



**mobile**  
2020



# Videoclip competition in Estonia

Sandra Oisalu, Baltic Environmental Forum Estonia

12.05.2014

# Videoclip competition - promotion

- *Launched in June 2013*
- *Deadline for videos: 01.10.2013*
- *Cooperation with Tallinn Bicycle Week*
  
- *Promotion of the competition:*
  - *Poster (put to hip cafeterias, universities)*
  - *Trailer - <http://vimeo.com/69249000>*
  - *Promotion in Facebook:*
    - *Tallinn Bicycle Week page - almost 5 000 followers*
    - *BEF Estonia page*
    - *Eesti RattaRikkaks! Group! - more than 2 700 members)*



# Videoclip competition - results

## Results:

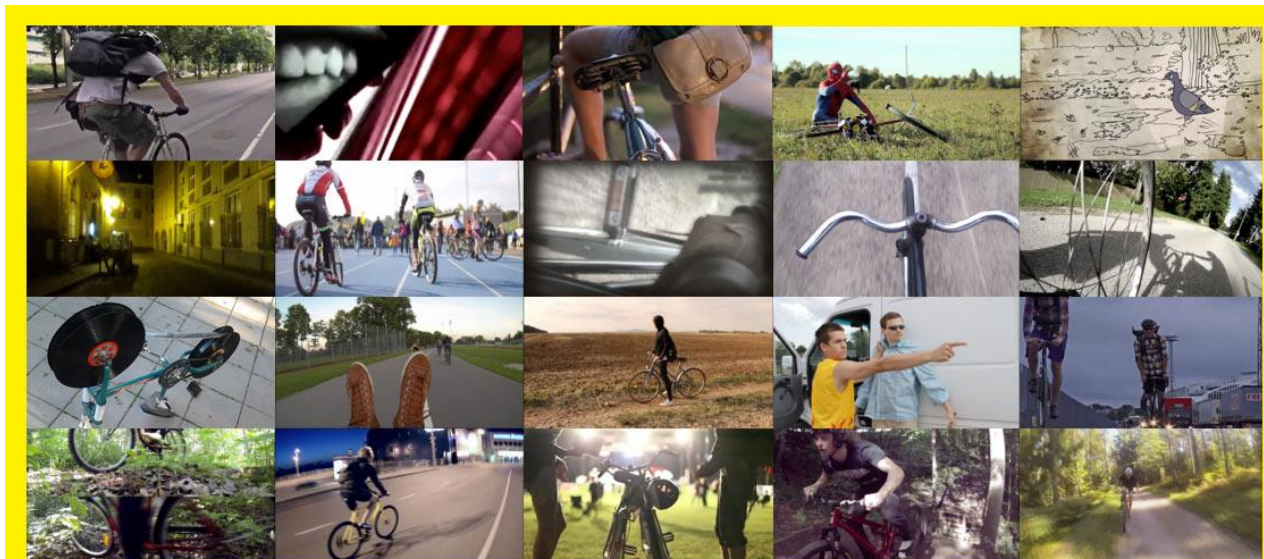
- 17 videoclips

**The winner - „Aeg puhkuseks“**

<http://vimeo.com/74928399>

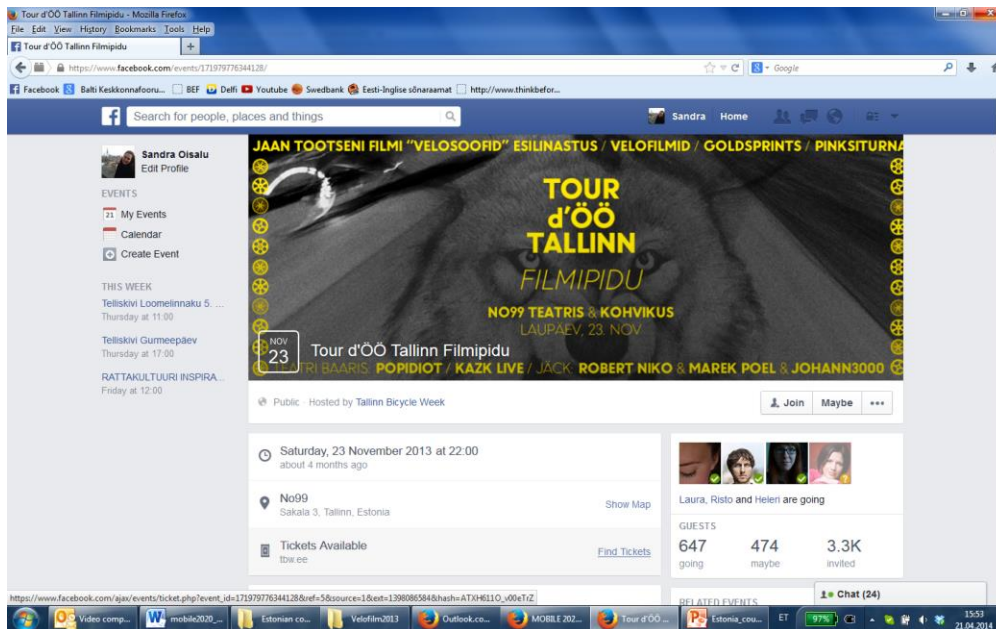
All entries can be found -

<http://tallinnbicycleweek.ee/velofilm/filmid>



# Videoclip competition - award ceremony 23.11.2013

- *In frame of TBW cycling season final event*
  - *Award ceremony, „Velosofarid“ film screening and party*
- *Promotion in Facebook -*
  - *647 people marked they will participate*
  - *474 people marked they might participate*
- *Event was added to Tallinn Black Nights Film Festival (PÖFF)*



The screenshot shows a Facebook event page for "Tour d'OO Tallinn Filmipidu". The event is scheduled for Saturday, 23 November 2013 at 22:00 at No99 in Sakala 3, Tallinn, Estonia. The event is public and hosted by Tallinn Bicycle Week. The page features a banner with the text "JAAN TOOTSENI FILMI 'VELOSOORD' ESILINASTUS / VELOLHMID / GOLDSPRINTS / PINKSITURN" and "TOUR d'OO TALLINN FILMIPIDU NO99 TEATRIS & KOHVIKUS LAUPÄEV, 23. NOV". Below the banner, it lists the film "RIIBAAKAS: POPIDIOT / KAZK LIVE / JACK: ROBERT NIKO & MAREK POEL & JOHANN3000". The event has 647 people marked as going, 474 marked as maybe, and 3.3K invited. The page also shows a list of guests including Laura, Risto, and Heleni.





The end.