



***Eesti mängufilmi
“Päevad, mis ajasid segadusse”
reklaamikampaania***

***Marketing campaign for
Estonian feature film
“The Days That Confused”***

GOAL

Kinosaurus Film OÜ produced a movie called “Päevad, mis ajasid segadusse” “The Days That Confused”) in April 2016. The marketing campaign for the film release took place from January 2016 to April 2016.

Kinosaurus Film aim was to have 40 000 cinema visitors domestically.

SOLUTION

The film is set in late 90s Estonia. The genre of the film is tragicomedy. The main target groups are adults who's youth is left in the 90s and teenagers and young adults who can relate with the topic of the film.

General understanding tend to be that majority of past Estonian films are too artistic for mainstream audience. Our aim was to brake the stigma. "The Days That Confused" cinema release campaign was created with the aim to communicate that the film is carefree, bold, funny and nostalgic. Just like 90s Estonia.

TRAILER



POSTERS

VIDEO

HOMEPAGE

**CINEMA
DRIFT**

**SUMMER
JAM**

CAR FLIP

Fast paced trailer that is accompanied by famous Estonian 90s disco music.

Result: 113,000+ views on Youtube. Lot of happy fans. One even made a replica trailer in GTA V.

LINK to trailer / LINK to replica

POSTERS

TREAILER



VIDEO

HOMEPAGE

**CINEMA
DRIFT**

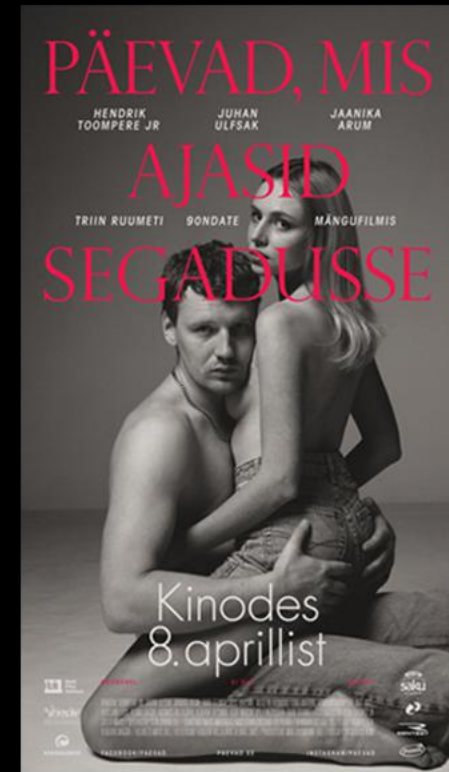
**SUMMER
JAM**

CAR FLIP

Sexy film posters that feature different character from the film.

11 different poster variations.

Stylistic aesthetics were mainly inspired by 90s underwear ads.



POSTERS

TREAILER



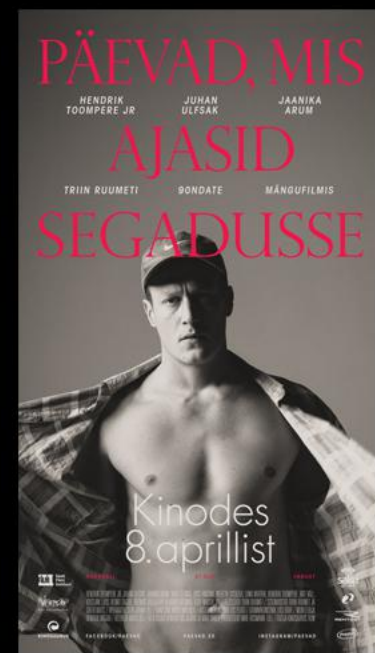
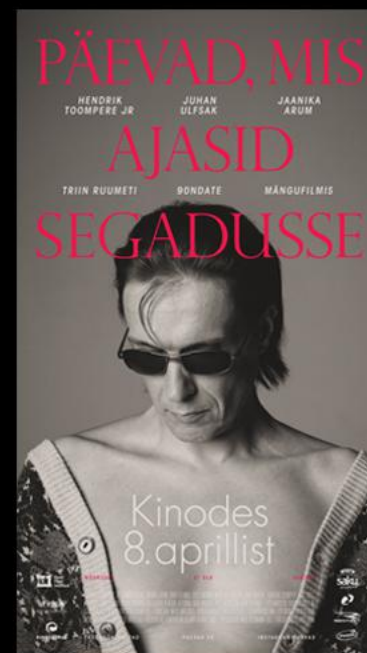
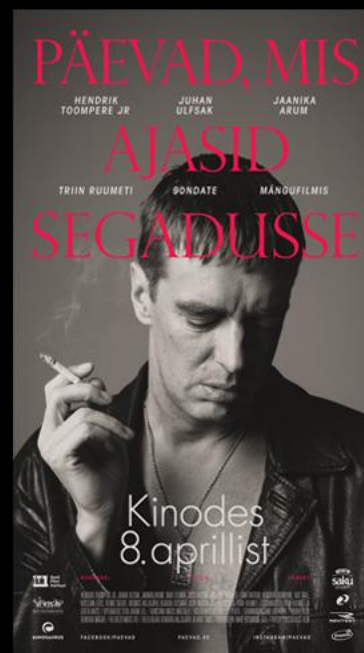
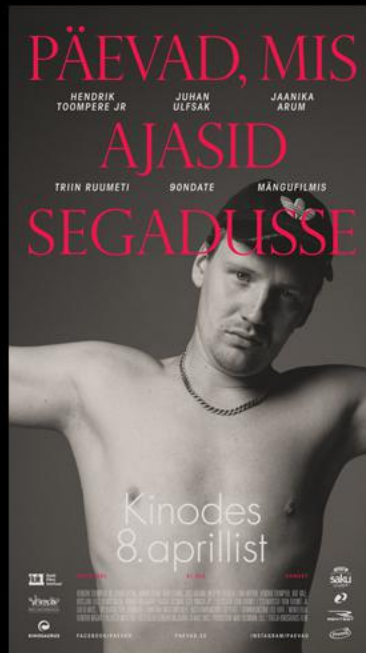
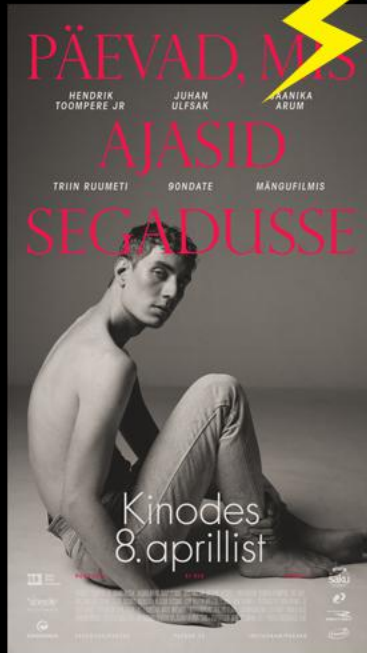
VIDEO

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CINEMA
DRIFT

SUMMER
JAM

CAR FLIP



POSTERS

TREAILER



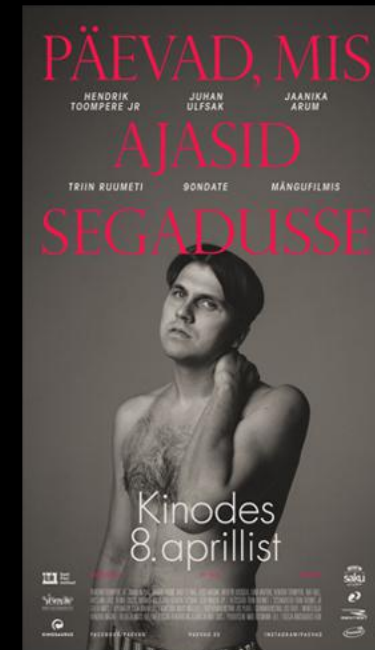
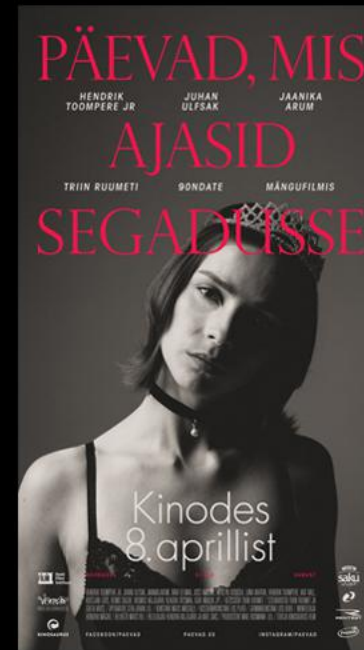
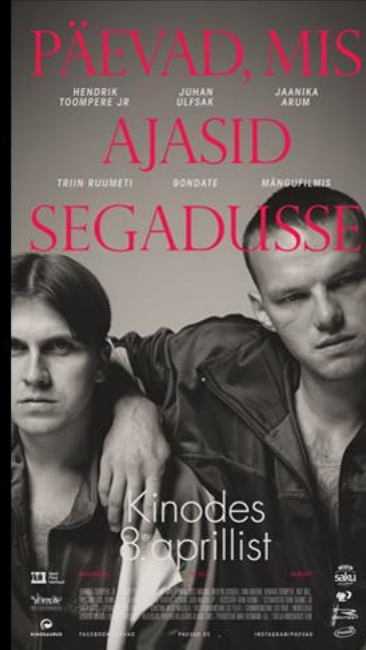
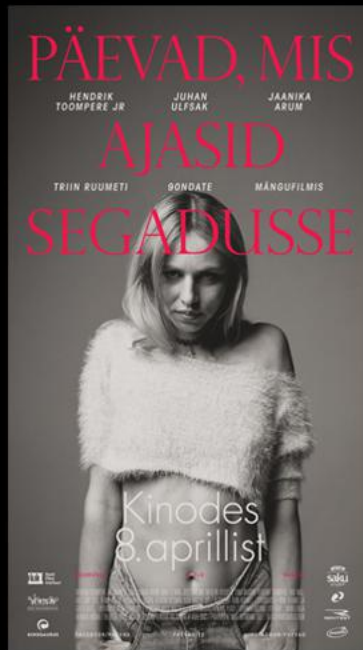
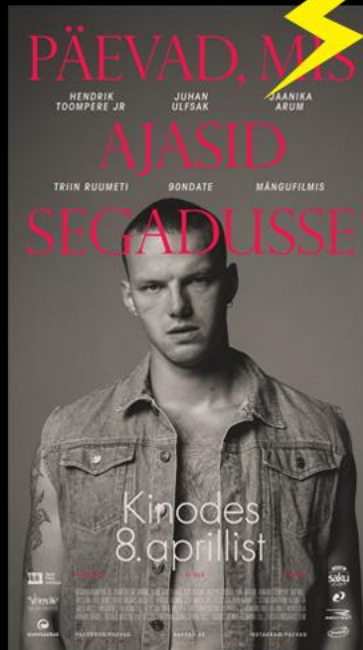
VIDEO

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DRIFT

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HOMEPAGE

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JAM**

CAR FLIP

“Segased päevad” (“Hazy Days”) is 90s styled teaser documentary about how “The Days That Confused” was made. Additionally filmmakers and actors share their stories from the life in 90s Estonia.

Result: The documentary was shown on Estonian TV channel (Kanal2) and on social media a week before the actual film released in the cinemas. It got 78 000 views on TV and 50 000+ views on Youtube.

LINK to Youtube / LINK to TV

HOMEPAGE

TREAILER

POSTERS

VIDEO



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CAR FLIP



Nostalgic film webpage that offers it's visitors film related entertainment through 90s web user experience.

Result: webpage gained positive feedback from media and fans.

LINK to homepage / LINK to media



CINEMA DRIFT

TREAILER

POSTERS

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HOMEPAGE



**SUMMER
JAM**

CAR FLIP

Environment design in cinema (Coca-Cola Plaza).

It featured printed film name, skid marks and BMW as if the character from the movie drifted his infamous BMW to the cinema.

Result: gained lot of attention in cinema and social media.



CINEMA DRIFT

TREAILER

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HOMEPAGE

SUMMER
JAM

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SUMMER JAM

TREAILER

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**CINEMA
DRIFT**



CAR FLIP

“Raju reede” is a 90s styled summer hit that was made in collaboration with Sven Lõhmus and Merlyn Uusküla to promote the film. “Raju reede” music video is illustrated with pictures from the film.

Result: Was one of the most played summer songs in Estonian radios. Gained 1 940 000+ views on Youtube. The song was awarded 3rd place on Raadio2 Aastahitt 2016 voting.

LINK to song / LINK to award

CAR FLIP

TREAILER

POSTERS

VIDEO

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JAM**



On the opening scene the main character flips his friend's mother's car. The actual car was put on auction as if the main character needed money to fix the broken car.

Result: gained 23 000 views on Kuldne Börs and got attention in the media.

LINK to auction / LINK to media



RESULTS

9th most viewed Estonian film in history (Estonian republic era films)

2nd most viewed Estonian film in 2016

8th most visited film on Estonian cinemas in 2016 (including foreign films)

62 292 cinema visitors (in Estonia)

12 500 paid VOD views

2 000 DVDs sold

A group of approximately 15 people are gathered in a rustic living room for a party. The room features wood-paneled walls, mounted animal heads, and a large window with lace curtains. A black leather sofa is the central focus, with several people sitting on it. In the foreground, a man with long white hair and a red bikini bottom is lying on a patterned rug, holding a bottle of Jack Daniel's whiskey. A coffee table in front of the sofa is cluttered with food and drinks. The overall atmosphere is festive and social.

THANK YOU!