

Normaalne

Long copy that blurred the lines between narration, rap, poetry, storytelling, advertising and branding.

Daring to choose long format copy

In an age of impatient audiences where short-form dominates, the script took a risk and built an immersive journey through Estonia's way of life, leading to a 68-second film.

Turning the term "Normaalne" into a catchy shareable slogan

Audiences listened and adopted our phrase as a rallying cry to praise and promote our country across social media.

How? You? In nature? It's just 5:05.

What's that? A bot? A robot?

A 68-second long film, broken into micro-sentences and words, maintaining a thumping rhyme and beat.

A corporate brief for a corporate audience, written in a non-corporate way

Our target groups were businesses, investors, entrepreneurs, e-residents, diplomats, policymakers, government representatives and international talent. Yet we chose rhythm, rhyme, informal tone and playful language to strike the connection.

Click. Run. Click. Done..

Text that mimics keyboard sounds to add music and sound effects to words.

Country with 1.3 million born. So many startups turn unicorn.

Breaking the rules of grammar for rhythm and punch.

Tech capital. Venture capital. Human capital.

Rhythmic alliteration

Plying. Supplying. Potatoes Tomatoes. Organic. Botanic.

Rap-inspired word stack

