

Estonian Tryouts

Brief:

In 2018, Estonia is celebrating its 100th anniversary and has put together a special program. The Estonia 100 programme offers thousands of anniversary events around the world. Our goal was to get the attention of the people visiting these events and invite them to Estonia.

Implementation:

Hemmingway once hinted that in every port of the world, at least two Estonians can be found. Estonian Tourist Board decided to find out, if this was true but needed a fast way to test it. Our language, being one of the hardest to learn for a native English speaker, gave us an idea. Our language is the best test.

Estonian Tryouts uses voice recognition software, to find out, if there is an Estonian hidden in the participant, and invites them to the 100. anniversary of the Republic of Estonia.

The test is available both on mobile and desktop. A physical manifestation of Estonian Tryouts will also travel around the world and visit the most important celebration events until the end of our centennial celebrations.

Results:

As our centennial celebrations, and Estonian Tryouts campaign period, end in 2020, it's too soon to share the final results. Already **58454 people** from **90 countries** have visited the campaign page and we have found **10 538 Estonians**. The average time on the page was also up by **10%**.