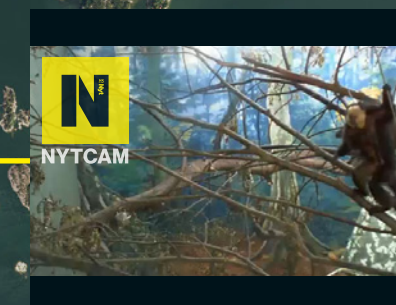
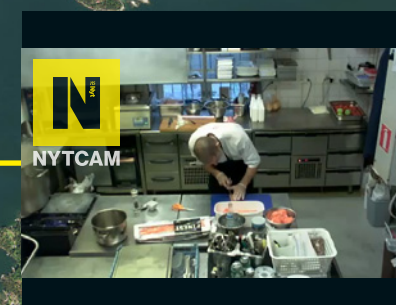
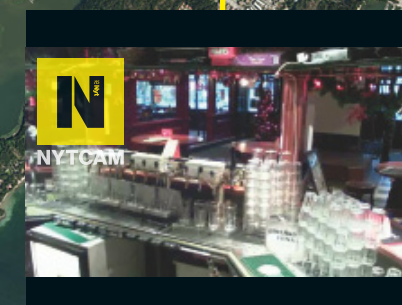
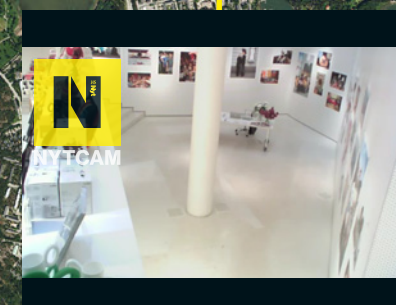
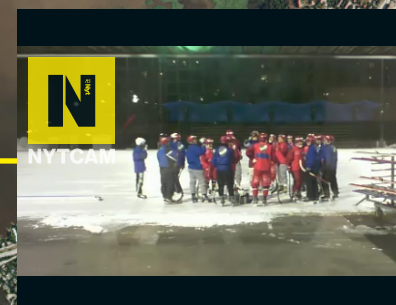
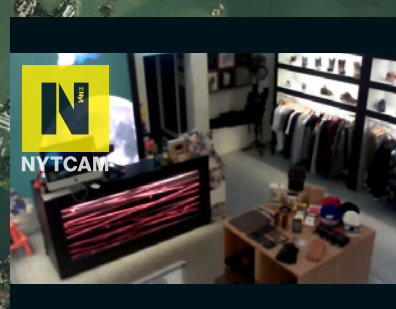
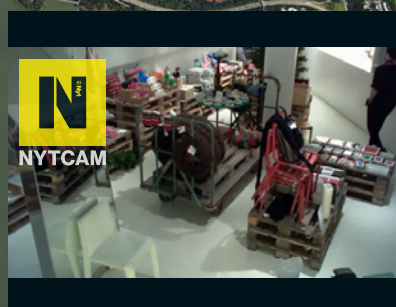




NYTCAM

A WINDOW TO YOUR CITY



Nyt Magazine and nyt.fi are all about Helsinki right here, right now. To communicate that we introduced NytCam, an online element of nyt.fi. Cameras streamed live feeds from different places in Helsinki 24 hours a day. They were moved every week to new places according to people's suggestions.

THE CHALLENGE:

The website of the Helsingin Sanomat newspaper's weekly supplement – nyt.fi – was completely redesigned in November 2011. The new concept was “Helsinki right here, right now”. How to launch the new concept and let people be part of the campaign?

THE SOLUTION:

We installed NytCams around Helsinki and let people look into interesting places. The campaign lasted for five months during which cameras visited over 20 locations suggested by people. People peeked into the Helsinki Zoo's monkey cage, artist Jani Leinonen's atelier, and Michelin restaurant Luomo's kitchen. A local radio station even broadcast live gigs through their NytCam. NytCam was an easy way to see what's going on in Helsinki. Nothing was recorded because Helsinki lives right here, right now – just like the NytCam.

