



CENTRAL BALTIC  
INTERREG IV A  
PROGRAMME  
2007-2013



BALTIC TRAINING PROGRAMME



BRILLIANT 

# Brilliant

Marketing Communications

Prepared by Liene Ādamsonsone  
2010, Tallinn

# Information about myself

- Liene Ādamsonsone
- Vidzeme University
- Faculty of Business Administrations and Economics



# History

Founded in August 2005

Marketing communications full service agency

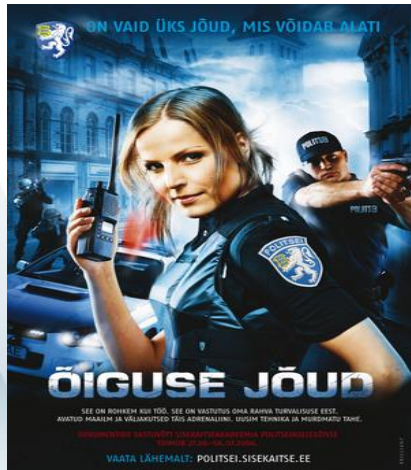
First ISO 9001:2000 certified creative agency in the Baltic's

1st partner-type agency in Estonia  
Every proven employee has a share

Team: 16 employees



# Award Credentials



- Estonian Post, campaign “My Stamp”
- Nordea Bank, various loan campaigns
- Nordea Bank, investment funds campaign
- Estonian Police Recruitment campaign
- Estonian tourism campaign @ MTV Nordic



# TOP clients



Estonian Business School



**BERLIN-CHEMIE**  
MENARINI



*Eesti Toit*



Unilever



New client



New client



**PEUGEOT**

New client

# Project aim

## Before

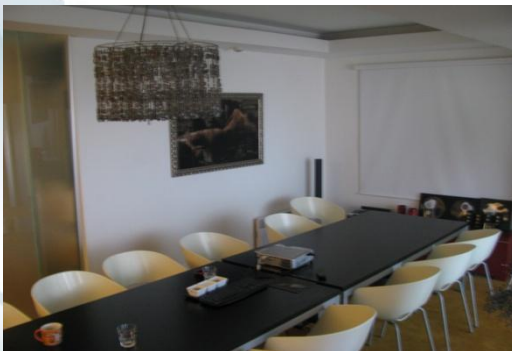
- To acquaint with the existing advertising experience; to work out guide lines for effective and original advertising

## After

- To build up my own company in Latvia and during the placement to learn and gain experience, suggestions how to develop marketing strategy for my own business

# Projects

1. Estonian brand development project for Tallinn Airport
2. Rooftop Cinema project
3. Lipton advertising campaign
4. Suggestions for working up the business plan's marketing part



## Project 1

# Estonian brand development project for Tallinn Airport

- To familiarize with different materials and information about Estonia brand manual
- To research the branding ideas of airports worldwide
- To propose my own ideas
- To go to airport with other team members

## Results:

- ✓ Essential part of marketing and original advertising is to positively surprise potential customers and competitors





## Project 2

# Rooftop Cinema

- To research and check innovative advertising and marketing, social media, PR, ads etc. outdoor/rooftop cinemas have done worldwide
- To familiarize with Communication plan for the project
- To propose my own creative and cost-efficient communication ideas
- **Results:**
  - ✓ Simple, easy perceivable, unirritable, original adverts and realizable them at the specific time and place
  - ✓ I get acquainted with guerilla marketing
  - ✓ Tends and new advertising opportunities
  - ✓ Important is to make communication and advertising plan

## Project 3

# Lipton advertising campaign

- To familiarize with campaign materials
- To propose my own ideas
- To do other campaign leader's instructions
- **Results:**
  - ✓ Adverts should stand off the competitors' advertisements and rouse a definite activity by a consumer
  - ✓ Acquainted myself with Media Market Overview in Estonia and Latvia

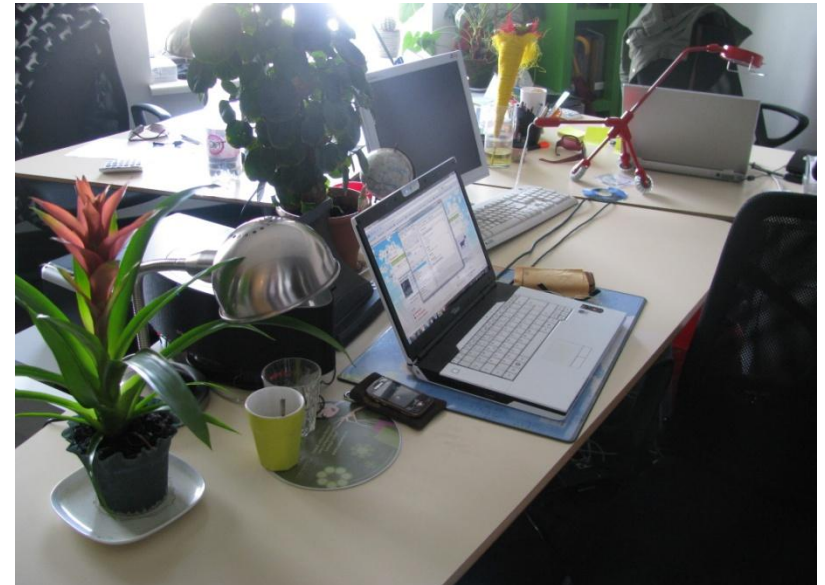
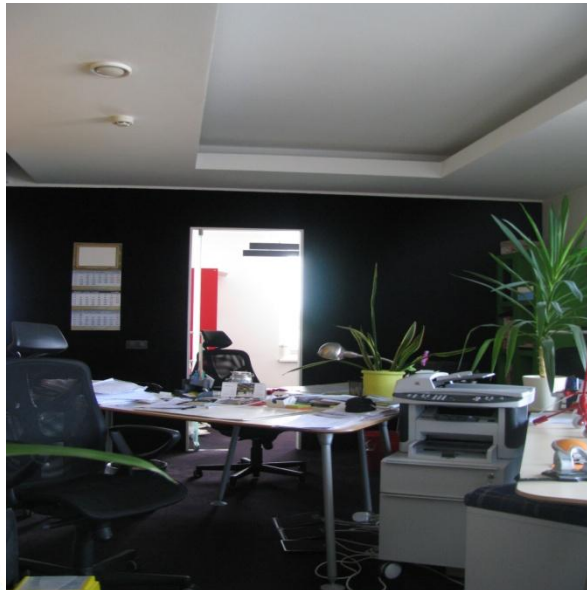


# Suggestions for working up the business plan's marketing part

- Discussions with colleagues

## Results:

- ✓ To chose type of advertising



# Vision for the future

- Immediately start to work with the marketing plan
- To take a second part of practice in the “Brilliant”
- To acquire recommendations and practical suggestions in advertising my enterprise
- The marketing plan is ready
- Development of the other business plan parts as:
  1. Background information
  2. An operational plan
  3. A financial plan etc.
- To do public registration of my company
- To cooperate with “Brilliant” after the practice
- Perhaps to take an offer to become as a team member of “broadline.”