

"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."

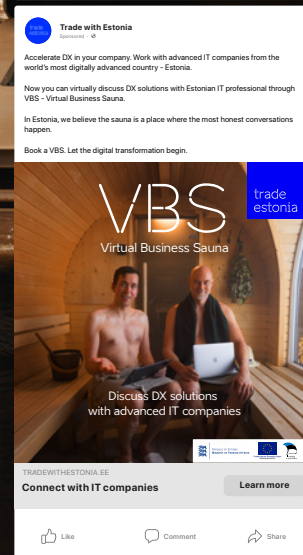
"Leading  
ICT Nation."

# VBS

## Virtual Business Sauna

バーチャル・ビジネス・サウナ

An integrated guerrilla  
PR campaign asking Japanese  
businesses to meet Estonian IT  
companies, virtually, in a sauna.



### 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**