

Brief

Tallinna Vesi

AS Tallinna Vesi provides water to residents of Tallinn. The quality of drinking water has been excellent for years, but in 2011 only 48% of the consumers trusted tap water as drinking water. For the past 6 years AS Tallinna Vesi in collaboration with the agency La Ecuador have promoted the message “**Tap water is drinking water**”, providing people with different positive aspects why tap is good for everybody. In 2016, the agency had to come up with the creative idea to reach wide target group and spread the message.

Friendly

Sõbralik

#tapwater

#kraanivesi



Solution

We developed the concept “**Sõbralik #kraanivesi**” / “**Friendly #tapwater**”, which showcased **tap as a practical, useful, sensible, cheap and healthy** everyday companion for its users. The campaign offered a range of different messages and arguments describing why tap is a smart choice. For instance tap water is wallet-, environment-, training-, and thirstfriendly. So whether our customer is more interested in one’s health or thinking about how to save some money – tap water is an answer. Campaign illustrations were designed by Estonian artist Katré Eesma. Different ads were seen **all over Tallinn, social media** and even **on the cinema screens**. Also, we kicked off a **social media challenge called #kraaniveepäev / #tapwaterday** to engage more people into our movement.

Results

Post-campaign survey showed that “**Sõbralik #kraanivesi**” **social media** reach was up to **328 799** and we were seen and **remembered from outdoor media**. Estonian news programmes picked up the topic. Internet news sites carried out blind taste tests to find the best tasting water, but the hidden “joker” tap water shined with high ranks. More restaurants and pubs started to offer free tap water. Using the hashtag #kraanivesi, people discussed about tap water online. We earned respect from Estonian bloggers, youtubers and press. Many of them also took part of the **social media challenge**. Even more, **several big corporations and public offices gave up using water machines’ services** and **begun to drink tap water!** And foremost, **86%** of our **customers now drink tap water** every day and show respect towards it.

