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Individual consumer decisions are  
significant to Finland's national economy.

**Do you know what the impact  
of your own choices is?**

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$$1 = 0,83 \text{ €}$$

What we do know is that on average,  
1 € spent in Finland corresponds 0,83 €  
to Finnish work.

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# **And we have the data to calculate the individual domestic value for every Finnish consumer.**

We will team up with Finnish banks to create something entirely new. By combining the purchase data of Finnish consumers and the domesticity degree of Finnish companies we will be able to determine the percentage of euros spent on Finnish work.

**How will you know the value of your 1 €?**

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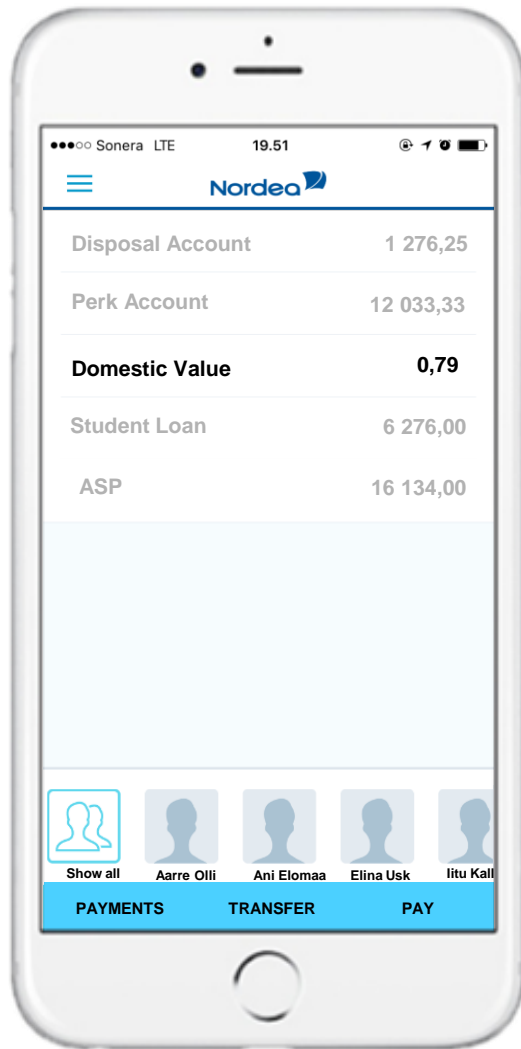
**The domestic value is communicated to every consumer through a platform they already use – their personal online bank.**

94 % of Finnish consumers use online bank.

**The domestic value of  
your 1 € will show up in  
your personal online bank.**

**The value is real-time, reflecting any  
changes in your purchase behavior.**

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The domestic value will be available in online banks and launched with a media campaign in December 2017 on the 'Buy work to Finland' day.

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## Technology

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50 000 €

## Print media

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50 000 €

## Influencers

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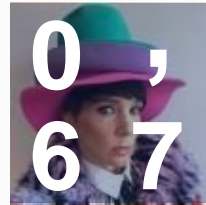
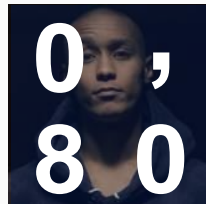
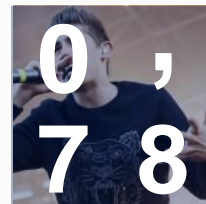
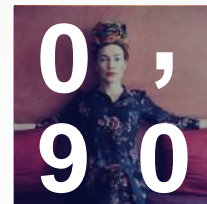
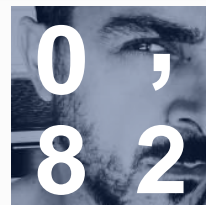
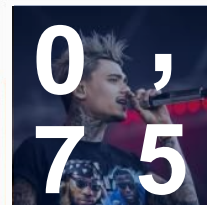
50 000 €



PERUSTETTU  VUONNA 1889

# HELSINGIN SANOMAT

Sunnuntaina 2. kesäkuuta 2013 Viikko 22. N:o 148 (41070). Irttonumero 4,00 €, kotiin tilattuna alk. 0,91 €/pv (12 kk:n jatkuva tilaus). 136 sivua



1 € = 0,83 €

On average, 1 € spent in Finland corresponds 0,83 € to Finnish work. Log in to your online bank to find out your value and share your result via [www.suomalainentyo.fi](http://www.suomalainentyo.fi) to join the conversation.

# To awake discussion on social media, we will harness influencers.

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Ouch, 0,67 €. A lot below the average.

Wouldn't have guessed – my wardrobe is basically only Finnish design.

Obviously the everyday choices matter. I think I'll start spotting those Key Flags.

Did you know that if each of us spent 10 € more on domestic products and services, it would create 10 000 new jobs in Finland?

I feel inspired to see where my result can grow.

How much is your 1 €?

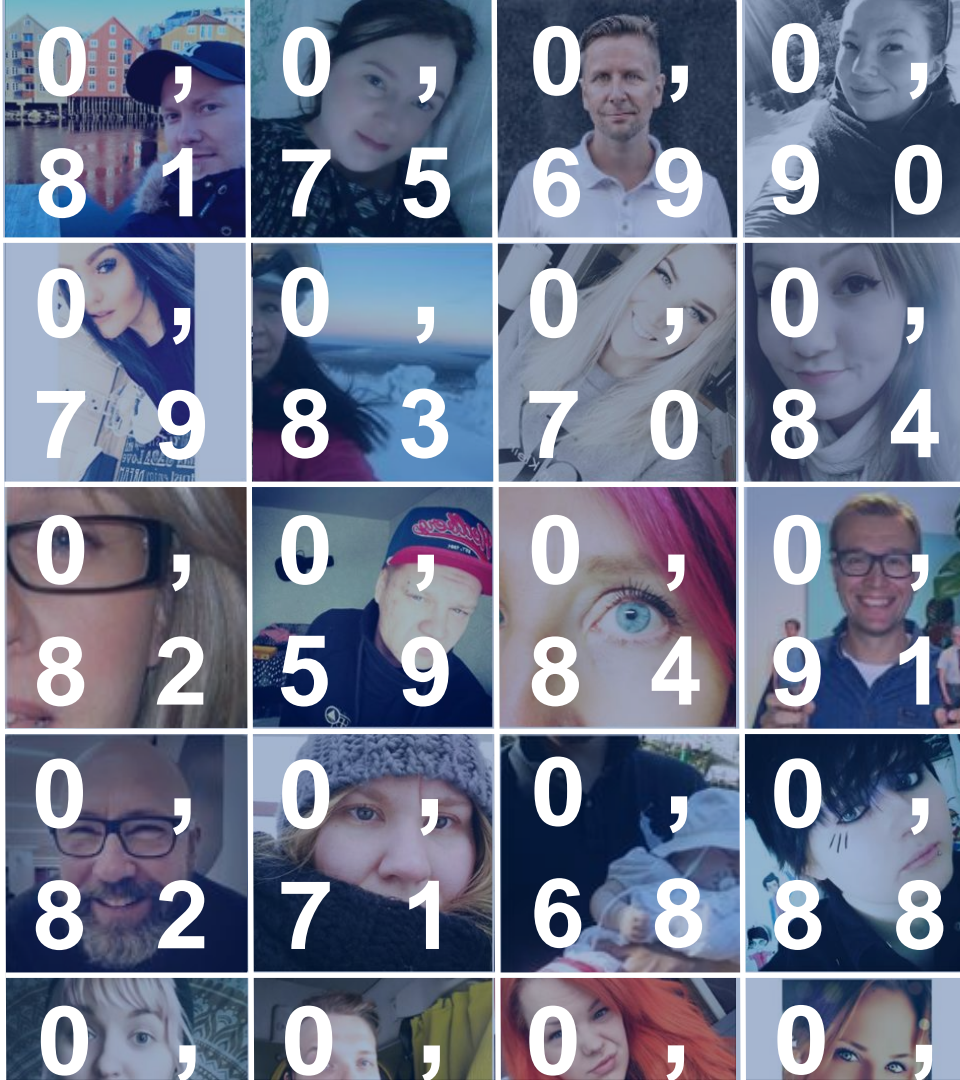
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**Consumers will be able to share  
the value of their 1 € on social  
media with the filter available  
on the campaign site.**

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# Through high reach and engagement, we will affect millions of purchase decisions.

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Online  
banks

**1 960 000**  
consumers aged  
25-54 reached

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Campaign  
reach

**2 800 000**  
consumers aged  
18+ reached

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Influencer  
content

**35**  
stories to spark the  
discussion

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User-generated  
content

**100 000**  
images shared on  
social media

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**How much is  
your 1 €?**