

# THE HARBOR OF DREAMS

## THE BRIEF

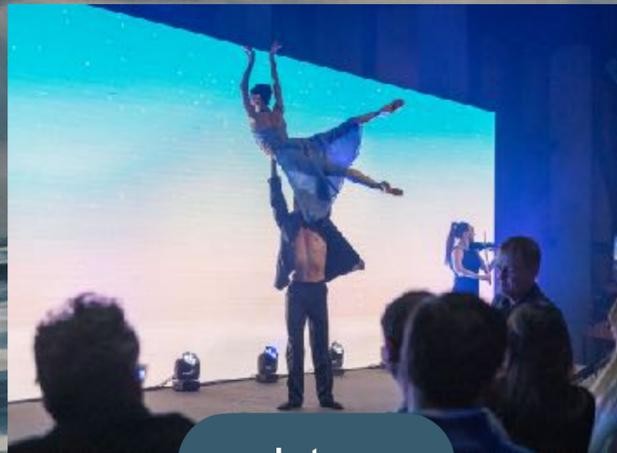
The brand launch introduced BYD to Estonia, showcased four key models, engaged media and prospects, and generated sales leads in a premium, tech-focused setting tied to the location and Estonia.

## THE CREATIVE

We transformed the Cruise Terminal into the Harbour of Dreams, where BYD's innovation met Estonia's bond with the sea and gave the brand local meaning from day one. The four focus models, Seal U, Seal U DM-i, Sealion 7 and Atto 2, were revealed in a setting that felt both forward-looking and culturally familiar.

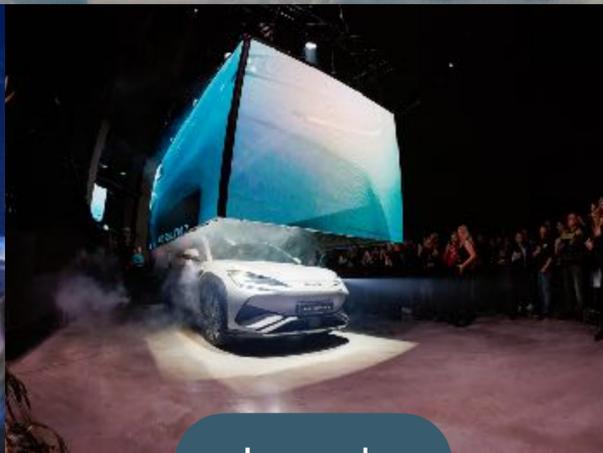
Creative

Harbour of Dreams



Intro

A custom modern ballet performance to the 90s Eurovision song *Nagu Merelaine* opened the evening with movement and emotion linked to the sea.



Launch

The flagship model was revealed under a massive 3D designed LED-cube to a custom *Mina ja Meri* by RÜÜT, performed by classical and electric violinists. The music and the car reveal became one memorable moment.



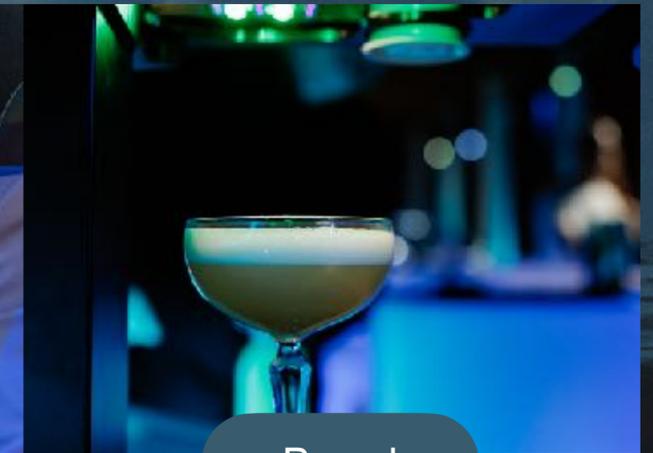
Visuals

Sea-inspired LED graphics and coastal floral forms surrounded the cars, making the theme present in every direction guests looked.



Tastes

The food and drinks followed the same idea, extending the story into taste and atmosphere.



Brand

Guests were served BYD branded drinks and could take part in a carpool karaoke experience, where host Karl-Erik Taukar joined in, creating a playful and shareable highlight of the evening.

## THE SOLUTION / SUMMARY

We transformed the Cruise Terminal into the Harbour of Dreams, where BYD's innovation met Estonia's bond with the sea and gave the brand local meaning from day one. It became a symbolic bridge from harbour to harbour, from China to Estonia, and from one culture to another. The four focus models were revealed in a setting that felt both forward-looking and culturally familiar.