

# SCOOPFUL OF SUCCESS

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## ASSOCIATION FOR FINNISH WORK

### CAMPAIGN DESCRIPTION

Enhancing the appreciation of Finnish work and generating healthy pride in a refreshing and modern way is the main goal of the campaign made in co-operation with Association for Finnish work and Finnish ice cream brand Ingman. In addition, it is crucial to get the Finns, especially the working age, understand how their consuming influences on the employment in Finland. This campaign will awake positive discussion of the Finnish know-how also involving the aspect of social responsibility to the campaign.

The focus of the campaign is on the young, enthusiastic entrepreneurs that will be the ones forming the know-how and talent of the future Finland. Therefore, we offer selected 15-18-year-old Finns a chance to run their very first own business, an ice cream kiosk, with the guidance of successful start-up entrepreneurs and mentors. The young talents will receive education and all the assets required to run their own business. First year we will have 5 kiosks all over Finland. Every consumer can support Finnish work with just one ice cream purchase from these young entrepreneurs. In the campaign, we want to share the story of the entrepreneurs' experiences and create discussion about the importance of consuming products made in Finland.

#### Objectives:

- increase the awareness of the importance of Finnish work and consuming Finnish products
- increase the summer season ice cream sales from May till August by 5%

### CAMPAIGN CHANNELS

We need you to deliver us the visual campaign identity, as well as key campaign messages to capture the essence of the campaign in an inspiring and modern way, using both emotional and rational arguments. The tone of voice will be modern, of this time, encouraging, emotional, positive, have faith in the future and healthy pride in Finnish work and know-how. The target group for the campaign is 25-54-year-olds Finns that we aim to engage and inspire via digital and social media channels. We increase the reach using effective outdoor advertising during the summer season when Finns spend much more time outdoors.

#### Vision:

TIMELINE	AMOUNT OF KIOSKS
Y1	5
Y2	10
Y3	15

#### Channels:

OWNED	PAID	EARNED
POS material Kiosks Social media	Outdoor advertising Digital channels	Social media Blogs WOM

#### Budget:

- Media: 100k€, production: 50k€ (Y1)

#### Deliverables

- Campaign idea, visual identity and campaign messages, assets
- Detailed execution plan