

SEPTEMBERIS EI JOO!

“Septembris ei joo” (“No drinks September”) is a public movement launched in 2003 with aim to give up alcohol for a full month. 2017 was the first year it had a massive media campaign starring two of Estonian most-influential celebrities – Kristel Aaslaid and Karl-Erik Taukar.

The idea of the campaign was to challenge friends not to drink in September and join your favourite hero’s “No drinks September” Facebook event. Considering our target group the campaign was heavily balanced towards social media.

A photograph of two young people, a woman and a man, sitting at a table and talking. The woman is on the left, wearing a black baseball cap and a light-colored jacket. The man is on the right, wearing a black leather jacket. They are both looking at each other. The background is slightly blurred, showing some posters on the wall.

Kristel Aaslaid

MUSICIAN & ACTRESS

Karl-Erik Taukar

MUSICIAN

The campaign started with Kristel and Karl-Erik challenging each other on Facebook not to drink in September. But winner is not only one who stays away from alcohol for a full month but the one who can attract more fans to follow their lead. So they asked their fans to also give up alcohol in September and join their teams on Facebook. Everyone was able to create their own “No drinks September” Facebook event and challenge their friends there.

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Löö kampa: alkoinfo.ee



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#septembriseijoo



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#tiimKarlErik



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#tiimKristel



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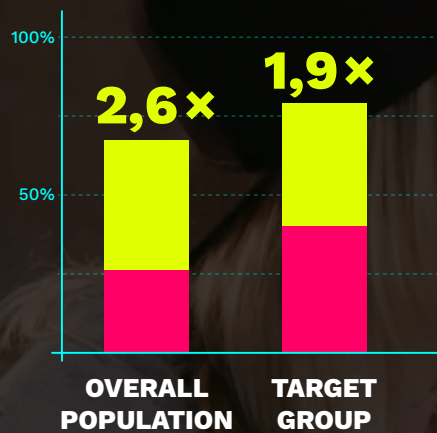


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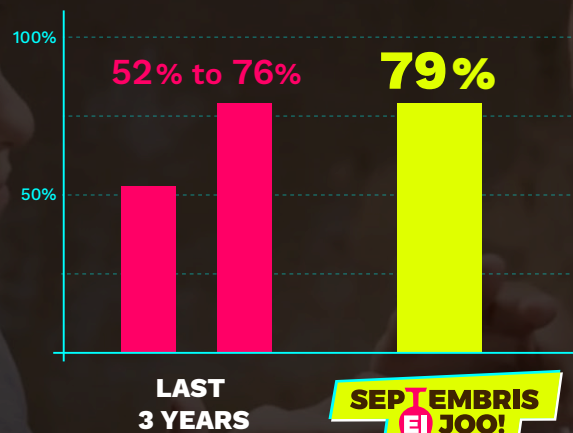
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Social media activities were backed up with classic media campaign on TV, Outdoor and online. But it really took off when numerous celebrities started to participate voluntarily in the campaign.

Rise of awareness in 2017



Awareness compared to previous anti-alcohol campaigns



Growth of participants



Results were astounding as it wasn't just the best "No drinks September" campaign but the most successful anti-alcohol campaign in Estonia ever.

CTR

6x

BETTER THAN

average

Clicks

8x

MORE THAN

estimated

Creativity pays off!

Our campaign had unprecedented performance online. Campaign banners had a CTR of 0,6 (average is considered about 0,1 depending on media channels) and we got 8 times more clicks (58 729) than estimated (7300).