



Smart e-shopping campaign

OUR TARGET GROUP

Millennials who make loads of emotion-driven purchases online.

OUR GOAL

Direct millennials towards more conscious online consumer behaviour.

Advise them to make sure the retailers are trustworthy and operate legitimately.

OUR MESSAGE

Be aware, don't fall for scams, protect yourself!

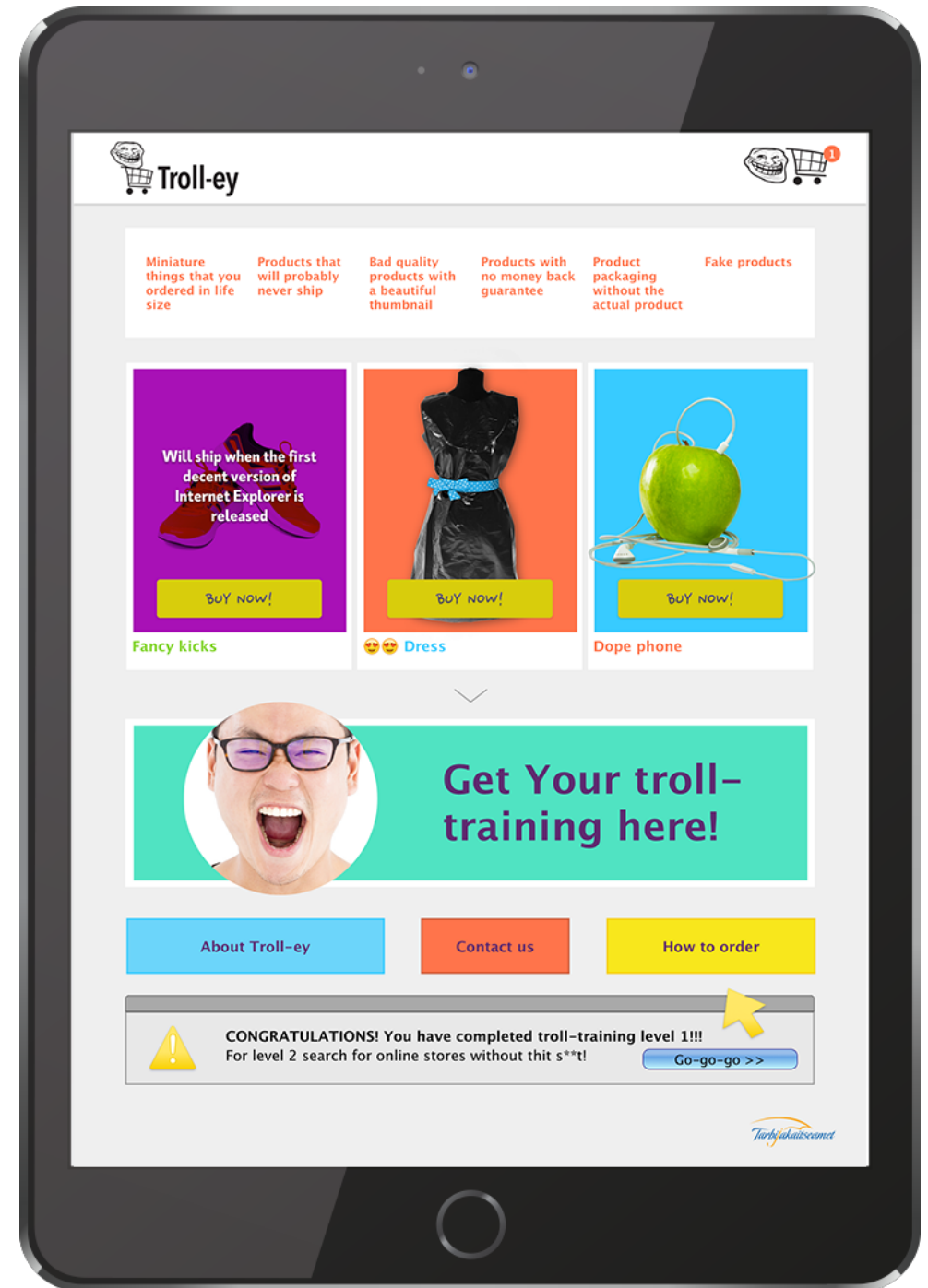
OUR CREATIVE STRATEGY

Some online stores are dishonest. Like millennials would say - they troll people.

Therefore, we will create a fictitious online store that advertises itself through well-known scams and teaches millennials to recognise fraud.

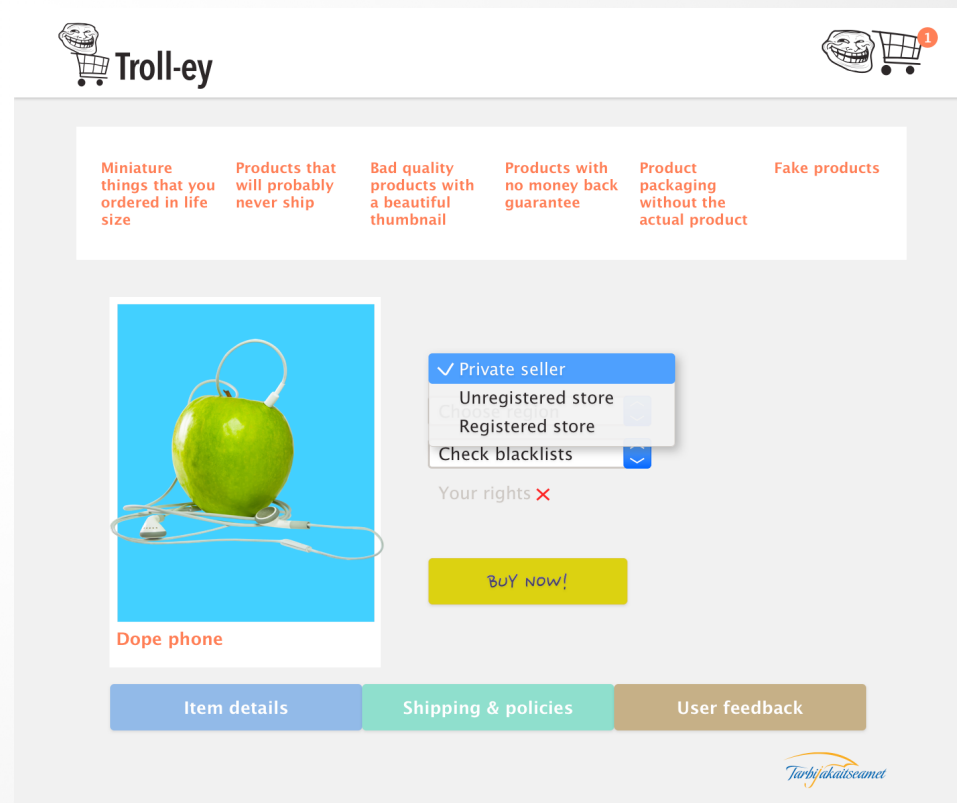
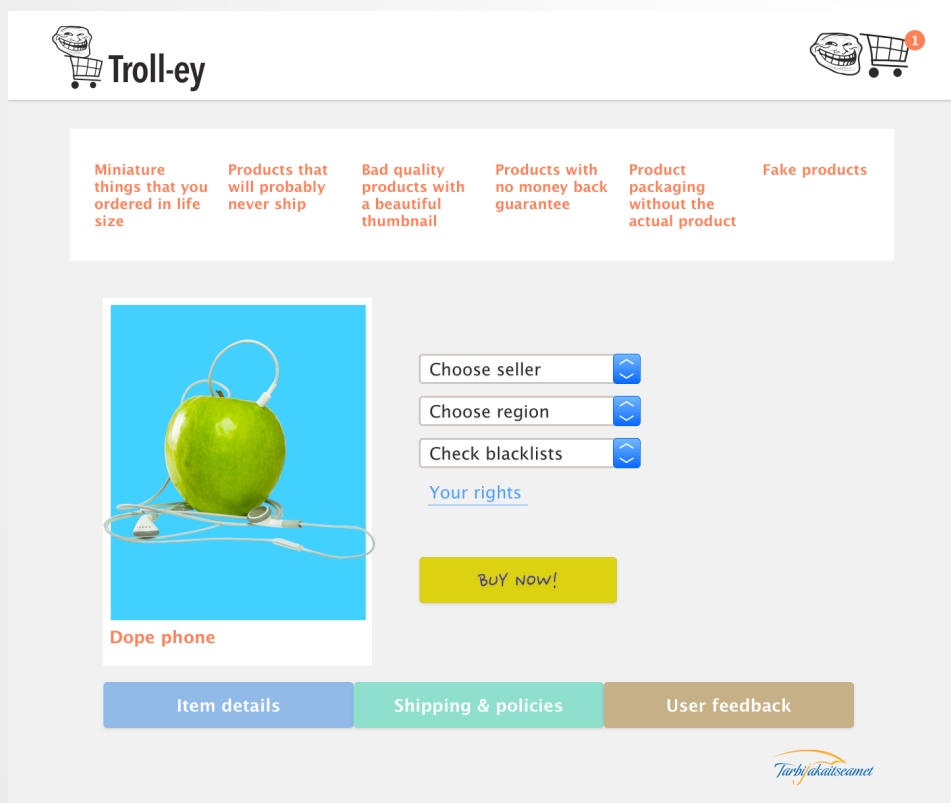
TROLL-EY.COM

The core of our campaign is the tutorial-e-store that educates millennials through UI/UX.



EDUCATIVE UI/UX I

Instead of product properties you will choose the retailer and its properties.



EDUCATIVE UI/UX II

Your choices will result in examples that show what would happen if you would actually choose a certain type of retailer or online store.

Troll-ey

Miniature things that you ordered in life size | Products that will probably never ship | Bad quality products with a beautiful thumbnail | Products with no money back guarantee | Product packaging without the actual product | Fake products

Dope phone

Private seller | Local | Check blacklists

Your rights X

BUY NOW!

Item details | Shipping & policies | User feedback

Turbidiskaitseamet

Troll-ey

Miniature things that you ordered in life size | Products that will probably never ship | Bad quality products with a beautiful thumbnail | Products with no money back guarantee | Product packaging without the actual product | Fake products

Dope phone

Registered store | International | Not blacklisted

Your rights ✓

BUY NOW!


Item details | Shipping & policies | User feedback

Turbidiskaitseamet

KNOW YOUR RIGHTS

If you choose a proper retailer, you will be able to click the rights button.

This section will give you an overview of all the rights that you have when using a proper registered store.



Getting trolled VS Your rights!

- Replacing a product
- Returning a defective product >
- Right of withdrawal

If you have used a purchased product in a regular manner and have maintained it as instructed, but it still develops a defect, which can be associated with faulty manufacturing, you have the right to submit a complaint to the trader within two years from the purchase.

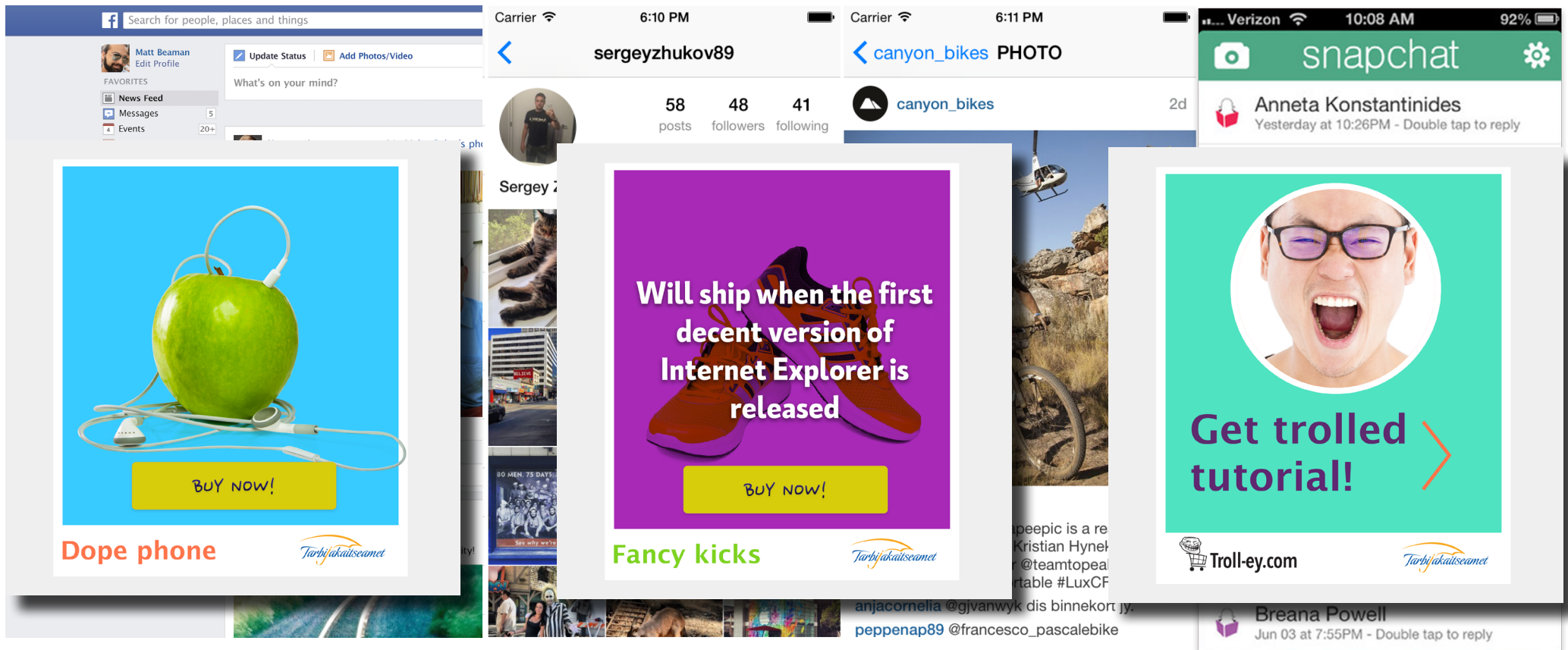
To submit a complaint, find the purchase receipt, contract or another proof of purchase and immediately contact the trader. Make sure to do this within two months after discovering the defect.

Stop using the defective product to prevent exacerbation of the problem.

In case of a defective product, you have the right to demand from the seller repair or replacement of the product free of charge. The choice between repair and replacement is subject to an agreement between the parties but, as a rule, the seller decides whether to replace or repair a defective product.

ONLINE ADS

We'll advertise the same products troll-ey.com is intermediating online. There's an additional ad for those who are rather interested in trolling itself than our products.



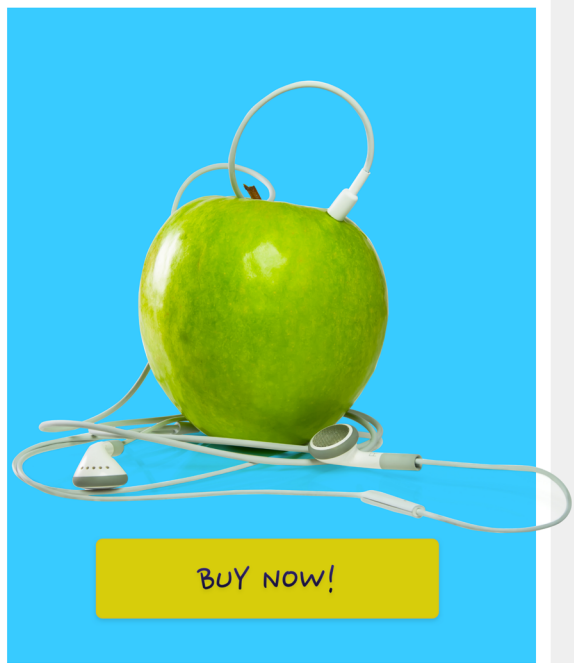
OUTDOOR ADS

The same products are also advertised on outdoor posters.

There's an additional comment by Estonian Consumer Protection Board that advises the observer to check the legitimacy of the store before making a purchase.

Also, directs the observer to our online store for additional information.

 Troll-ey.com




BUY NOW!

Dope phone



STOP! Check the online store's terms and conditions before you buy. Visit troll-ey.com for more information!

 Troll-ey.com



BUY NOW!

  **Dress**



STOP! Check the online store's terms and conditions before you buy. Visit troll-ey.com for more information!

THE TROLLPOST



We'll collaborate with Omniva aka Estonian Postal Service.

With their help, we can send gifts to millennials using their parcel machines.

Millennials will receive an SMS stating that their free gift has arrived.

The packaging of the gifts belong to really cool products that actually appeal to millennials.

Unfortunately, there's just a potato or a physics textbook, plus an informational flyer stating that "YOU GOT TROLLED" with instructions how to avoid it in the future.

SOCIAL MEDIA



Facebook, Instagram, Snapchat.

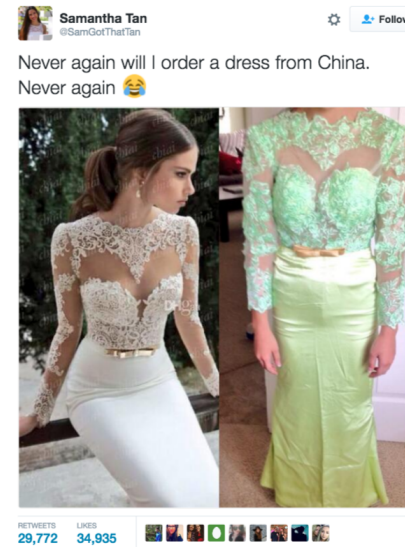
Offers, consumer games and troll-training content – quizzes etc.

UGC – share your experiences.

Youtubers – troll our target group by creating some amazingly positive video reviews + share experiences.

UGC

Shared experiences.



THANK YOU!

