

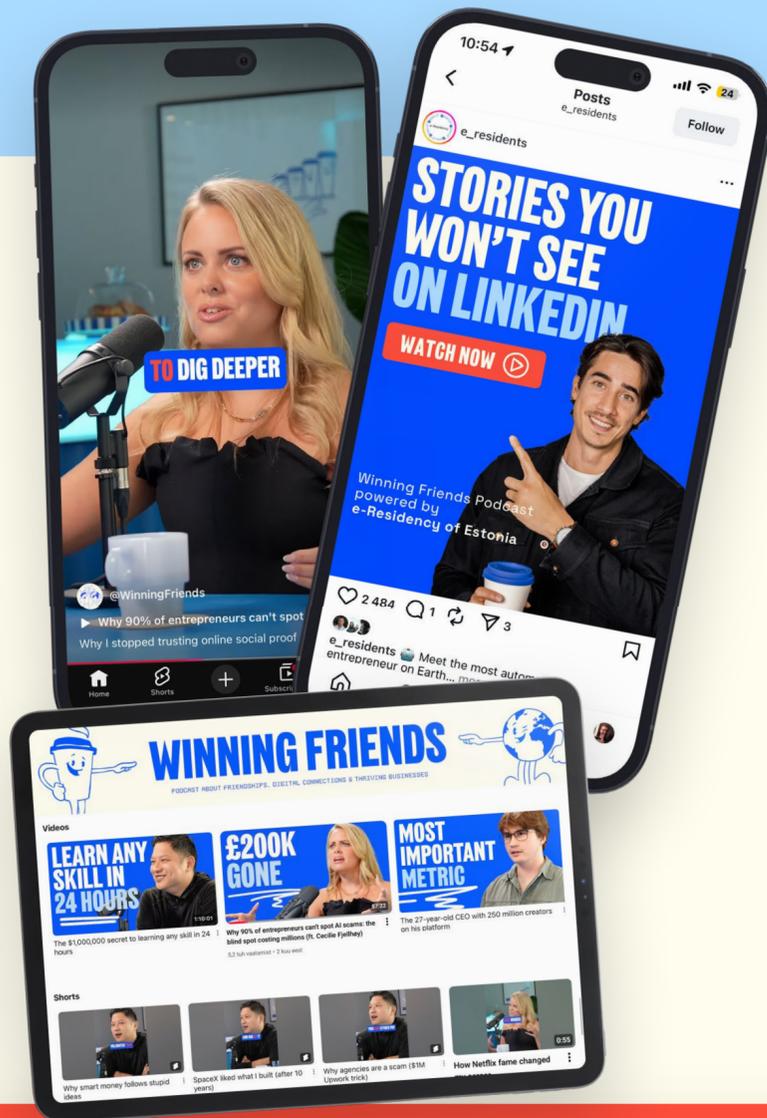
# WHAT'S THE STORY?

Picture this. You're e-Residency of Estonia – a government agency looking to grab the attention of business nomads across the globe. How do you compete against way bigger countries? You need to be surgical, effective and clever, like the digital tiger Estonia is.



# WE DID WHAT?

We set off to create one easily clippable content format and execute it as a sub-brand of e-Residency, delivering authentic content designed to subtly lead business nomads towards our service. But the content couldn't just be good – it had to be the best!



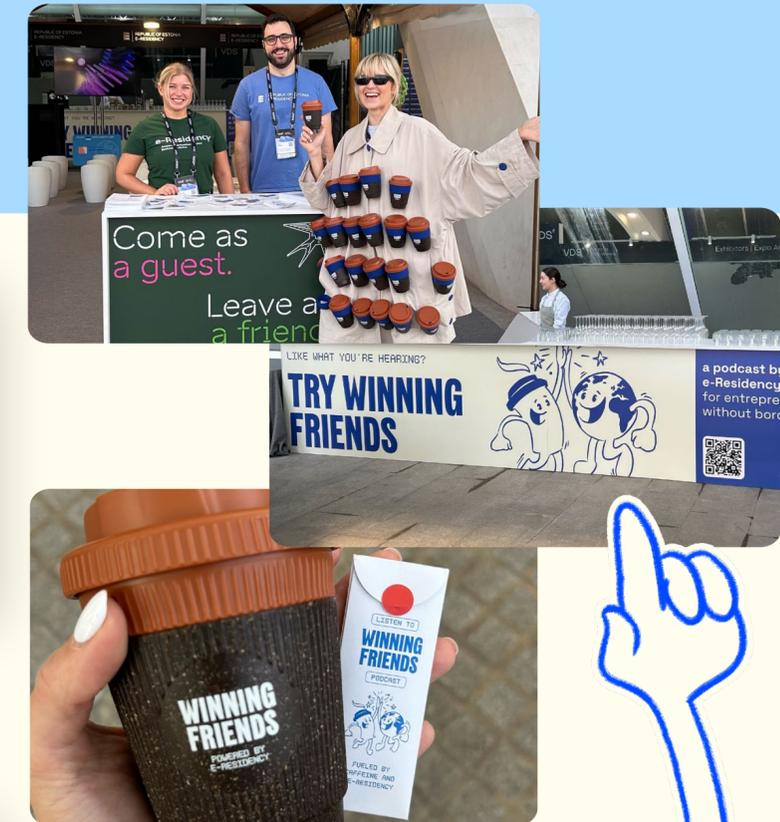
# WE DID IT HOW?

We envisioned a café, where friends get together for a chat over coffee. But the café is digital, the friends are global business leaders and the chat is about actual insights and lessons for ambitious entrepreneurs (the coffee is still coffee).



# WHAT HAPPENED?

The brand itself has come alive in ways we didn't expect, from helping to gain new e-residents from all over the world and generating awesome merch to becoming the absolute smash hit of international tech conferences!



# AND THE RESULTS?

with just 8 episodes, we have gained

**7.7 MILION**  
REACH

**36 MILION**  
IMPRESSIONS

**1,400**  
SUBSCRIBERS

**125,000**  
VIEWS/PLAYS