

## **Softrendi uus kauplus Kadriorus. Nii sulle kui presidendipaarile.**

Reklaam, Välireklaam, poster  
Softrend

### **EST**

Samal ajal, kui mööblikauplus Softrend avas oma uue salongi Kadriorus, kolis uus presidendiproua Ieva Ilves Kadrioru lossi. Välireklaamiga annab aktiivne twiitija, president Ilves, avalikkusele teada, mis kauplusest tema kodu sisustus ostetud on. Välireklaam oli paigutatud Kadrioru lossi ja Softrendi kaupluse vahelisele Pirita teele.

### **ENG**

While Softrend opened up its new furniture store in Kadriorg, the new First Lady Ieva Ilves moved into Kadriorg Palace. Through an outdoor ad an actively tweeting President Ilves announces the public where his furniture is bought from. The advertisement was placed on Pirita Road between the Kadriorg Palace and Softrend store.

#### **Print copy:**

Picking out new sofa with Ieva at Softrend's new salon in Kadriorg @softrend.ee