



THE BRIEF

Somersby, the open-minded drink, is the highest selling cider in the Estonian market. In addition to being the best selling cider it also has a tradition of surprising the customers with a new seasonal flavour every spring.

So long story short – in the beginning of 2016, Saku, the distributor, came to us with a brief stating that they'd launch a new Somersby flavour. The catch – they were not exactly sure, what it was going to be.

Luckily for us they had some options though.



WHAT WE CAME UP WITH?

A solution that was surely about to determine what the flavour was going to be. Yes, we turned to those with the most open mind – psychics.

We invited 3 real psychics to a secret location and created the “Somersby psychic challenge”. One of the psychics invited had also appeared on the Estonian psychic TV challenge. Each of the participants were given 3 envelopes containing a picture of a fruit. The participants were to find out what the fruit was and which one of them was going to be the next seasonal flavour of Somersby.

We then created a video of the challenge and invited people at home to participate by logging on to the challenges website. To make things even more interesting, we awarded some of the lucky online tooth-sayers with boxes of cider and sessions with the same psychics that appeared in the challenge.



TÄHELEPANU! TEGEMIST ON ALKOHOLIGA. ALKOHOL VÕIB KAHJUSTADA TEIE TERVIST.



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PREDICT THE NEXT SOMERSBY FLAVOUR!

Take your psychic senses to the table and predict what the next Somersby is going to taste like.

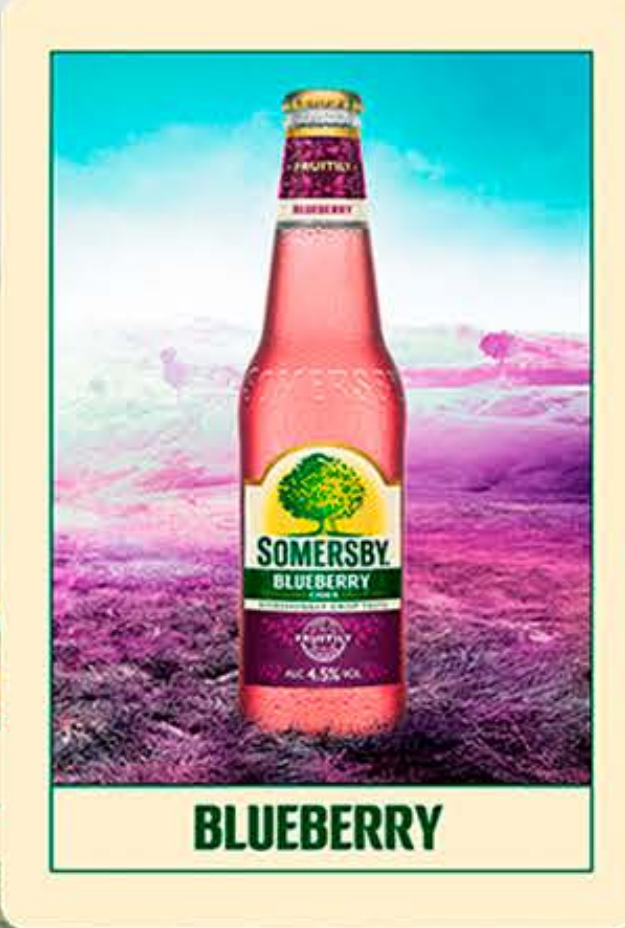
LET'S PREDICT!

SEE HOW OTHERS PREDICTED.

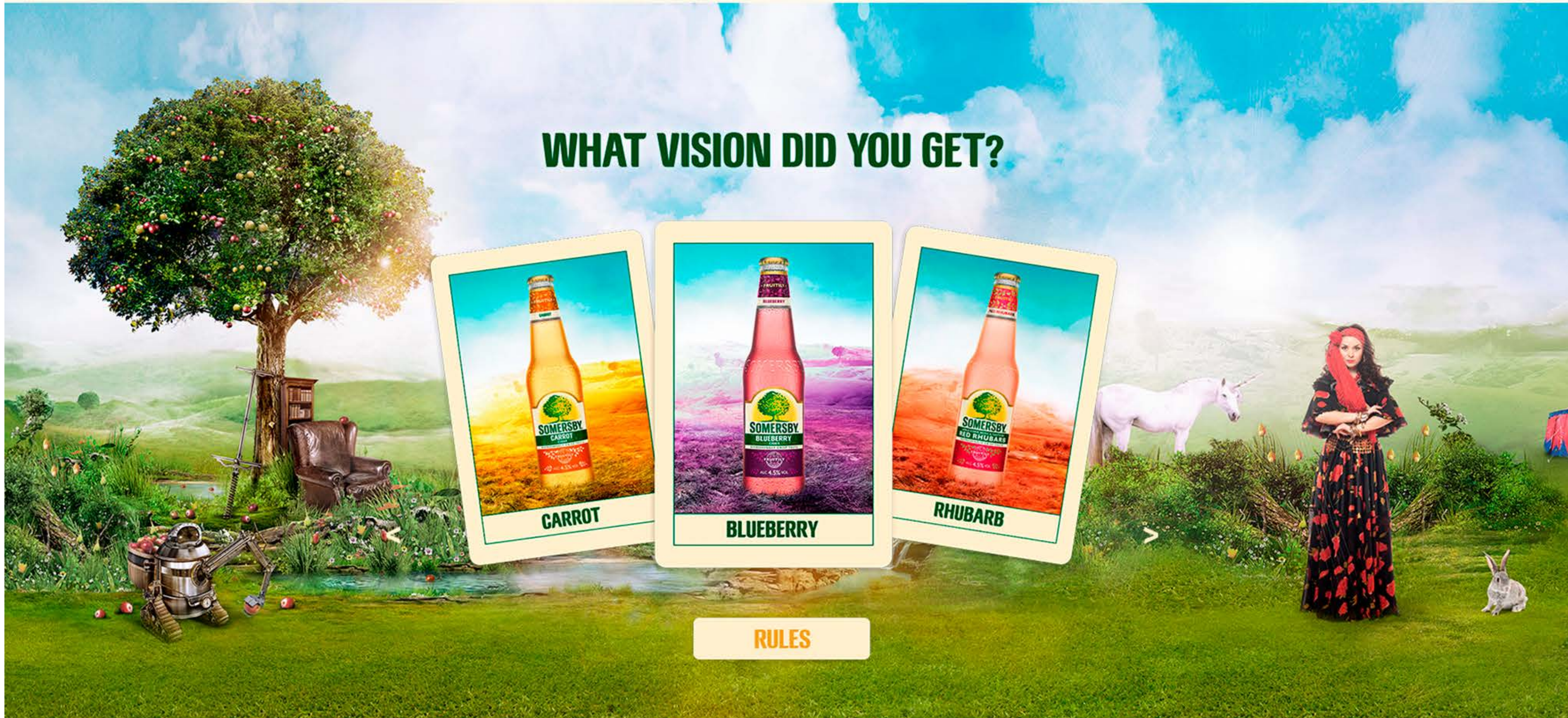
RULES

PRIZES

WHAT VISION DID YOU GET?



RULES





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THE RESULTS

About 155 000 people saw the video of our “Psychic challenge”, which is about the same amount of people that had seen the TV programme that one of the psychics took part of.

Thousands of people participated in the challenge by logging on to our website and trying to foresee the future by themselves.

But even more importantly – when the new cider, which happened to be rhubarb flavoured by the way, was launched, the first batch sold out in just 2 weeks.