

Võistlustöö nimi / Entry Title

SEB Moemaja / SEB Fashion

Võistlustöö lühikirjeldus (max 300 tähemärki) / Describe the event or the campaign in short (max 300 letters)

The moment in which the well-mannered, correct and conservative bank workers become ingenious designers, fashion gurus and supermodels, has historical value. At first unimaginable - but then more spirited. That moment was SEB Fashion House 2010.

Mis oli ürituse ülesandepüstitus (max 500 tähemärki) / Describe the purpose of the event or campaign (max 500 letters)

The aim was to create a unique concept for an internal communication event and involve as many employees as possible. The Fashion House was meaningful in many ways. In 2010, SEB was about to make many innovative changes and the courage for innovation had to be evoked also among the workers. The main question was – how to make the workers of SEB bank really shine?

Millised olid seatud ootused ja eesmärgid (turunduslikud ja kommunikatiivsed)(max 500 tähemärki) / What were the measurable goals for the event or campaign (max 500 letters)

Increasing horizontal communication by involving employees and taking initiative, increasing team spirit and getting to know each other in a large staff. Forwarding internal communication messages, as innovative thinking, teamwork and creativity of solving problems, through high-quality entertainment.

Ürituse elluviimise kirjeldus (max 1000 tähemärki) / Describe the implementation of the event or campaign (max 1000 letters)

Four months ahead of the event, the staff of SEB Estonia was invited to establish their own fashion houses. 26 teams registered for the event, with a total of 200 staff members taking part. 10 collections were selected by a jury and through online voting on the basis of their designs. The collections were produced in cooperation with students from a Tallinn design school. Fashion show rehearsals began with the models selected from among SEB staff. The hosts of the show were chosen during auditions in which 18 staff members took part. The full-scale SEB Fashion Show was held before an audience of 1150 people. The audience chose their favourites by sending text messages. Many of those taking part remarked that the show had not only been a unique experience for them, but also contributed to their everyday work, highlighted new talent and helped them get to know each other – and themselves – even better.

Mis juhtus ürituse tagajärjel (max 500 tähemärki) / What happened as a result of the event or the campaign (max 500 letters)

The attractiveness of SEB as an employer increased significantly, employees had the chance to test themselves in an entirely new field.

“It is admirable how much our employees wish to do great acts, how much energy, sense of humour and of course beautiful ideas they have.”

“I met a lot of new, interesting people.”

“When I was driving home from rehearsal I discovered that I wasn't bringing work back home with me, like it occasionally happened.”

Kas ja millises mahus said täidetud püstitatud eesmärgid (max 500 tähemärki) / Were the goals of the event reached? (max 500 letters)

It was an exceptionally successful internal communication project, as the whole preparatory process was actively carried out for a solid four months. It is important to note that the whole preparation process practices took place in the employees' leisure time. Facebook pages of employees were full of fashion show photos afterwards, making their friends ask questions about it – so SEB Fashion became externally popular as well.

Involving staff and taking initiative increased horizontal communication and team spirit.

“I got to know several colleagues from a whole new perspective.”

“What was more important than the process itself were the people and their co-operation.”

Kirjelda ürituse mootorikat. Mida uut suudeti ellu viia? (max 500 tähemärki) / Describe the event mechanics. What was there new and innovative about the event or campaign? (max 500 letters)

The internal call for action was followed by co-operation with specialists from Tallinn Design School in order to guarantee the necessary means, work structure and continuous support from specialists. Thus, the ideas of employees became drafts which competed with the creation of real fashion houses. The fashion collections were assessed by the top Estonian fashion designers and the jury was led by Tiina Talumees, one of Estonia's most famous fashion artists. Newly found talents, new connections between colleagues and jointly spent teamwork of 4 months made SEB Fashion House one of the best internal communication events of all times.