

GREETINGS FROM FINLAND

PROBLEM

Almost everyone in Estonia has been to Finland. Many times. And it's really hard to get people excited about going there again.

It's so "been there done that, now take me to Bali".

INSIGHT

Most people travelling to Finland have actually only been to Helsinki.

SOLUTION

Boost sales by showing people everything that they're missing beyond Helsinki. And do it in a completely new format. Just like Evelin Ilves did.

THE CAMPAIGN

16 original music videos with greetings showcasing a different location in Finland highlighting what to do there.

Online banner solutions bringing high quality traffic, high conversion rates and low costs per purchase.

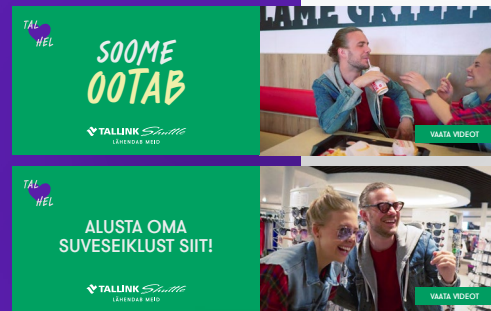
A content marketing plan with Postimees.

RESULTS

Tallink transports record number of passengers in June on the Estonia-Finland routes

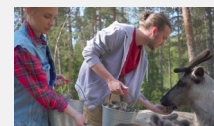
Tallink transports highest number of passengers ever in one month in July 2019

Tallink Grupp breaks million passengers per month mark for the third month in a row



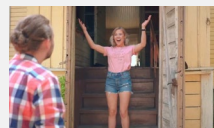
1. Kuidas veeta oma puhkus Soomes?

1.6K views • 8 months ago



2. Põhjapõtrade park Nuuksios

1K views • 8 months ago



5. Põhjamaade kõrgeim vaatetorn Tamperes

507 views • 7 months ago



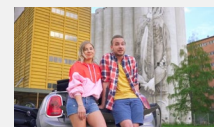
6. Inspiratsioon suvepuhkuseks Mikkelis

503 views • 7 months ago



3. Imelised paigad Soomes, millest Sa varem ei teadnud

1.4K views • 7 months ago



4. Kuidas muuta oma puhkus põnevaks?

503 views • 7 months ago



7. Soome idülliline linn Porvoo

541 views • 7 months ago



8. TERVITUSED TARTUSSE

462 views • 6 months ago

