

Visit Estonia x WRC Delfi Rally Estonia 2025

Objective

Visit Estonia supports many major international events, but the challenge is attention: every event competes globally.

For WRC Delfi Rally Estonia 2025, the objective was to use one global platform to promote another. The activation was designed to boost awareness for the IBU World Championship 2027 (same region) while simultaneously increasing Rally Estonia's own international visibility.



Key aims:

- Promote two major events through one story
- Reach two global sports audiences at once (WRC + biathlon)
- Drive earned media and organic social amplification
- Create content that travels without paid forcing

Execution

Core concept: WRC meets Biathlon

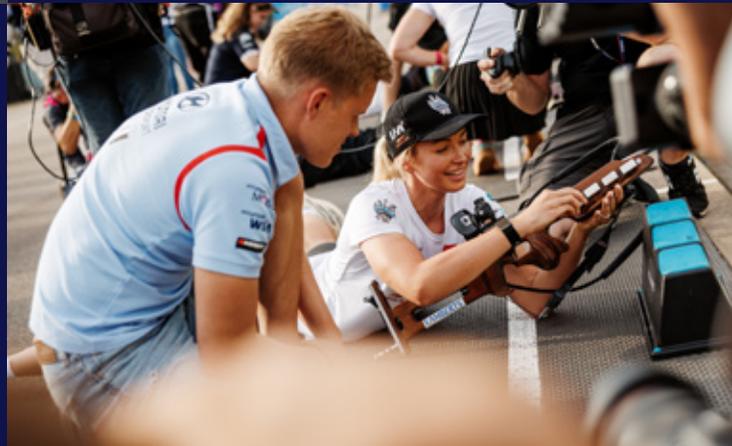
A one-off crossover format was created at Tehvandi Biathlon Stadium, combining rally driving and biathlon shooting into a competitive challenge.

The promo idea was built as a media-friendly spectacle:

- Simple hook: Can rally drivers shoot? Can biathletes drive?
- High visual clarity for TV and social
- Competitive tension, not a staged "promo shoot"

Key execution choices:

- Top drivers competed in road-car models (commercially relevant, relatable)
- A custom track was built next to the shooting range
- The format was designed as a real race, with a clear winner



Results

The activation generated strong organic pull across both sports platforms.

Promo impact:

- International media coverage generated organically
- Content spread across TV, live streams, YouTube, X and Instagram

Rally Global social media reach: 79.4 million

Rally TV coverage reach: 32 million

WRC Delfi Rally Estonia achieved its all-time social media performance record.



The project proved that one crossover idea can multiply reach: one global platform successfully elevated another.

