

# **KETCHUM VIENNA, AUSTRIA**

**PEPITA ADELMANN  
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# RESEARCH

A top-down photograph of three teenage girls lying on a bed, laughing heartily. The girl on the left has blonde hair and is wearing a light green top. The girl in the middle has brown hair and is wearing a floral patterned top. The girl on the right has dark hair and is wearing a blue sequined top. They are all smiling and covering their mouths with their hands. The background is a patterned bedsheet.

**Teenagers define themselves through their circle of friends.**

**They share everything – including songs.**

# INSIGHT

A photograph of three teenagers sitting against a grey brick wall. They are all smiling and making peace signs with their hands. The teenager on the left is a young man with brown hair, wearing a black t-shirt. The teenager in the middle is a young woman with blonde hair, wearing a green jacket and a patterned hat. The teenager on the right is a young man with brown hair, wearing a blue hoodie and sunglasses hanging from his neck. The background is a grey brick wall.

**As teenagers we make friends for life.  
Together we create memories.  
Music evokes memories – „our song“ evokes emotions.**

# STRATEGY

A woman with dark hair, wearing a green leather jacket and a white top, is smiling and listening to music on large headphones. She is holding the headphones with both hands. The background is a pattern of vertical white bars on a dark green background.

**Create life-lasting  
memories through our very  
own song**

**CREATIVE**

# Mun Stadi – Mun Laulu

(My City – My Song)



# EXECUTION

A photograph of a three-member band performing on a stage at night. The band consists of a bassist on the left, a lead singer in the center, and an acoustic guitarist on the right. The singer is wearing a dark jacket over a light blue shirt and is singing into a microphone. The guitarist is wearing a dark jacket with white stripes on the sleeves and is playing an acoustic guitar. The bassist is wearing a grey long-sleeved shirt and is playing a dark-colored bass guitar. The background is dark with some stage lights and a drum set visible on the right.

**A Song Contest to  
engage a whole city**



**No. 1 teen star  
Isac Elliot as  
supporter and coach  
for contestants**



Sk8terboy99

2 Dez.



47 Likes

@Sk8terboy99 Vote for our song on [www.munstadi.fi](http://www.munstadi.fi) 🎸🎸🎸🎸 #munstadi #colourbook #bestbandinhelsinki #whoisrobin #finnishbov

Like

Comment



02.12.2014 14:54

hey hey! have you listened to Colourbook's song? 🎵🎵🎵🎵 Please please vote for them on [www.munstadi.fi](http://www.munstadi.fi) to win the contest. 🏆🏆🎸🎸🎸🎸

Sure, love them! 😍😍  
😍 They play at Pikku on Saturday. Wanna go? 🏃🏃🏃🏃  
xoxo, Oona

**Voting awareness campaign on Instagram by bands and supporters**  
**Call for votes on private messengers with snowball effect**



# Cooperation: Radio NRJ



**Media Relations**

# MY CITY – MY SONG



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