



PROBLEM

NUTI-MATI

Although people of Estonia know in theory what are the dangers of using their smart devices without sufficient precaution, for some reason, they don't put their knowledge into practice. All the previous campaigns had failed.

SOLUTION

So how to make a complicated and boring subject really noticed?

We created a grotesque “youtuber” character called Nuti-Mati (or Smartphone-John, if you like) who gave rather dubious advice on his Youtube channel and Facebook page.

He attracted **thousands of followers very quickly**. His videos were hugely popular. It was a **hot trending topic in Estonian Facebook**.

He also received **a lot of media coverage**. Both supporters and haters. Strange co-operation proposals f.e. a **well-know pop-star Daniel Levi wanted to guest-star** in one of his videos. The popular newsite **Delfi refused to display one of the banners** as they claimed **“it will make the site look like it’s hacked”**.

And there was even an investigation by The Estonian Consumer Protection Board on a suspicion that this campaign “might mislead the consumers”.

But that was all part of the plan. There was no hint he’s not real. No-one suspected what was coming next.

Just when his popularity peaked, Mati suddenly stopped posting, and after a long silence, rather **strange content started to appear on his Facebook page**.

His Facebook was hijacked.

And finally, shut down.

Mati posted his final video through Smart Device Security page “confessing his sins” and for the first and last time, giving good advice.



NUTI-MATI
NIPINURK



RESULTS

Your Fans | People Reached | People Engaged

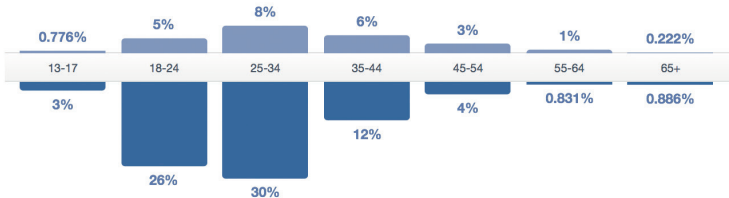
The people who like your Page

Women

24%
Your Fans

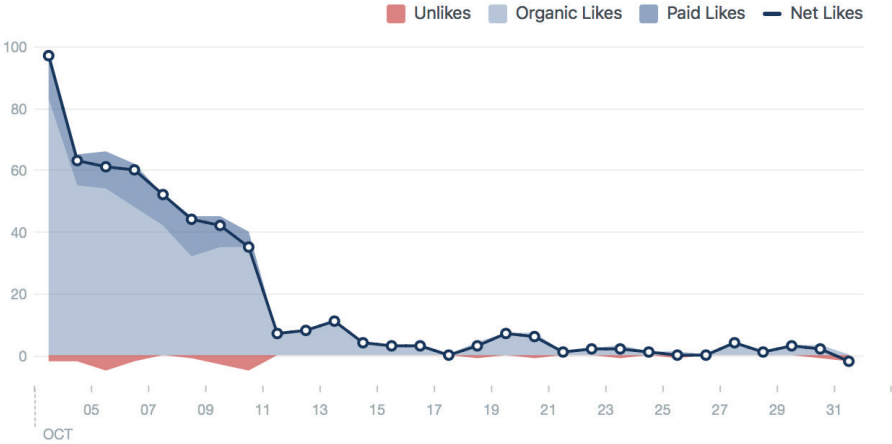
Men

76%
Your Fans



Net Likes

Net likes shows the number of new likes minus the number of unlikes.



For only 300 Euros spent to boost Mati's page/videos we made the subject of smart-device security **one of the hottest online topics** in Estonia of last year and effectively initiated a discussion in the society.

His 5 clips got **266 390 views on Facebook**.

Massive amount shares and likes, **mostly organic**.

His FB **message box was jammed with questions, requests new videos and tech-help**.

The landing page explained everything.

We'd like to believe that people got the message.