

Võistlustöö nimi / Entry Title

DIIL69

Võistlustöö lühikirjeldus (max 300 tähemärki) / Describe the event or the campaign in short (max 300 letters)

"Diilits" patrol of the call price were Estonia's major cities & trade centres. There were 2 crews moving around- 1 with old sidecar motorcycle, 2nd with old Moskvits. They measured passing people call price with hairdryers, communicated with people & helped kids cross the road on 1.-3

Mis oli ürituse ülesandepüstitus (max 500 tähemärki) / Describe the purpose of the event or campaign (max 500 letters)

The purpose was to get new contracts for Diil69. Maximize the visibility, get attention & media coverage with movements of two crews. All actions should be done with filming and PR included & as low budget as possible.

Millised olid seatud ootused ja eesmärgid (turunduslikud ja kommunikatiivsed) (max 500 tähemärki) / What were the measurable goals for the event or campaign (max 500 letters)

To get 2500 new contract, to get lots of visibility & make people talk about these actions. Organize campaign which distinguishes from "gray mass".

Ürituse elluviimise kirjeldus (max 1000 tähemärki) / Describe the implementation of the event or campaign (max 1000 letters)

According to schedule both crews were in action in the morning traffic points (07:30-09:00), every morning in different locations. 4 days per week crews were also in action on the end of working days (peak hours). They visited 4 different cities in Estonia & the biggest trade centres in these cities. There were also "traffic signs" which marked the maximum limit of minute price.

Mis juhtus ürituse tagajärjel (max 500 tähemärki) / What happened as a result of the event or the campaign (max 500 letters)

Instead of 2500 new contracts the client got 10000 new customers, satisfying media attention, plenty of attention, active participation from different lotteries & actions.

Kas ja millises mahus said täidetud püstitatud eesmärgid (max 500 tähemärki) / **Were the goals of the event reached?** (max 500 letters)

The target was exceeded by 300%, target was 2500 new clients, result was 10000

Kirjelda ürituse mootorikat. Mida uut suudeti ellu viia? (max 500 tähemärki) / **Describe the event mechanics. What was there new and innovative about the event or campaign?** (max 500 letters)

We branded 2 vehicles to colours of campaign, stitched special uniforms to promotion people (called Diilits), uniforms was made as copy of militias. Then mapped all location points, made activity schedule for crews. Produced also pedestrian reflectors&scarfs for giving to children on 1-3 of Sept



**üritusturundus-
agentuuride liit**

Pildimaterjal / Picture and/or visual materials

