

# NYT BATTLE: REAL LIFE GAME

TEAM EDU KEHÄKETTUNEN **VS.** TEAM SIIRI NORDIN **VS.** TEAM TOMI BJÖRCK

ONE DAY. 47 TASKS. THREE TEAMS THREW THEMSELVES INTO HELSINKI AND MADE IT A BETTER PLACE TO LIVE. THE TEAMS GOT POINTS FOR COMPLETED BATTLE TASKS, FACEBOOK LIKES, YOUTUBE VIEWS, TWITTER TWEETS AND CAMPAIGN SITE VIEWS.



TOTAL  
22193  
PTS



TOTAL  
8039  
PTS



TOTAL  
11822  
PTS

LOUDMOUTH RAPPER EDU KEHÄKETTUNEN'S TEAM PUT THEIR BODIES ON LINE COMPLETING THE PIERCING TASK.

POPSTAR SIIRI NORDIN AND HER TEAM WERE READY TO BECOME GHOSTS FOR THE SCARING PEOPLE TASK.

CELEBRITY CHEF TOMI BJÖRCK THREW HIMSELF 100% INTO THE BREAKDANCING TASK.

## BRIEF

How do we bring to life the Nyt magazine's concept *Helsinki lives right here, right now*, and generate traffic to the [Nyt.fi](http://Nyt.fi) website?

## EXECUTION

We organised a real life game, the Nyt Battle, to make Helsinki a better place to live – instantly. Three teams were sent to roam Helsinki for eight hours to complete as many of the 47 tasks they could. Readers had suggested tasks for the 4-person teams each of which had a well-known leader: loudmouth rapper **Edu Kehäkettunen**, singer **Siiri Nordin** and chef **Tomi Björck**. On the day teams got points for completed tasks, and afterwards for Facebook likes, YouTube views, Twitter tweets and campaign site views.

## RESULTS

The Nyt Battle instantly increased buzz around town and online with videos published at [Nyt.fi](http://Nyt.fi), YouTube and Facebook as well as articles in Nyt. The videos gathered 45,000 views and 15,000 more visitors to [nyt.fi](http://nyt.fi) within a week. Edu Kehäkettunen's team won based on points from views.



NYT IS THE WEEKLY SUPPLEMENT OF FINLAND'S LARGEST CIRCULATION DAILY HELSINGIN SANOMAT.

— NYT BATTLE CHAMPIONS 2012 —