708 shares and 20 190 link clicks on Facebook.
- And to sum it all up - the campaign earned a media coverage of 108 unpaid articles and news stories, with a total value of 387 300 €.

Smarter parents, better parenting, happier families. 😊