

## **Nurr rebranding**

### **Description:**

A cute kitty picture doesn't make a brand come alive. In order for Nurr to keep up with the times and to make the sales numbers grow again in a more and more competitive market, we needed to change more than just the wrapper.

### **Execution:**

Real time marketing social media campaign, creative media solutions and awesome package.

### **Results:**

5000 GIFs were shared on Facebook in the first month.

Engagement rate of Instagram posts was 480% higher than average

Banner CTR was 230% higher than average

The market share doubled

Sales grew 215%

Sales growth was so unexpected that the factory had to make an extra production round of Nurr chocolate. Twice.

### **Team:**

Creative director : Ahto Aaremäe, Keiro Vantsi

Strategist: Tõnu Kõva, Kaarel Grepp

Project lead: Keiro Vantsi

Designer: Delerin Urbus, Priit Joasoo, Sigrid Sitnikov

Illustrator: Alari Pikkorainen