

NUTI-MATI

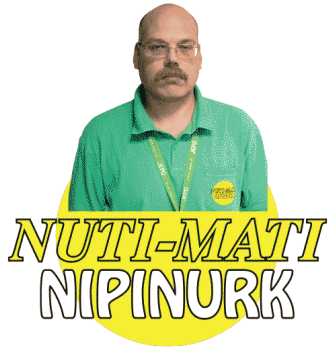
PROBLEM

Although people of Estonia know in theory what are the **dangers of using their smart devices** without sufficient precaution, for some reason, they don't put their knowledge into practice. The **attempts to communicate safer manners** and initiate behavioral changes **in previous years have not given much results**. Anyone hardly noticed at all. And, another problem from agency's point of view - **a very very limited agency budget**.

CHALLENGE

Make the complicated and boring subject really noticed with almost no budget at all.

SOLUTION & RESULTS



We created a grotesque “youtuber” character called Nuti-Mati (or Smartphone-John, if you like) who gave rather dubious advice on his Youtube channel and Facebook page.

He attracted **thousands of followers** very quickly. His videos were hugely popular. It was a **trending topic in Estonian Facebook**.

He also received a **lot of media coverage**. Both **supporters and haters**. Strange co-operation proposals f.e. to **play a part in music video** of an well-known **Estonian pop-star**. And even an investigation by The Estonian Consumer Protection Board on a suspicion that this campaign “might mislead the consumers”.

But that was all part of the plan.

No-one suspected what was coming next.

Just when his popularity peaked, **Mati suddenly stopped posting**, and after a long silence, rather **strange content started to appear** on his Facebook page.

His Facebook was hijacked.

And finally, shut down.

Mati posted his final video through Smart Device Security page **“confessing his sins”** and for the first and last time, giving good advice.

266 390 views for 5 clips on Facebook. For the agency budget of less than 30 000 Euros we made the subject of smart-device security one of the most trending online topics in Estonia for the campaign period and effectively started a discussion in the society.

We'd like to believe that people got the message.