

"Sauna. It's a place
to build relationships."

"Model of an electronic
nation in the world."

"One of the highest concentrations
of ICT specialists in Europe."

"Leading
ICT Nation."

VBS Virtual Business Sauna

バーチャル・ビジネス・サウナ

Our goal

Drive awareness around Estonia's IT sector in Japan's tech market.

The problem

The market is saturated with international tech sectors from Asia, America and Europe competing with each other.

The guerrilla approach

We needed a digital campaign that would grab attention and generate buzz in a cluttered market.

The idea

We launched a PR campaign asking businesses to discuss their IT problems with us. Virtually. IN A SAUNA.

The set-up

We set up a high-tech virtual calling system inside saunas in Tallinn and Tokyo, then connected them.



Results

The idea was so disruptive that journalists began to meet us through VBS getting to know our companies and sector, leading to publicity across Japan's popular B2B news and radio channels.

**10+ Top-tier
journalists**
attended VBS

**Estonian
ambassador
in Japan**
attended VBS

8 Million+
Campaign reach

Organic Search
4x higher

Campaign
clickthrough rate
1.8x higher than
market average

VBS being adapted
to enter other markets

**Organic
search ranking**
20 places higher