

# Invest Estonia Retargeting Campaign



## CONTEXT:

The competition for foreign investments that increase added value to the economy is fierce. The arguments that different countries are exploiting in order to attract FDI (foreign direct investment) are overlapping in great extent, furthermore, marketing & advertising campaigns and sales activities lack distinctiveness, and more often than not are failing to attract the attention.



## GOAL:

To convert the decision-makers of FDI enterprises & VC who have visited recently Visit Estonia webpages to request e-consulting.



## TARGET AUDIENCE:

The core target group is international enterprises and foreign investors who wish to expand their business and who could consider Estonia as an expansion location, as well as Venture Capital who are interested in investing in Estonian enterprises.



## IDEA:

To surpass the immunity to typical advertising and to stand apart from the competitors we need to grab attention of the target audience with unexpected form to deliver our message. For this purposes we're using meta-advertising techniques and radical honesty, breaking the 4th wall (advertising is aware of it's fictional nature) and speak from the name of adverts, not brand itself. Deconstructing advertising to keep maximal authenticity and honestly explain what do we want to achieve and explain tools that we are using.



## SOLUTION:

The ad sincerely introduces itself as an Invest In Estonia retargeting ad and shows how it works, same time introducing messages for the segments with call-to-action.

## Structure of retargeting banners for three motivation-based segments: expanding business, starting new business, start-up investors



## Expanding business preview:

