



ASSOCIATION FOR  
FINNISH WORK

SCOOPFUL OF SUCCESS





If every Finn used 10 euros more a month on domestic products or services, it would equal to 10 000 jobs annually.







## ASSOCIATION FOR FINNISH WORK

In co-operation to help Finnish people understand

- how their consumption choices affect our society and economy
- why it is important to choose Finnish products and services
- how by consuming Finnish products we assure that we invest in the future of Finnish work



High quality Finnish innovations and ground breaking product development made in Finland for decades

Products made with the finest Finnish ingredients

Bringing smiles to peoples' faces





# THE SOLUTION

## SCOOPFUL OF SUCCESS

- Ingman ice cream kiosks around Finland run by young entrepreneurs
- investing in future talents, 15-18 year-olds
- successful mentors sharing their accumulated knowledge







## CAMPAIGN OBJECTIVES

- 1) increase the awareness of the importance of Finnish work and consuming Finnish products
- 2) encourage and educate young Finnish talents interested in entrepreneurship and provide them their first experience of owning their own business
- 3) increase the summer season ice cream sales from May till August by 5 %



# BENEFITS

*consumers*

tasteful high quality Finnish ice cream  
support Finnish work  
carry social responsibility through consumption choices

## ASSOCIATION FOR FINNISH WORK

employing young Finnish talents  
leveraging Finnish know-how  
supporting new entrepreneurs  
raise the appreciation of Finnish work

*entrepreneurs*

work experience and know-how  
minimal risk for entrepreneurship  
networking and new friends



media visibility  
goodwill  
spotting young talents  
develop ice cream kiosks  
generate ice cream sales





# DELIVERABLES

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

Tone of voice:  
modern and of this time, encouraging, emotional,  
positive, have faith in the future, healthy pride in  
Finnish work and know-how

Target group:  
25-54-year-old Finns

Budget:  
Media: 100k€, production: 50k€ (Y1)

# CHANNELS

OWNED:  
POS materials, kiosks, social media

PAID:  
outdoor advertising, social media and digital channels

EARNED:  
Social media, blogs, WOM



# Supporting Finnish work – one scoop at a time

