

EST

EESMÄRK

Igal aastal peab Elron oma kliente jõulude ajal meeles, üllatades neid luuletuste, dekoratsioonide või rongis jagatava nänniga. Selgi korral anti agentuurile ette piiratud eelarve jõulutegevuste elluviimiseks, kuid vabad käed kontseptsiooni osas.

Koostöös agentuuriga muudeti kampaania ambitsiooni:

On jõulud. Näitame, kuidas me märkame ja hindame oma kliente. Toome välja nende erilise ja laseme neil tunda ennast kangelastena. Sest nad on. Ja kui me sellega õnnestume, siis ehitame sellega nii brändi, kui suurendame müügitulu.

IDEE JA TEOSTUS

Kampaania keskne idee oli otsida üles inimesed, kes meie rongidele tihtilugu lehvitavad, saada nendega tuttavaks ning näidata kõigile, kui toredate inimestega on tegemist. Tuua nende poolt koduväras öeldud jõlusoovid rongidesse ning kutsuda rongiga sõitvaid inimesi neile möödaminnes tagasi lehvitama. Tuhandekordselt.

Kuna meediaeelarve puudus, siis panustasime PR-tegevustesse ning uskusime ajakirjanduses töötavate inimeste headusse. Me ei pidanud pettuma. Orgaanilisel moel jõudis kampaania kõikidesse meediakanalitesse (TV, raadio, ajalehed, uudisteportaalid, sotsiaalmeedia). Samuti panustasime sotsiaalmeediasse (ainuke meediakulu: 200€), et soodustada klippide levikut esimestel päevadel.

TULEMUS

Lehvita Tiiule! oli Eesti kõige viraalsem jõulukampaania aastal 2016:

- 1) Üle 20 kajastuse üleriigilises meedias (sh TV, raadio, trükimeedia, internet)
- 2) Kampaaniaklippe vaadati sotsiaalmeedias üle 200 000 korra ning koguti ligi 6500 meeldimist, jagamist ja positiivset kommentaari. Vabatahtlikult, ilma ühegi auhinnata või palveta postitusele reageerida.
- 3) Detsembris 2016 tehti Elroni rongidega 556 000 reisi, mida on eelmise aastaga võrreldes 6% rohkem. Aasta viimase kuu piletimüügi tulu oli mullusega võrreldes 11% suurem.

Sotsiaalmeedia reach: 300 000 kasutajat

PR reach: 500 000 lugejat/kuulajat/vaatajat

ENG

TARGET

Every year during Christmas Elron has surprised its clients and passengers positively by reading poems, by decorating trains or by giving candies as gifts. This year there was a tight budget for Christmas campaign and no concept was given. Together with agency the focus of the campaign was redefined - it's Christmas, let's notice and appreciate the clients and people around us. Let's bring out that they are exceptional and show that they are special. If we succeed, the brand will get stronger and the sales numbers will increase.

IDEA

The idea was to find people who live next to railways and greet trains with the wave of a hand, introduce them in trains and in public and bring their wishes with passengers, who can wave them back by showing that they are also noticed. On the daily basis we pass from the people who live next to railways or roads, we know their homes, perhaps we have seen them, but yet, we do not greet them, even though they are so familiar as we see them or their homes every day. The campaign videos' target was to introduce these people and call all the passengers to wave for them, as friends.

RESULTS

“Wave to Tiiu!” was the most viral Christmas campaign in Estonia in 2016!

Within 9 days (12.12.-21.12.2016) there was 20 media coverages in Estonian media channels – in TV, radio, online and print media. Local journalists searched for their neighbours who live next to railways and made a persona articles that were initiated by the campaign – in all coverages Elron's campaign and Tiiu were mentioned!

The unique reach of campaign videos was more than 200 000 people in social media. The clips got 6500 engagements (likes, shares, positive comments) – with 200€ of total media budget and without asking people to like or share!

There were more than 556 000 passengers who used Elron in December 2016, which is 6% more than in December 2015. The sales proceeds increased 11% compared to December 2015.

Social media reach of the campaign: 300 000 people (in Estonia there is ca 600 000 Facebook users), number of impressions was even bigger.

PR reach in media channels: ca 500 000 readers/listeners/viewers. (It means ca every 2nd Estonian saw the campaign!)

Roughly the campaign was noticed 1 086 000 times (in media, social media and in Elron trains) – the overall cost of the campaign was 10295 €, which means that the cost of engagement was ca 0,0095€.