

Visit Estonia campaign – Estonian Myth Quiz

Background and goals

Estonian Myth Quiz is an online social media campaign with the focus to promote nature tourism in Estonia, specially to make nature one of the main triggers for young people to travel to Estonia.

It is a sub campaign of the long-term campaign DeepEST roots, selling Estonian nature as a place to reconnect with yourself, opposing the digital reality and hectic lifestyle most young people live.

The goal of this campaign is to build a certain magic and create a new perception to the Estonian nature – to differentiate ourselves from the “pure nordic” that we don’t really represent and find our USP in “magical northern”.

How

The campaign is based on an online personality test resulting in nine characters from Estonian Mythology each of which is based on a psychological profile. The test was done in cooperation with psychologists and a folklorist.

The aim of the Estonian Myth Quiz was to bring out Estonian mythology carried by the nine mythological characters. The characters are the gateway to step into Estonian nature travel through mythology and stories.

The mythology inherits an opportunity to connect Estonia to the world trend of “escapism”. People love popular TV series such as Game of Thrones – a realm of the parallel universe and magic that exists somewhere, a place you can escape to from the ordinary life.

The idea of the test was to create a new face for the Estonian folklore and to give young Estonians, our ambassadors, tools to help us share a piece of Estonian mythology with the world and inspire them to come to Estonia. And it worked. The test went viral also in Estonia.

- The test was additionally promoted with a 360 VR video done in cooperation with pop-singer Kerli.
- The characters were brought to life through special merchandise – t-shirts, postcards and Ööloom sleeping masks.
- Other supporting activities included six-meter-high statues in Weekend Festival and activities with the DJ-s and of course social media activities.

Link to the test - <https://www.visitestonia.com/en/estonian-myth-quiz>

Link to all characters - <https://www.visitestonia.com/en/myth-characters>

Campaign results

- Estonian Myth Quiz sessions (08.2016-12.2016) – 531 332 (which makes over 10% of all traffic on Visit Estonia site last year)
- Length of an average session 4.47 (which is 50% longer than the average session on Visit Estonia site)
- Unique participants 143 000
- Participants from 152 countries around the world
- Age of participants mainly 18-48 (but all ages included)
- Most popular results Hiid and Näkk
- In 2017 the campaign is being translated to new languages to have a bigger impact on target markets
- Ööloom sleeping mask, t-shirts and postcards created