

Eesti Ekspress' campaign

## “LOOKING FOR A HERO, NOT A PRESIDENT”

### BRIEF

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Once a year, Estonia's most beloved weekly Eesti Ekspress loosens its reins and gives the important job of chief editor to somebody else for a few weeks. This year, the Estonian presidential candidates were invited to lead the editorial staff. The brief to the agency was simple: make these bores interesting for the people!

### SOLUTION

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We made finding the hero as simple as taking candy from a baby. We created action figures of the presidential candidates, set them side by side, and watched whom people reached for the most. First, we scanned the presidential candidates with special technology.

Then, we picked superhero stereotypes based on their personalities and created 3D models. We printed out the 3D models and painted them into real action figures. As the package is always an important part of a product, we made boxes for the figures and adorned them with various arguments.

The action figures were then photographed for print and digital ads. We filmed video clips to promote next week's paper on social media.

### RESULTS

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On the campaign website, people were able to get acquainted with the action figures and vote for their favourite ones. The videos of the superheroes proved wildly popular and gathered over 200,000 views in total on Facebook. The most popular action figure video was, at the time, the most popular video in the history of the Facebook page of Eesti Ekspress with four times more views than the second most popular video.