

## More than 650,000 viewers for Caverion's marketing campaign Space Saga - the last Caverion Space Saga video live now!

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Caverion's first international marketing campaign – Caverion Space Saga – was launched in the beginning of the year in Caverion's twelve operating countries. At the moment, three of the published Space Saga videos have attracted approximately 650,000 viewers and more than 100,000 people have visited the campaign site. The last part of the Space Saga– Intelligent and Integrated Solutions -was launched today.

"With the Caverion Space Saga campaign our aim is to make Caverion and its services and solutions better known to our clients and other stakeholders as well. But we also wanted to tell this story in an entertaining way. We are really happy that the campaign that has targeted B2B clients has reached so many people in many countries, and inspired lots of positive feedback both externally and also internally amongst our 17,000 employees," says Caverion's VP for marketing and communications **Päivi Alakujala**.

The international, multi-channel campaign will run throughout 2016. The campaign utilises a highly advanced digital targeting methodology, which enables the campaign elements to be viewed by people related to Caverion's industry of operation. In addition to the four Space Saga videos, both digital, outdoor and print media with the same concept is used in Finland, Sweden, Norway, Denmark, Germany, Poland, and Austria. The campaign website, [caverion.com/Csaga](http://caverion.com/Csaga), supports the campaign in seven languages with expert articles, reference cases, and videos.

The campaign is built on four themes:

- Episode I: Guaranteed energy efficiency and cost savings – saving money, energy and the planet
- Episode II: Good indoor climate – happy people in healthy buildings
- Episode III: Infrastructure solutions for economic growth - reliable and safe infrastructure for urban communities
- Episode IV: Intelligent and integrated solutions – smooth operations for a smarter future

The final episode has been published today.

All the themes demonstrate how Caverion supports its clients in taking a long-term view to actively managing buildings and industrial processes.

Advertising agency Bob the Robot has been responsible for the campaign planning.

"We had designed several different approaches for the campaign, but in the end, we decided to propose the space station idea to Caverion. The space station as a fictive place, gives us more room to maneuver from a story telling point of view. The space station also offers an entertaining framework to communicate the factual information and, thus, arouses interest among the target groups. Thinking back now, I believe we made the right choice," says **Mikko Hovi**, Deputy CEO of advertising agency Bob the Robot.

**For further information, please contact:** Päivi Alakujala, VP, marketing and communications, Caverion, tel. +358 40 840 0251

**Caverion Space Saga videos** (in YouTube):

[Caverion Space Saga "Guaranteed energy efficiency and savings"](#)

[Caverion Space Saga "Good indoor climate"](#)

[Caverion Space Saga "Infrastructure solutions for economic growth"](#)

[Caverion Space Saga " Intelligent and integrated solutions"](#)

[Image of the campaign](#)

Visit the campaign site: [www.caverion.com/Csaga](http://www.caverion.com/Csaga)