

Visit Estonia campaign – DeepEST roots

Background and goals

DeepEST roots is a nature-oriented tourism campaign targeting young adventurous people in Scandinavia, Germany, the UK and USA, but also interest-based (organic, magical) people all over the world.

The campaign goal is to promote slow and conscious travel in Estonia and make nature one of the main triggers for a new young (at heart) target group to travel to Estonia.

So far nature tourism in Estonia has been a niche industry mainly for people between the ages of 50-70 who could be seen more like, well, nature fanatics. However Estonian pure and ancient nature and organic nature friendly lifestyle could be the main trigger for tourists of all different interests. An indicator of values and lifestyle.

But our deep forests and thousands of years old nature related culture are unknown to the world.

How

Connect Estonia to the global trends:

Green/organic

More and more people travel for self-discovery, move back to the countryside, eat organic and value time over money. As opposed to the digital reality and hectic lifestyle, people love to charge their batteries in places where they can be close to the nature.

Escapism

People love popular TV series such as Game of Thrones – a realm of the parallel university and magic that exists somewhere, a place you can escape to from the ordinary life. The goal 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”.

Storytelling

Bring in the mythology of Estonia and the mythological characters and use them as a gateway to discover the nature of Estonia: connecting places to stories. Collecting stories from the people and retelling their stories in our social media.

Campaign essence

- Influencer campaign, genuine stories told by real people. We partnered up with Estonia’s best known pop singer Kerli, who returned from America to reconnect with her roots and rebalance her artistic creativity.
- Together we made 14 videos for three of Kerli’s new singles including: unplugged, 360 VR and making off videos that were all filmed in Estonia’s nature tourism locations and linked in the descriptions. We also made four videos with Kerli meeting real local people and promoting Estonia as a close to nature society.
- Kerli posted all content in her social media channels and linked it directly to tourism locations.
- Kerli posted twice a week in her social media channels about Estonian nature.
- Sweepstakes in cooperation with Kerli to promote Estonian nature friendly goods.
- International press stories covering how Kerli reawakened her creativity deep in the Estonian forests.
- Articles; UGC on eco that made locals rethink and rediscover their connection with the nature and through that use them as ambassadors. nature medicine, old traditions that are still in honor today, nature’s role in Estonians’ everyday lives.

Campaign results

- Social media reach - 18,8 million
- Fan interactions in social media (likes, shares, comments) – 1,1 million (new target group)
- Video views - 12,5 million
- Publicity (press exposure) – 9,4 million
- Household reach – 250 million