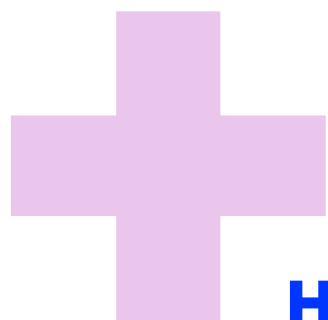


+ WORK FOR FINLAND +

An idea so big, it's the size of a country.

SUOMALAISEN
TYÖN LIITTO



Hypothese.

One can choose the Finnish option over the foreign products and services in several branches and that should be clearer to the consumers – very often there is a Finnish option.

Finns initially want to support Finnish work. I mean, sure. Choosing the Finnish option over foreign product or service is something Finns very much like to do. Only it's not always clear knowing the Finnish options, right? On the other hand, it's not easy for small, Finnish companies to get their product or services out in the open and in peoples minds. At least the local businesses with great products and services but next to nothing cashflow. It's tough.

So, how to lead people to enjoy of the fruits of Finnish work and appreciate it even more? And how to offer Finnish companies, entrepreneurs and services a chance to be seen and to be found? And how to do all this and remain sane and happy?



By creating the worlds largest web shop.

Yep, you heard me.

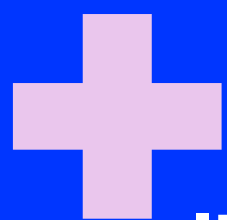
By making the entire Finland a collective web page for Finnish companies and entrepreneurs to offer their know-how. Sick, right? Wait, there's more.



+ WORK FOR FINLAND +

Is a platform where companies can buy a place to have their services or products to be seen. This one huge web page gathers all kinds of Finnish work force and makes it easy for people to see what companies to support.

Companies get to be seen in a good light for taking a stand and supporting Finnish work, and people can easily shop Finnish products or book and use Finnish services.



It's totally **WIN+WIN+WIN**

Finnish companies involved

- + Marketing platform for their service
- + Trafficking to the companies own webpage through out the WORK FOR FINLAND
- + Good reputation for being seen as a supportive force for Finnish work

The Association for Finnish Work

- + Letting people know more about the subject
- + To let people know, that there are huge amount of situations one can decide for Finnish work
- + Supporting local and small businesses
- + Refreshing the campaigning Finnish work and products
- + Involving the perspective of social responsibility

Finns

- + Easy way for support Finnish work
- + Seeing the effects on daily choices
- + Learning about the subject



To make it even more interesting for every party, alongside every company, service or a product, there's a meter showing how much it's creating jobs for Finland.

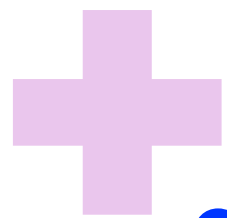
This meter shows on what scale you are doing good for you and your fellow Finns by buying the product or a service. With this we can show how one's own choices have an effect on jobs remaining in Finland and show people that choosing a Finnish service or product is always related to the value chain.

Super. So how to do this then. I'll tell you:

**+ WORK FOR
FINLAND +**

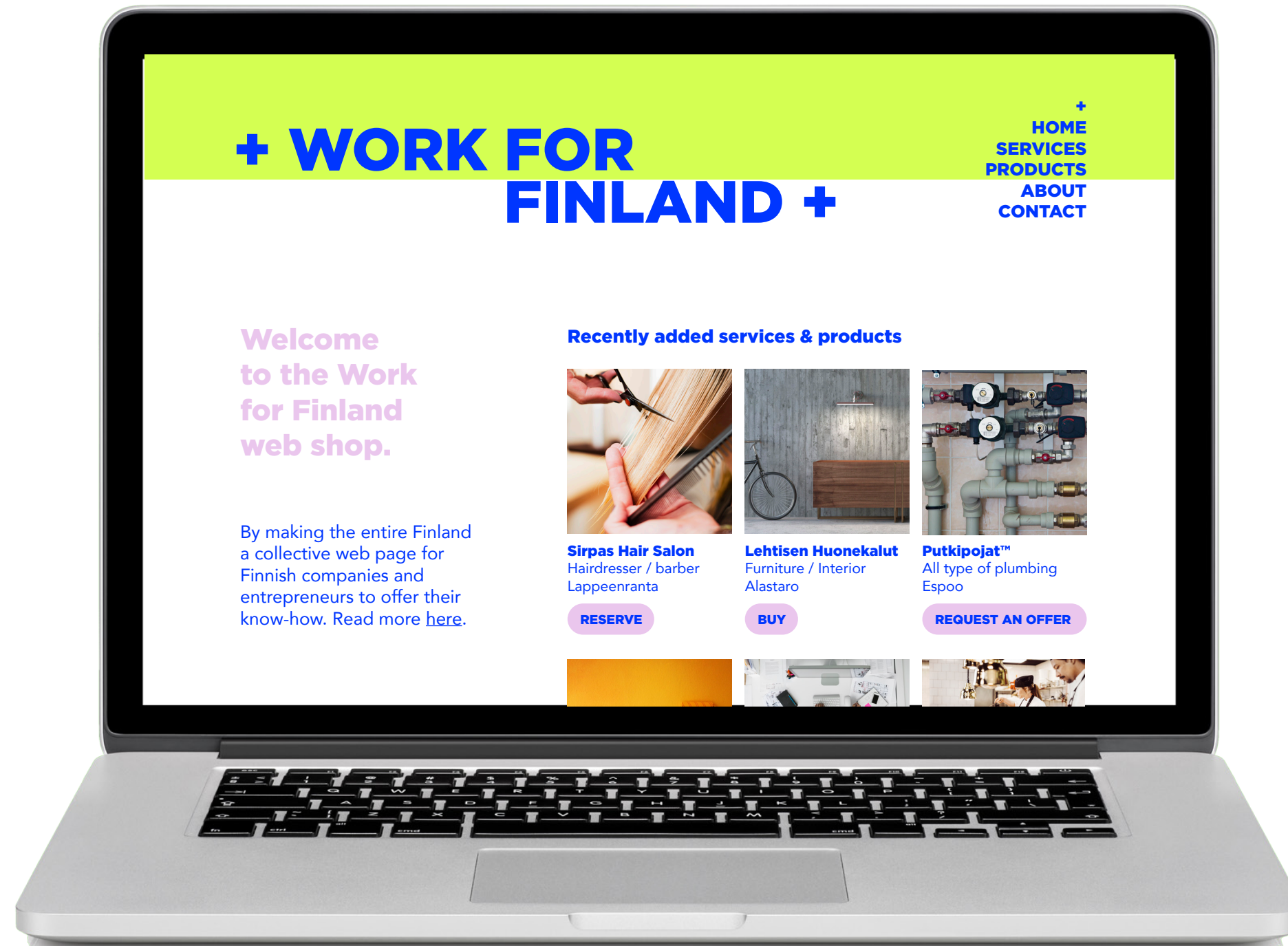


**Keep up
the good work!**



Collective webpage.

By making the entire Finland a collective web page for Finnish companies and entrepreneurs to offer their know-how.





Test / calculator for how much you are supporting Finnish work.

Test leads to the WORK FOR FINLAND -page and can be used as a sharable element on social media and targeted to match people's interest:

- "How many Nokia cellphones you'd need to buy to create a job? See here:"
- "Why you should buy a Finnish car:"
- "Are you creating jobs and supporting Finnish work? See here:"





Different social media accounts

Let's make different social media profiles (such as LinkedIn / Twitter / Instagram / Facebook) for Finland as an advertising purposes.

+ WORK FOR FINLAND **SUOMI FINLAND**
2 hr ago

Now the whole Finland (aka me) is your marketplace! Explore my beautiful wares and see what I have to offer.

Cats boat book hairdresser plumber driver milk computer goat dress pajamas gospel wiring cleaner unicycle planket clock jewelry chef electricity water shoes moon kalakukko car mining clearance driving license jumping rope python bread puppy contruction worker llama pie ducks washing machine coffee cup saxophone light decor skiing moose stairway banknote alarm...

+ WORK FOR FINLAND

+ WORK FOR FINLAND 28 990 1,5k comments 89k views

SUOMALAISEN TYÖN LIITTO

Campaign summary

The campaign aims to refresh the way Finnish work is seen. It aims to **make it easy to choose Finnish option by increasing the appreciation of Finnish work** and influencing of purchase decision. The campaign idea is to make it easy, enjoyable and informative to consume, advertise and **sell Finnish products and services under one giant multimedia platform.**

Creative insight

The fact that one can choose the Finnish option over the foreign products and services in several branches **should be clearer to the consumers.** Finns already appreciate Finnish services and products, but **the value chain behind a consumer decision is often unclear.**

People **need to see the value** of supporting Finnish work and they need have it **clearly put in one place,** where everything is handy, informative and, well, sweet.

Our solution to the brief

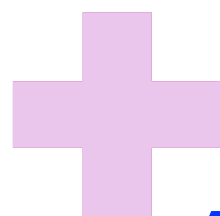
Creating **the world's largest digital network** for Finnish companies and entrepreneurs to offer their know-how. By involving the **perspective of social responsibility** into the campaign we create a **multimedia platform** where Finnish companies can have their **services and products to be seen.**

It also makes it easy for people to decide what companies to support. And by adding a meter showing the level each product or service is supporting the Finnish work, we make the whole thing more **interesting and informative to consumers.**

How does our campaign work and solves the problem of the client?

The campaign shows people the huge amount of **situations they can decide for Finnish work.** The digital network **increasing the appreciation of Finnish work** in all of its variation and potential. Multimedia platform as a base of the campaign **gathers the Finnish know-how in one place** making it interesting to consumers most likely to make value based decisions, but also to the local businesses who can be seen through the site.

Social media elements **create awareness and traffic to the site,** and includes elements the Association for Finnish Work can **use in their own marketing communications.**



And all the official stuff here.