

#paikassasuomi

SUOMALAISEN  
TYÖN LIITTO



# Campaign summary



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The campaign "Paikassa Suomi" is representing Finnish work anywhere in the world. It is about creating a highly visual brand and encouraging users to post content under the geotag "Suomi" and the hashtag #paikassasuomi.

Our goal is that whenever people use Finnish products, services or otherwise support Finnish work they are "in Finland". When our audience is exploring the world and travelling to exotic destinations on Finnish airlines they can support Finnish work by geotagging "Suomi". The same goes for eating treats made in Finland, using Finnish mobile services and applications, coming across beautiful Finnish design or even enjoying a Caribbean Cruise on a ship built in Finland. Every piece of inspiring content somehow showcasing Finnish work should be proudly tagged with both the geotag and the hashtag.



# Creative insight



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Finnish people choose Finnish products and services to support Finland's economy and Finnish employees.\*

We want to spread knowledge about Finnish work via people who choose Finnish in their everyday lives. By sharing their stories we are letting our audience see how easy and beneficial it is to make that decision and that there are a lot of people around them already proudly doing so.

People appreciate Finnish work and its quality. In a lot of cases people are aware of the fact they should choose a Finnish option. However it is easy to make a habit of choosing a certain product or service and often people don't think about the long-lasting impact their choices have on the economy.

\*Sinivalkoinen jalanjälki kampanjatutkimus 9.3.2016, Taloustutkimus

# Solution to the brief



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We want people to share the location "Suomi" and hashtag #paikassasuomi on their social media channels with content supporting Finnish work in any way. Our official channels are Instagram and Facebook.

Because the campaign is highly visual, our main focus is on the Instagram account @paikassasuomi. The account will repost content published by users under the geotag "Suomi" or the hashtag #paikassasuomi. We will also create high quality original content, both sponsored and organic, for example pictures of less known Finnish products or services which are generally hidden in the mass of foreign competitors. The captions are short, engaging and promoting the good cause of choosing Finnish.

The website of Association For Finnish Work will have a campaign page where the background of the campaign is explained with the help of statistics and infographics.



# Our goals



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Create inspiring feeds and content under the hashtag #paikassasuomi and geotag Suomi to represent the Finnish work in a modern way.

Spread knowledge about the Finnish options with original and user created content.

Inspire people to use our tags. Quality user created content has much larger impact than original content from a brand.

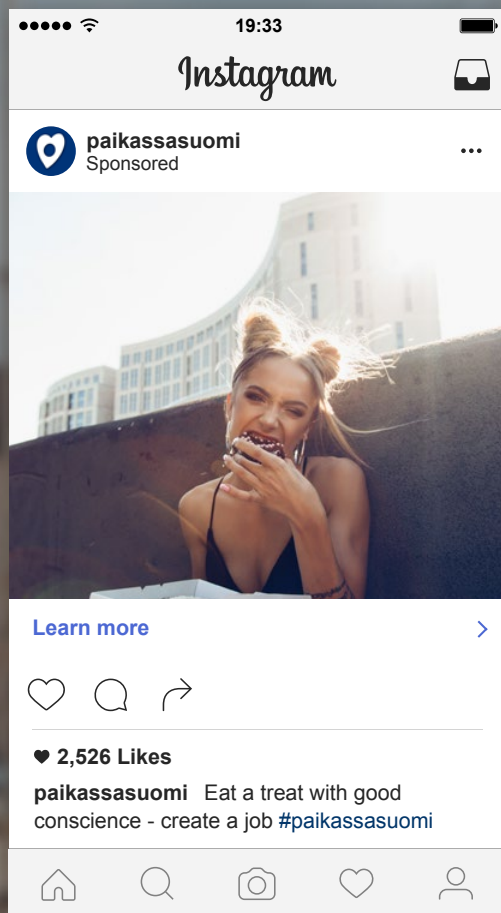
Share bits of information on our channels and in captions in an engaging way and let people know the effect their choices have.

Everyone wants to do good. When people learn about the impact they can have on Finnish economy they'll want to contribute to feel proud.

# Image summary



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# Image summary



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Tuuli Kauhanen paikassa Suomi.

4 min · 🌐 ▼

Landed safely to JFK. I ❤️ Finnish airlines #paikassasuomi



👍 Tykkää

💬 Kommentoi



Paikassa Suomi paikassa Suomi.

28 min · 🌐

Minna found an awesome hat on sale for only 10€ #paikassasuomi

If all Finnish people used 10€ more for domestic products and services every month, we could create 10 000 jobs annually.

<http://paikassasuomi.suomalainentyo.fi>

📷 @minnamaaria (IG)



👍 Tykkää

💬 Kommentoi

# Image summary



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SUOMALAINENTYÖ.FI

SINIVALKOINENVALINTA.FI

AVAINKLUBI.FI

JUSSI-LEHTI

SINIVALKOINENJALANJÄLKI.FI

DESIGNFROMFINLAND.FI

SUOMALAINENJOULU.FI

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#paikassasuomi



**BUY FINNISH WITH GOOD CONSCIENCE  
-CREATE A JOB**

By choosing Finnish products and services you are creating jobs around you. Let people know what a superhero you are by tagging your location in Suomi wherever you are.