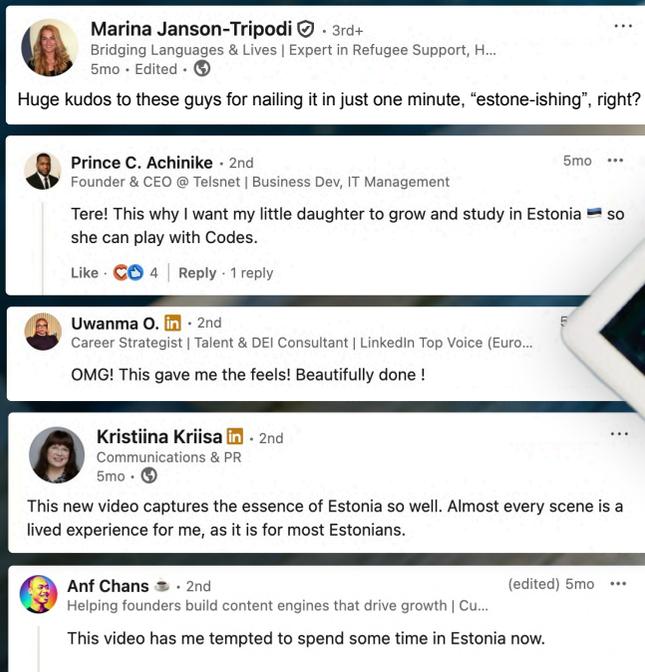


Normaalne

A corporate film, built for the most corporate channel - LinkedIn, using an **un-corporate approach**.

68 seconds instead of short digital format Rhyme instead of prose Hip hop & rap instead of narration



Marina Janson-Tripodi · 3rd+
Bridging Languages & Lives | Expert in Refugee Support, H...
5mo · Edited · 🌐

Huge kudos to these guys for nailing it in just one minute, "estone-ishing", right?

Prince C. Achinike · 2nd
Founder & CEO @ Telsnet | Business Dev, IT Management
5mo

Tere! This why I want my little daughter to grow and study in Estonia 🇪🇪 so she can play with Codes.

Like · 🗨️ 4 | Reply · 1 reply

Uwanma O. · 2nd
Career Strategist | Talent & DEI Consultant | LinkedIn Top Voice (Euro...
5mo

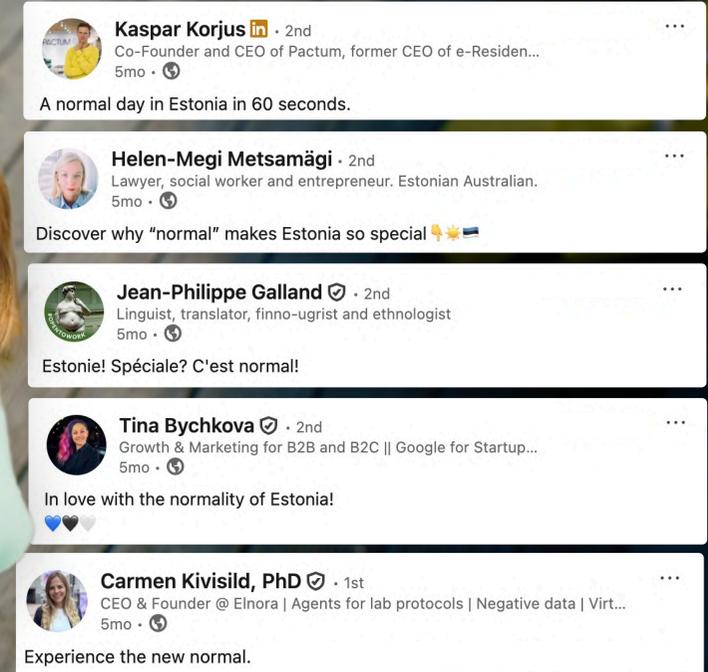
OMG! This gave me the feels! Beautifully done !

Kristiina Kriisa · 2nd
Communications & PR
5mo

This new video captures the essence of Estonia so well. Almost every scene is a lived experience for me, as it is for most Estonians.

Anf Chans · 2nd (edited) 5mo
Helping founders build content engines that drive growth | Cu...

This video has me tempted to spend some time in Estonia now.



Kaspar Korjus · 2nd
Co-Founder and CEO of Pactum, former CEO of e-Residen...
5mo

A normal day in Estonia in 60 seconds.

Helen-Megi Metsamägi · 2nd
Lawyer, social worker and entrepreneur. Estonian Australian.
5mo

Discover why "normal" makes Estonia so special 🇺🇸🇪🇪

Jean-Philippe Galland · 2nd
Linguist, translator, finno-ugrist and ethnologist
5mo

Estonie! Spéciale? C'est normal!

Tina Bychkova · 2nd
Growth & Marketing for B2B and B2C || Google for Startup...
5mo

In love with the normality of Estonia!

Carmen Kivisild, PhD · 1st
CEO & Founder @ Elnora | Agents for lab protocols | Negative data | Virt...
5mo

Experience the new normal.

Film objective

Build Estonia's brand image

Target group

Businesses, investors, entrepreneurs, e-Residents, diplomats, international policy makers, government representatives, foreign talents and students.

Local and international.

Creative approach

Our audience was broad, so the film needed to capture multiple facets of Brand Estonia. That meant daring to go beyond the usual short-form digital cut and cross the one-minute mark. To grab and keep attention in LinkedIn's scrolling environment, we made an unexpected choice: a collaboration with hip hop artist YASMYN and producer Caspar. We wrote the script as a track, built on rhythm and rhyme and used high-contrast musical and visual variation from scene to scene, anchored by the recurring hook, "Normaalne." Creating an emotional portrait of Estonia that kept diverse audiences engaged.

Impact

The film became shared creative "ammunition" across multiple Estonia brands and platforms - Visit Tallinn, Trade Estonia, Brand Estonia, Work in Estonia and e-Estonia, with LinkedIn as the primary channel. The response was overwhelming across target groups, both internationally and locally. "Normaalne" even evolved into a catchphrase that audiences began to use to praise and promote the country on LinkedIn, turning viewers into brand advocates and extending organic reach.