

Visit Estonia & Teflon Brothers

Eesti (On My Mind)

Case Study



How to get young Finns to Estonia?

- + Tourism is an important economic sector, with a share of 7.8% of GDP before the pandemic
- + Due to the restrictions, overnight stays by foreign tourists in Estonia decreased by ~70% in 2020 compared to 2019.

- + Estonia is loved by Finns, but most active visitors are 65+
- + Our aim was to reach younger generation!
- + The overall goal for 2022 was to increase the number of overnight stays by Finns to 890,000.

Enter: Teflon Brothers feat. Märkä-Simo!

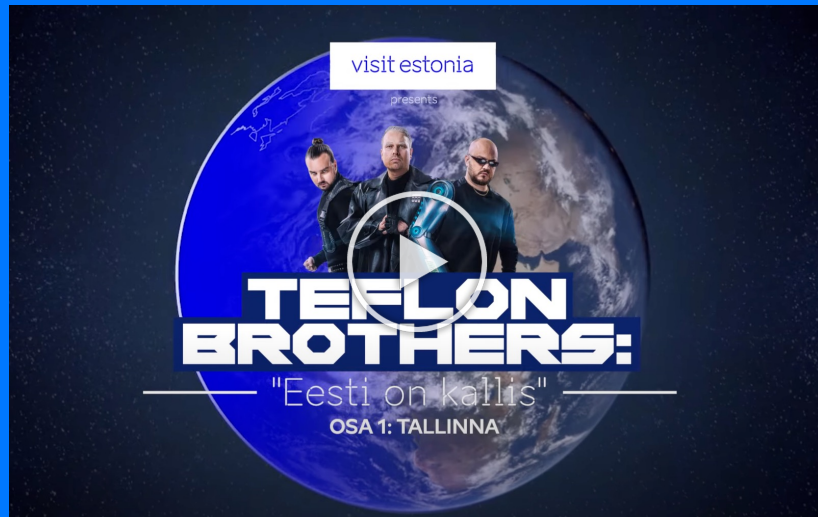
- + New version of Juice Leskinen's iconic hit "Eesti (On My Mind)" written and recorded by Teflon Brothers and Märkä-Simo (Siim Liivik)
- + Music video shoots in Tallinn, Pärnu and Tartu
- + Cameos by Anu Saagim, Estoni Kohver (5MIINUST), Siim Liivik, Collegium Musicale
- + Three mockumentaries about the trip to Estonia
- + Teflon Brothers became Estonia's e-residents
- + A recording deal with Universal Music Estonia
- + Press events at Finnish embassy in Tallinn and Estonian Embassy in Helsinki



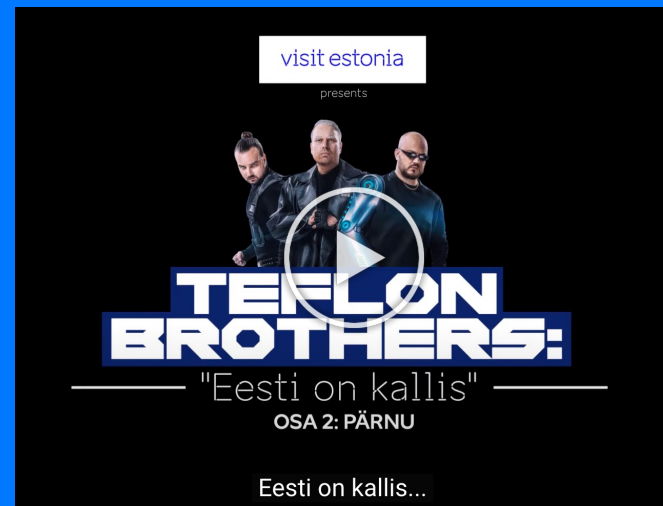


Link videole: https://www.youtube.com/watch?v=XQOPjaO_JIs

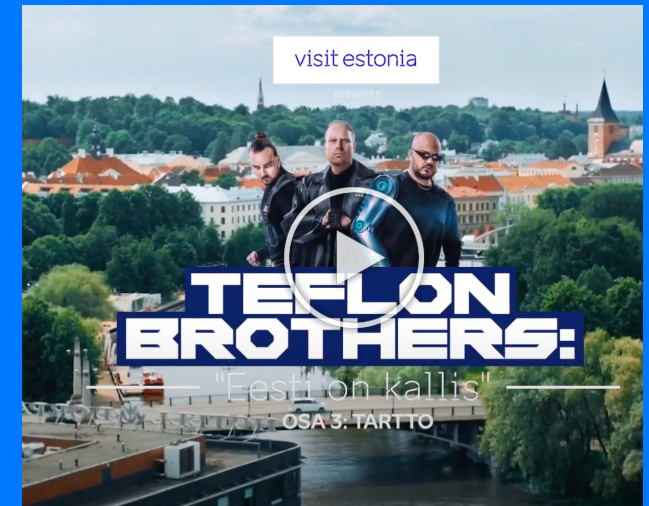
Mockumentaries



Link videole:
<https://www.youtube.com/watch?v=11UtHhgeiLk>



Link videole:
<https://www.youtube.com/watch?v=84VzV2DCMRM>



Link videole:
<https://www.youtube.com/watch?v=11UtHhgeiLk>

Social Media Results

CAMPAIGN OVERVIEW

Visit Estonia x Teflon Brothers started on February 01, 2022 and will end on August 31, 2022.

1
influencers

75
posts

0.83%
engagement rate

16.3k
engagements

2.4m
impressions

1m
video views

15.7k
likes


610
comments


32
shares

€138k
earned media

€0
revenue

TOP CONTENT

 TeflonBrothersVEVO



Teflon Brothers - EESTI (On my Mind) ft. Juice Leskinen, Märk-Simo: Listen: <https://lnk.to/TBeom...>

▶ 982k ❤️ 5k 💬 246

 teflonbrothers



Haluatko sä päästä tähän harvinaislaatuiseen tilaisuuteen mukaan? Täggää tämän kuvan alle se kovin...

👁️ 25k ❤️ 1k 💬 131

 teflonbrothers



TEFLON BROTHERS ON NYT EESTILÄINEN YHTYE 🗨️ Uusi biisi EESTI (On My Mind) tänä perjantaina!

👁️ 19k ❤️ 1k 💬 32

 teflonbrothers



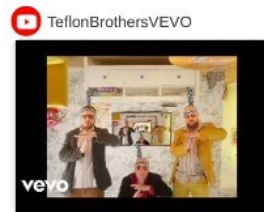
Kaupallisessa yhteistyössä @visitestonia. Dokkarisarjan kolmannessa osassa matkasimme Tarttoon, j...

👁️ 12k ❤️ 636 💬 3

Social Media Results

TOP PERFORMING CONTENT

The content below is sorted by total engagements.



Teflon Brothers - EESTI (On my Mind) ft. Juice Leskinen, Märkä-Simo: Listen: <https://lnk.to/TBeom...>

▶ 982k ❤️ 5k 💬 246



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TEFLON BROTHERS ON NYT EESTILÄINEN YHTYE 🇪🇺 Uusi biisi EESTI (On My Mind) tänä perjantaina!

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Eesti (On my Mind) -biisi f. Juice ja Märkä-Simo Spotifylistan TOP8! Teflonit, Anu Saagim ja Viro...

👁️ 12k ❤️ 629 💬 8



Kansainvälinen levytyssoppari povarissa ja huomenna myös uutta musaa! 🇪🇪 Eesti on Teflon Brothers ...

▶ 7k ❤️ 618 💬 11



Virossa viihtyy 🇪🇺 #teflontravels #eestionbeesti #tallinna #tallinn #eesti #viro #eestikeel #ete...

👁️ 9k ❤️ 624 💬 3



Kaupallisessa yhteistyössä @visitestonia. Meidän dokkarisarjan ekassa osassa nähtiin Tallinnaa! T...

👁️ 10k ❤️ 591 💬 3



Sit mennää!

👁️ 9k ❤️ 576 💬 3



Kaupallisessa yhteistyössä @visitestonia, joka innostui meidän Viron valloituksesta! Kuvattiin do...

▶ 17k ❤️ 569 💬 2

Number magic

- + Earned media coverage reach: 56.4 million consumers
- + The advertising value (AVE) of the earned media coverage: €520,000
- + The advertising value of the band's and Siim Liivik's SoMe-posts over €138,000.
- + To date, the song has over 3 million listens on Spotify and 1 million on YouTube.
- + On TikTok mockumentaries have gained 1,2 million views
- + User Generated Content totals 1,6 million views on TikTok in total
- + Song reached 222,000 Finns on Facebook and Instagram
- + In all digital channels, the song was the most viewed in the 20-34 age group.



The goal for 2022 was to increase the number of overnight stays by Finns to 890,000.

However, we achieved an even better result: in 2022, Finns spent nearly 1.09 million nights in Estonia

Compared to 2021, the increase was significant - only 280,767 nights were spent here then.



Eesti, Eesti, Eesti, kaipa sinne
perkeleesti!

Eesti, Eesti, Eesti, sinne tahdon vain!

Tere tulemast! Te-te-tere tulemast!