



Metsarahva
päev



METS GO!

THE SLOGAN

Advertising materials visually featured forestry workers, so standout headline for the campaign was a "must". The headline combined "Mets" and "Let's go" for a catchy phrase "Mets go!"

A group of people are gathered in a forest. In the foreground, a woman with glasses and a pink and blue jacket is smiling. Behind her, a man in a dark jacket and cap is looking towards the camera. In the background, several other people are visible, some wearing orange hats, engaged in an activity. The forest is lush with green foliage and tall trees.

OBJECTIVE OF THE CAMPAIGN

Objective of the campaign was to promote „Metsarahvapäev“ event to invite people to Estonian forest locations for learning and fun opportunities.