

Job: “Wolfprint 3D To the top of Estonia and the world!”

Category: PR

Execution: Dalton PR (Ivo Kallasmaa)

Project purpose:

- 1) “Wolfprint 3D” service communication as a leading innovative 3D-printing company in Estonia;
- 2) Create new value for clients via 3D printing.
- 3) Foreign media coverage to introduce Wolfprint 3D services and special solutions to establish new contacts on foreign markets.
- 4) The objective was to reach at least 1000 potential customers and 10 B2B clients through public media.

Short description of the selected strategy

3D-printing field and Wolfprint 3D as a company are both young, but developing rapidly. Potential client is often not aware of the range of possibilities in 3D printing, moreover about Wolfprint 3D.

Due to the limited resources, it was important to focus on the instruments in public relations to get a broad coverage in order to achieve the desired objectives to introduce the services, shape the outlooks and thereby influence the consumer behaviour towards Wolfprint 3D.

The project was divided strategically into three phases

1. Take Wolfprint 3D and 3D printing as a field to the mainstream media by introducing the different and special opportunities with local celebrities. On the way to find the final cooperation partner who could deliver the message, primary target groups were mapped, strategic messages were created and analysed. In order to gain extensive resonance and intimacy the direction was taken towards the mainstream and entertainment media
2. As the first part was to ignite the awareness through intimate representation, then the second phase looked into the existing innovative solutions and Wolfprint 3D future opportunities through the mainstream media and direct B2B-communication. The more serious direction of communication was through ICT thematic media/journalists with respect to the adapted strategic key message. The media communication was focused on contacts with journalists and special communication events for potential business partners;

The strategy was to offer original content by an interesting approach to the subject (3D printing the unborn fetus) after the first phone and/or e-mail contact and direct brief. The precondition for the successful beginning of the third phase was the existence of the reference base in Estonian media, which was reached successfully.

Overview of the results

The project was vastly successful, exceeding all the set objectives and expectations in the range of reach and customer contacts. The results will continue to grow even more in the coming months, as the follow-up activities and reflection will carry on.

1) As the result of the first stage, 3 unique stories were released (e.g. “Ringvaade” <http://tinyurl.com/m3ch4q2>), that was referred to in different channels more than 10 times. Stories were published in audio-visual, print as well on online media.

2) The second step was focused on business customers and 3D printing special opportunities and solutions, showing the Wolfprint 3D as a service provider (e.g. the technology was shown in practice: <http://tinyurl.com/otkwtb5>). This brought additional reach in the media and cooperation with variety of companies. As the result of the first two phases, Wolfprint 3D made 20 business customers and over 40 private customer contacts.

3) To reach the international scope, Wolfprint 3D surprise solution of 3D printing the unborn baby with using the ultrasound scanning was used. After briefing the three main Baltic news agencies, the news went viral, by reaching Reuters video story, that was referred to all over the world, from from China to Oman. (<http://tinyurl.com/olljhfy>, <http://tinyurl.com/nbcdqxb>) and Toronto sun to Turkish news. (<http://tinyurl.com/jwqc5f9>, <http://tinyurl.com/mabg6ps>).



International media publications lead to additional local reflections, where many cooperation agreements (e.g. 360-degree photography in Estonian song contest) and contacts were reached.

Evaluation on cost-effectiveness

Considering the costs in combination with the total reach of the contacts and agreements made during the project, it is fair to evaluate the project to be extremely cost-effective. There are not many companies in Estonia, that reach the grounds in this scale, specially considering the starting position of Wolfprint 3D. As the news got viral and continues to grow, the value of the reach, can be measured in hundreds of thousands on the scale.

Creativity and originality of the solution

The key figures of the project were creativity and originality. The task of the agency was to see the possibilities of designing the message, in order to create interesting and unique content for the media channels while connecting it to the client. The successful result was driven by open and constructive cooperation between the agency and client, that allowed to apply new ideas and approaches.

Additional information and coverage

estonian media

<http://kiip.ee/eesti-firma-prindib-kliendist-elutruu-3d-kuju/>
<http://etv.err.ee/v/206e2d16-baea-4723-b7ea-22a539a0b3db>
<http://tallinncity.postimees.ee/2991817/viru-keskuses-saab-teha-endast-3d-mudeli>
<http://elu24.postimees.ee/3004139/valiti-anne-stiili-2014-aasta-naine-ning-kuulutati-valja-2014-parimad-ilutooted/3551457>
<http://vikerraadio.err.ee/kuulaotse>
<http://epl.delfi.ee/news/forte/eesti-firma-prindib-lapse-kuju-enne-tema-sundi?id=70596781>

...

Foreign media

<http://3dprint.com/40921/3d-print-your-unborn-child/>
<http://news.mpelembe.net/unborn-babies-come-to-life-through-3d-printing/>
<http://www.rg.ru/2015/01/22/3d-site.html>
<http://www.3ders.org/articles/20150130-unborn-babies-come-to-life-through-new-full-color-ultrasound-3d-printing-service.html>
https://www.youtube.com/watch?v=3QBrxX_Tk4w&feature=youtu.be&t=1m48s
<http://www.kp.ru/daily/26336.7/3219175/>
<http://www.infosmi.net/zdorovie/77974-v-estonii-beremennym-budut-pokazyvat-3d-versiyu-rebenka>
http://mir24.tv/video_news/11993187/11987413
<http://mir24.tv/news/world/11987413>
<http://healthvesti.com/technology/201524886/otnyne-kazhdvj-estonec-smozhet-poluchit-3d-versiyu-svoego-budushhego-rebenka.html>
<http://www.stern.de/bdt/bilder-des-tages-die-schoensten-bilder-aus-dem-stern-baby-aus-dem-drucker-1501450-46b6635862b528e8.html>
<http://www.diken.com.tr/uc-boyutlu-fetus/>
<http://news.babe.co.id/2976209>
<http://www.habersaati.pro/bebegin-anne-karnindaki-fotoromani-resimleri,6071.html>
<http://www.merdeka.com/foto/teknologi/kecanggihan-printer-3d-kini-bisa-mencetak-janin-dalam-rahim-ibu.html>
<http://www.gazetadopovo.com.br/mundo/conteudo.phtml?tl=1&id=1529752&tit=Beb-e-3D>
<http://www.beritaid.com/kecanggihan-printer-3d-kini-bisa-mencetak-janin.html>
<http://www.naftemporiki.gr/photos/909290/esthonia-trisdiastati-ektuposi-embruongia-mellontikous-goneis>
<http://www.sciencedaily.com/videos/fc04e0ba9fa596a66a731eece4ee0fbb.htm>
<http://www.southeastasiapost.com/index.php/sid/230175343>
http://omanobserver.om/main/files/pdf/2015/2/1/OmanObserver_01-02-15.pdf
http://omanobserver.om/main/files/pdf/2015/2/1/OmanObserver_01-02-15.pdf
<https://sg.news.yahoo.com/photos/technology-slideshow/mother-maarja-lants-holds-3d-print-model-her-photo-112111773.html>

...

