

Eesti Ekspress' campaign

“WE DO IT FOR YOU”

BRIEF

Eesti Ekspress wanted a subscription campaign for the end of the year that would reaffirm its value for the existing clientele and get the attention of potential new subscribers. Eesti Ekspress was not able to offer discounts.

SOLUTION

We decided to turn the classic subscription campaign into an image campaign, so that potential clients would want to subscribe to Eesti Ekspress for its content and not for some reward.

Almost every Estonian has heard about Eesti Ekspress. However, due to the consistently high quality of the paper, its interesting stories are taken for granted. People tend to forget that journalists have to put themselves in uncomfortable situations and even risk their lives to get information. With the campaign, we tried to remind people that the journalists of Eesti Ekspress do things that the readers would not.

First, we established the main story: “There are situations you would not want to be in, people you would not want to meet, and places you cannot reach. You do not have to. We do it for you.” Then, we brought these risky arguments straight to the reader. In print and external media, we made readers look into the eyes of Imre Arakas, former leader of the underworld, and threw them in the middle of Donald Trump’s election campaign and the Mali Civil War. For the first time in advertising history, a radio clip was read straight from behind prison walls by Anatoli Nikolayev, a convict serving a life sentence for four murders.

RESULTS

The solutions were as bold as the journalists of Eesti Ekspress and they did not go unnoticed by the general public. The radio clip was even featured in foreign web publications (adsoftheworld.com, adforum.com, adeeve.com etc.). In November, the solution with Imre Arakas earned the title of Best Advertisement. We exceeded the clients’ sales goal by 77%, which is especially noteworthy for a print media campaign in today’s digital world.