

Category

1. Reklaam / 1.6.3. Sotsiaalkampania

Title of the entry

Päästeameti tuleohutuskampania

Client

Estonian Rescue Board (Päästeamet)

Description

Summary of the brief

The Estonian Rescue Board needed to raise awareness of a wide variety of issues. They wanted to tell people that simply buying and installing smoke and CO detectors was not enough – you actually have to take care of them on a regular basis. In addition they wanted to inform people about the following issues:

- 1) the unknown hazards of smoking;
- 2) the wrong ways of charging the batteries of smartphones and other electronic devices;
- 3) using badly built heating systems.

A lot of information for one campaign! The goal was to find a way to communicate all of it in a way that makes people want to pay attention, engage and spread the message.

Creative solutions

We split the campaign into two parts.

Part 1: outdoor and print media. We told the long story short – Check Once a Month (Kontrolli Kord Kuus). The message was expressed with a very clear and simple visual design that made the point clear immediately. We also photographed local fire fighters who wrote testimonials about their healthy habits, one of which being checking the health of their smoke and CO detectors.

Part 2: social media. We created a "one minute lecture" series, consisting of three episodes. Each episode introduced a specific problem and clear solutions. Since nobody goes on Facebook expecting to be lectured we designed and wrote the series in a way that would amuse and entertain people enough to make them want to listen, engage and spread the message. We cast a well known young actor/comedian Tõnis Niinemets to play the role of a sarcastic and enthusiastic fire fighter.

Results of the campaign

The campaign went viral. In just two months the "one minute lectures" received half a million views (in a country with a population of 1.3 million). The videos have been shared more than 7000 times and in the comments section people kept tagging friends who needed to hear the message. The campaign took off all by itself. We didn't use any paid boosts, so the social media budget was 0 euros in total!

Agency

Age McCann

Team

Project Manager: Rait Reila (Age McCann)

Creative Directors: Vladimir Loginov and Jim Ashilevi (both Age McCann)

Designer: Vladimir Loginov (Age McCann)

Copywriter: Jim Ashilevi (Age McCann)

Production Company: Estfilm Productions OÜ

Producer: Karmo Kaasik

Director: Raigo Saariste