



Best Use of Social Media & Best Communications Strategy



Faroe Islands

Entered by Visit Faroe Islands



Google Sheep View

Faroe Islands' 'Sheep View' videos boosted tourism! Tired of waiting for Google to map the archipelago, the Faroe Islands mounted cameras to sheep to create their own version of Google Street View.

The Faroe Islands is one of the smallest countries in the world. The country was so unknown that not even on Google Street View had visited. So we took matters into our own hands and placed a 360 camera, solar panels and a mobile phone on the back of sheep to make Google Street View with Sheep. Sheep View!

The story was soon covered by all major media in the world and became the 3. most mentioned news story in July 2016. Then we caught Google's attention. They came to aid, and so did thousands of tourists.



Visit Faroe Islands

Official Tourist Board of the Faroe Islands

The remote Faroe Islands have for many years been neglected by Google Street View. So until recently there was no Street View in the Faroe Islands. Google was simply not interested in the tiny country. And with only 50,000 inhabitants the Faroe Islands had limited opportunities to market the small islands in the big world.

Thus, necessity begat invention. If Google Street View wouldn't come to the Faroe Islands, we had to make the Faroe Islands visible to the rest of the world in a different way.

We mounted 360-degree cameras on the backs of some sheep with solar cells and a cell phone. The sheep went around and uploaded images via mobile phones and Google's open API. Sheep View was born. We believed that the idea was so strong that it could create headlines in the world's largest media, and we coordinated our efforts to newsrooms around the world.

Faroe Islands' 'Sheep View' videos boosted tourism! The campaign was a hit. Only 20 minutes after launch the story was on The Guardian, closely followed by BBC, CNN, Al Jazeera, Daily Mail, Washington

Post, Sky News etc. With a budget of just \$280,000, the 'Sheep View' campaign generated 2 billion media impressions and an estimated PR value of \$50 million. The campaign caught the media's interest all over the world and suddenly Google was a little more amenable. They decided to support us with their equipment, and with the Google Street View team and at lot of volunteer help, we have now created Street View via Sheep View.

In short: We caught the whole world's interest, increased the number of tourists significantly and created an enormous linking and involvement.

All this without a real media budget.

- Reach: +2.000.000.000
- News stories: +7.000
- Website stories: 42.200
- PR ROI: 150.000 pct.
- Estimated PR value: \$50 million