



Situation and problem

Omniva parcel machines are well-known among customers and Omniva's service is gladly used. The company has the largest network of parcel machines in Estonia and Baltics. Meanwhile the image of the service of parcel machines is not as good as the company expected. If something happens with single parcel the dissatisfaction resonates on the social media often big time. This will not have an increasing effect on the image in general.

Beside this, the communication of Omniva parcel machines has been calculated and based on rather trivial facts - "Fastest parcel machines" or "Low-cost parcel machines".

Omniva desired warmer style of communication which would excite the customer's emotional side. The upcoming message should be relevant to the customer and the employee of Omniva at the same time.

Solution

Omniva's business is happiness. Every time a customer picks up a parcel from the Omniva's parcel machine one feels pure happiness. No single customer orders a product from the online one doesn't like. Meantime employee of Omniva delivers parcels to the machine with joy. Because working at Omniva is enjoyable. Also the happiness is designed even into Omniva's logo. The connecting message for the customer and the employee of Omniva became - "Parcel machines filled with happiness"

The message spread on television, on streets, on internet and in working rooms of Omniva.

To engage the customer even more and demonstrate the coverage of Omniva parcel machines we created a game on social media. The customers had to guess every week in which parcel machine joyful prize had been hidden.

Result

There were thousands of players and around 5800 answers in the game on social media. The players were eager to guess where the prize was.

Results from survey showed that 85% of people found the campaign, the message and the new branding were fresh, friendly and delightful. Same sympathy spread among the employees of Omniva who saw the message and visuals of the happiness in their working place.

Turns out that the message was meaningful for both sides - for the customers and for the employees of Omniva. Mission accomplished!