



**Estonia**  
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## Campaign ROBBIE WILLIAMS – MEET ME IN TALLINN

**KPMS/The Factory in co-operation  
with Estonian Tourist Board**



Estonian  
Tourist Board



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## THE CORE IDEA – A NEW WAY TO PROMOTE A DESTINATION

Estonia, a small country with a population of only 1.3 million people, does not have the means for large international campaigns and needs to stand out with creative solutions in promoting the country as a tourist destination.

"Robbie Williams - Meet me in Tallinn" campaign evolved around the first-time show of the UK's best-selling artist in Tallinn, Estonia – the only show in the region among Robbie Williams' first solo tour after six years, taking place on 20 August on Estonian re-independence day.

The tourist promotion campaign consisted of the following:

1. integrated social media campaign (ISMP) to support the activities above and to promote Estonia as a tourist destination
2. live video to cinemas across the world from the concert in Tallinn
3. concert dvd and fan documentary to be filmed in Tallinn for long-lasting effect

The whole campaign was proposed as a marketing framework to be mutually beneficial for the Estonian Tourism Board and Robbie Williams.

## ESSENCE OF THE ISMP

Robbie Williams' fans from all over the world were invited to participate in a video submission campaign on the artist's Facebook fan page that had close to 4 million followers. In order to win, participants were required to submit a video telling in a 1-minute story about how Robbie's music had influenced their lives.

10 participants – 5 selected by public voting and 5 by professional jury – were each awarded a prize package that included an all-expenses paid trip to Tallinn during 18-21 August, unique sightseeing program in Estonia, attendance of Robbie Williams' concert, a special meet & greet with Robbie Williams himself and possibility to become a part of the fan documentary.

The main target group of the promotion is Robbie Williams' existing international fan base through the artist's networks on Facebook, Twitter and mailing lists. Wider audience of new fans will be targeted through press announcements to international entertainment media and Estonian Tourist Board own marketing channels.

The mission of the ISMP was to introduce and promote Tallinn/Estonia as a cool and desirable travel destination, to gather necessary input for "Live in Tallinn" inserts, and to promote the forthcoming "Robbie Williams - Live in Tallinn" DVD / digital release.



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## VIDEO PRODUCTION

Agreement was achieved with the artist to move the scheduled shooting of the official concert DVD from the show at Wembley stadium in London to the show in Tallinn, Estonia. Live coverage of Robbie's show in Tallinn to hundreds of cinemas across the world presented an opportunity to draw even more attention to Estonia with a promotional insert during the screening and Robbie mentioning Estonia over and over again during the show.

In addition to the live broadcast to cinemas world-wide and the concert DVD shooting, a fan documentary was created telling 5 human stories of Robbie Williams' fans, their relationship with the artist, their dreams and expectations as they travel to Estonia to meet Robbie Williams and meet with other fans. These video formats, after distributed globally to millions of viewers, will provide long-lasting effect of promotion of Estonia as a travel destination.

## WHAT WE ACHIEVED

### SOCIAL REACH: MILLIONS WORLDWIDE

The invitation to enter the contest and fight for a chance to meet Robbie Williams in Tallinn in person was shared on Robbie Williams' Facebook page with 4 million fans, Twitter feed with 2 million followers, Google+ channel with 1 million followers, and robbiewilliams.com web site with 2 million monthly visitors. Contest participants had to send a one-minute video and share their personal story on how Robbie's music had influenced their lives. The Facebook video contest had 332 participants from 47 countries. Contest page had 124 630 unique visitors. All the videos in total had 29 768 votes and 3647 comments.

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facebook

Robbie Williams Fan Contest

MAKE YOUR DREAMS COME TRUE

WIN ONE OF 10 MEET ROBBIE IN TALLINN

VIP TRIPS FOR TWO IN ESTONIA

**RECORD:**  
A SIMPLE 1-MINUTE VIDEO WHERE YOU TELL HOW ROBBIE'S MUSIC HAS INFLUENCED YOUR LIFE

**WIN:**  
1 OF 10 VIP PACKAGES INCLUDING

- 2X FLIGHTS FROM LONDON TO TALLINN
- 2X HOTEL FOR THREE NIGHTS
- 2X VIP CONCERT TICKETS
- MEET & GREET WITH ROBBIE
- SPECIAL PROGRAM IN ESTONIA

+ 100 "TAKE THE CROWN" ALBUMS

**UPLOAD TO WIN**

SUBMIT YOUR VIDEO BY JULY 21

YOU HAVE TO BE AT LEAST 18 TO ENTER. YOU DON'T NEED TO BE A PRO - YOU CAN USE YOUR CAMERA, PHONE OR WEBCAM TO SHOOT A SIMPLE VIDEO OF UP TO 60 SECONDS IN ENGLISH. 5 WINNERS WILL BE CHOSEN BY PUBLIC VOTING ON FACEBOOK AND 5 BY A PANEL OF PROFESSIONALS.

WHAT YOU NEED TO KNOW

TAKE THE CROWN STADIUM TOUR AUGUST 20 - TALLINN, ESTONIA

DESTINATION: Tallinn, Estonia

SUPERSTAR CHOICES TO ROCK THE CITY OF TALLINN: » [visitestonia.com](http://visitestonia.com)

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WELCOME TO ESTONIA



The campaign was supported by posts on Robbie Williams' social media channels. Duplicated into all social media platforms, there were 17 posts on Robbie Williams' official Facebook page related to the campaign and concert in Tallinn that received more than 65 000 comments and more than 6000 shares delivering the message of Estonia and Tallinn being an attractive tourist destination. After the show in Tallinn, Robbie's band [voted the show their favourite gig of the tour:](#)



**Robbie Williams**  
Liked · 23 August ·

Tallinn: voted favourite gig so far by my band — with Mayur Deshmukh, Hendrik Kg, Paavo Siimann and 44 others.

Unlike · Comment · Share

You and 52,631 others like this.

3,819 shares

View previous comments 5 of 1,673

- Isabel Palos** | will rockssssssssssssssssssssss  
18 October at 19:54 · Like
- Claire Cox** Only Rob could command this kinda crowd. Fantastic!!!  
21 October at 21:50 · Like · 1
- Grażyna Viikskienė** Ir aš ten buvau!!!  
See Translation  
22 October at 19:40 · Like
- Linda Halmet** It was amazing show!  
17 November at 17:31 via mobile · Like
- Julie Copson** Love that opening clip  
26 November at 22:46 · Like

Write a comment...



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## DOCUMENTARY SHOWING DELIGHTS OF ESTONIA

One of the campaign's video production parts was the creation of fan documentary "Robbie Williams: Fans Journey to Tallinn". The grand prize winners of the ISMP were filmed at their every step during their stay in Estonia and 5 of them were followed more in-depth by the crew prior to their trip to Tallinn, as well as during their stay in Estonia and their exclusive sightseeing program put together by the Estonian Tourist Board. These fans were interviewed in depth to get their stories and to deeply dive into the video story they submitted for the Facebook video contest, further probe them about their experience in Tallinn, about the concert and meeting Robbie Williams in person. Documentary that will also show Estonia as cool and desirable travel destination, will be released in spring 2014. Please see the trailer of the documentary here: <http://youtu.be/oOdfmllROL8>

## LIVE IN HUNDREDS OF CINEMAS

The live broadcast of the Robbie Williams' show in Tallinn, Estonia was shown in 24 countries, approx 850 cinemas to ca 45 000 people. 60 000 people were at the concert in Tallinn, 25 000 of them were foreigners. In September, additional 350 cinemas in 11 countries showed the concert. At the beginning of the live stream a one-minute intro of Estonian promotion video was shown to tens of thousands of people at the cinemas across the world smoothly going over to the live picture from the show in Tallinn. Please see the intro video here: <http://youtu.be/-omyDAJU3uI>

Estonian audience of the show were asked to bring Estonian flags with them for more visual effect promoting Estonia as a travel destination. During the show Robbie Williams complimented Estonia for great health care, beautiful people and told that he was excited to see so many Estonian flags in the audience. In addition he mentioned the word Estonia for at least 40 times during the show. Please see an example video from the show here: <http://youtu.be/I5EmIv9QWR4>

## FURTHER STEPS FOR LONG-TERM EFFECT

- 10 documentary teasers to promote the official concert DVD will be distributed through social media channels of Robbie Williams. Please see an example of the video teaser here: <https://dl.dropboxusercontent.com/u/16344046/media2.mov>
- 1-minute promotional clip related to Robbie Williams to promote Estonia as a destination will be distributed on social media channels Estonian Tourism Board. Please see the clip here: <https://dl.dropboxusercontent.com/u/16344046/media5.mp4> 1-hour and 2-hour versions of the live show in Tallinn, as well as the fan documentary "Robbie Williams: Fans Journey to Tallinn" will be distributed by BBC Worldwide starting from 2014 to TV stations globally.
- Concert DVD/digital release "Robbie Williams - Live in Tallinn" will be distributed by Universal starting from 2014