

Phase #1: Launching the campaign

Channel: Online news portal



Creative strategy:

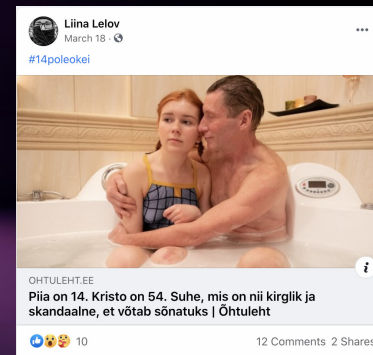
The only way to make people and political parties realise why 14 is not ok is to actually show a 14-year-old child in a dangerous situation because of the current law.

So we disguised an ad as a frightening tabloid news story and published it on one of Estonia's leading news portals on 17th march, 2021.

“14 on liiga noor. Kui oled nõus, jaga seda artiklit, kasutades teemaviidet #14poleokei”

Strategy to turn the tabloid article into a fierce social media campaign

The article ended with a strong call to action to share the article using the hashtag #14poleokei



Thumbnail strategy to make the campaign go viral

We designed the article in a way that if any one would share the article on social media, this is how the share thumbnail would appear

A thumbnail image like this combined with the article headline was bound to catch the attention of people on a news feed.

Article read
200,000+ times
(100% organic)

Article's image gallery clicked
147,550 times

Organic traffic from social media to the tabloid story:
125,000+

Comments and reactions
25,000+

Phase #2: Disrupting Instagram newsfeeds with the help of Influencers

Channel: Instagram

The goal:

As Instagram is a photo platform, we wanted to disrupt the feeds of people with the most frightening visuals that depicted the frightening reality of Estonia's legal age of sexual consent.

Creative strategy:

Even before the campaign launched, we sent Estonia's leading Instagram influencers campaign photos and our hashtag message #14poleokei

Results:

More than 25 top influencers shared the photos along with their personalised messages to convey why 14 is not ok. They also created their own videos to promote the campaign in their own personal way.

Right after the influencer activity, the images exploded on Instagram, as the public began resharing the photos along with the hashtag to raise the legal age of sexual consent.

Liisa Pärnpuu
24100 followers



Kelly Sildaru
84100 followers

Mariiskaer
13000 followers

Liisa Leetma
56500 followers



suvimariliis
11500 followers

Genka
39700 followers



Helena Põldmaa
6236 followers

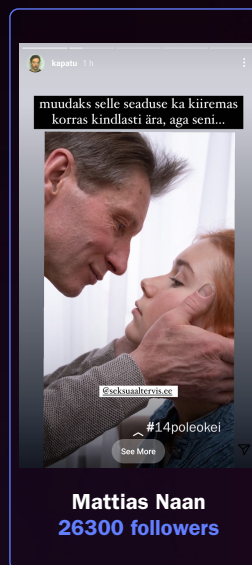
Kristel Aaslaid
63600 followers

ML Tauts
22500 followers



Hanna Martinson
19500 followers

Daniel Levi
27000 followers



Mattias Naan
26300 followers

Elina Born
56300 followers

Audience engagements on Instagram
21,000+

Influencer reach Instagram
366,000+ impressions

Number of Instagram influencers
25+

Influencers paid
0

Phase #3: Spreading the campaign and hashtag across digital channels

Channels: Blogs, podcasts, online content portals and news portals

<https://estonianwithabackpack.com> > ... [Translate this page](#)

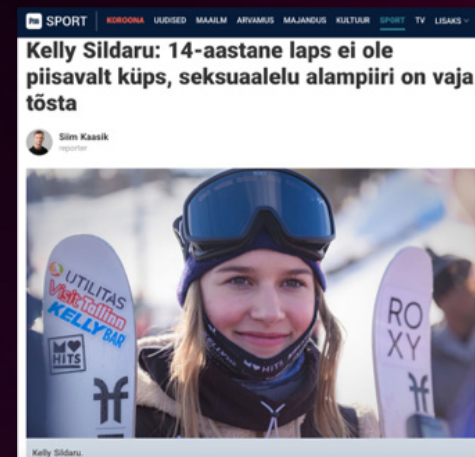
#14poleokei - Estonianwithabackpack

18-Mar-2021 — Tegelikult on õvstav, et sellel teemal peab üldse sõna võtma, sest ilma ühegi liialduseta oli mul rõve vaadata selle SL Õhtulehe artikli fotosid.

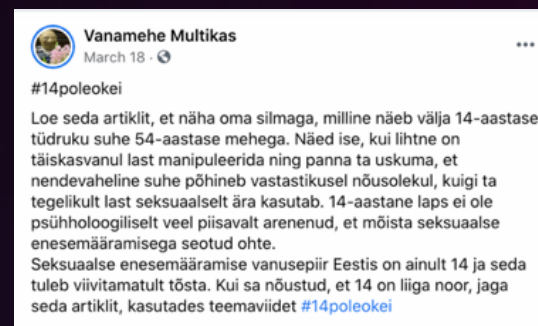


Celebrities and decision makers become campaign ambassadors

Estonia's biggest names from across different fields like music, sports, blogging, podcasts and even politics joined the #14poleokei movement to educate the public on why the age of consent must be raised.



Eesti kultuuriminister



Content creation

We also tied up with child specialists to create online content that would provide the scientific rationale to why 14 is too young.



Campaign timeline

17 March

#14poleokei was launched

Campaign reach:

1Million+ impressions

Campaign engagements:

300,000+

Total campaign budget:

5009€

22 March

There was complete consensus among Political parties and they decided to immediately draft a new bill to raise the age of sexual consent.

30 April

The Ministry of Justice completed the draft for the new bill and asked for Eesti Seksuaaltervise Liit's advice to finalise the draft.

January 1, 2022

The bill is scheduled to become the law.

14 will no longer be okey in Estonia.

