

THE MOVIE(POSTER)STARS

Eesti Energia is the largest employer in Estonia.

Thousands of people in hundreds of teams. Endless amount of projects.

Many teams are scattered all over the country.

The large ship is changing its course. Teams should be aligned.



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CAMPAIGN BRIEF:

To make communication between scattered teams more efficient and encourage their interest in operations of other teams.

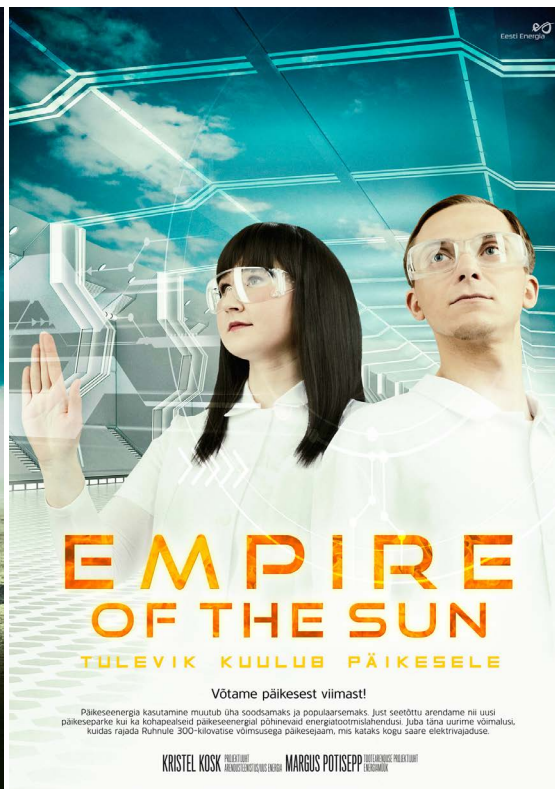
BROADER OBJECTIVE:

To bring the improved strategy of the company, based on sustainable innovation, to the employees of Eesti Energia.

FORM:

Internal (social) campaign*, which would arouse positive excitement in the company, along with genuine interest in the fields of operation of colleagues. It would be nice, if the positive "buzz" would also be visible outside the company. Priority topics of the strategy are preferred, such as renewable energy, comprehensive valuation of resource, social responsibility, energy saving etc.

* According to the instructions of Golden Egg: concern as a group with special interests



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SOLUTIONS

Eesti Energia has 12 major projects. These are exciting development ideas, the success of which is crucial for the future of the company.

We created a synopsis for each line, with suitable heading, slogan and logo, taking best-selling classics as a model.

Everything that followed was already part of the large plan: real photographer, shooting, make-up, studio, costumes. Days of communication between teams and learning of new role.

Photos shot by people themselves at the set started to spread immediately. Much excitement. More questions. High expectations.

Some weeks waiting and the (first) leaked designed files raised the excitement high – unknown specialists became familiar faces everywhere in the offices of Eesti Energia overnight.

Calendars, poster exhibitions, photos at the web page of Eesti Energia and social media raised discussion: Who is that? From which team? What does that team do?

RESULTS

Internal awareness of new strategic directions and the people behind them increased significantly.

Spontaneous positive alignment has taken place, along with acceptance of new innovation-based vision.

Movie(poster)stars enjoy star glamour – they are invited to talk about the work and achievements of their teams inside as well as outside the group – they are famous now.

A desirable gift: while formerly 3000 tabletop calendars were printed, this year an additional order was needed. Dozens of sets of posters were ordered all over the group.

Hundreds of new potential stars are eagerly waiting for their chance next year. It is worth making efforts.

