

GOAL

To launch Kaubamaja's fall collection and the renewed Tartu Toidumaailm, we highlighted **Kaubamaja's deeply personal approach** — where every outfit and flavour feels like it was chosen just for you.

IDEA

How do you make a campaign truly **authentic and personal**? You hand over the reins.

Two tastemakers – MasterChef winner Jana and kohver – shaped the entire campaign with their personal recommendations.

The campaign featured online and outdoor ads with the support from internal materials.

RESULTS

ADS GENERATED

+93% more clicks

+34% in profit

(YOY)

TARTU FOOD WORLD

+45% in foot traffic

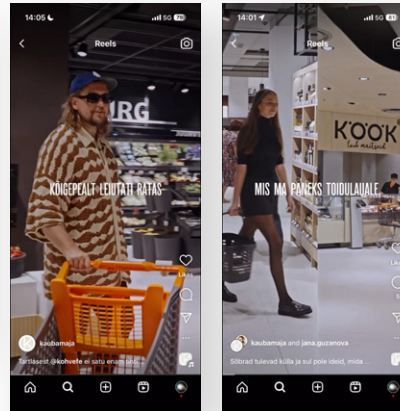
+24,4% in revenue

(YOY)

Dishes and products exclusively created for Toidumaailm



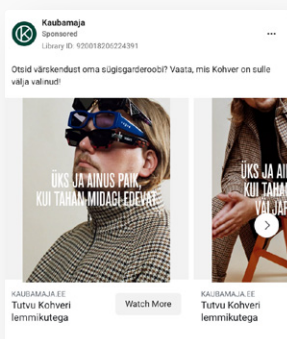
Going shopping in Tartu



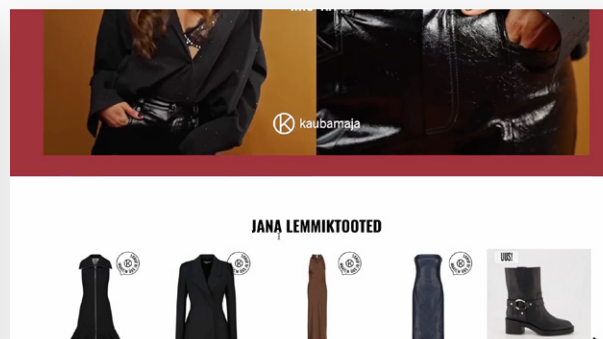
Choosing what dishes and looks go on the ads



Contributing to writing copies and voice-overs



Giving the recommendations through the landing page and POS ads



Cover Stories for Hooaeg

