



#FinlandSaysThanks



#SuomiKiittää

CAMPAIGN SUMMARY

The purpose of the #FinlandSaysThanks campaign is to increase the appreciation of Finnish work and influence purchase decisions. The strategy is to generate pride among the target group by highlighting and reminding pro-Finland purchasing decisions Finns and organizations make every day. The essence of campaign lies in thanking and at the same time surprising purchasers.

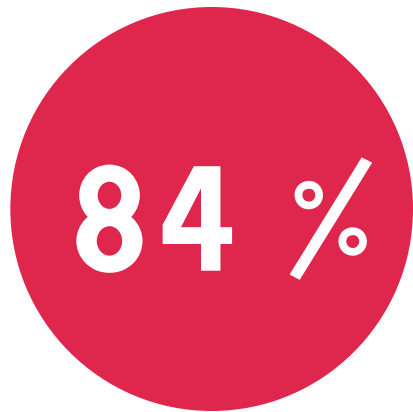
The campaign consists of: #1 viral buzz, #2 customized social media videos and #3 sms greetings that stir up emotion, seize opportunities and create attention by using YouTube, Facebook, Twitter and SMS.

The campaign gives an approachable tone of voice for The Association For Finnish Work. It is straightforward, result-oriented and it utilizes a completely new marketing and communications strategy for the association – as well something that has rarely been seen in Finland.

CREATIVE INSIGHT

A red speech bubble graphic with a thick border. The text is centered within the bubble. The bubble has a tail pointing towards the bottom left.

**FINNS WANT TO
FAVOUR LOCAL. BUT...**



of Finns say they would favour locality.

It seems that the message of The Association For Finnish Work has been understood.

However, the challenge is:
how to turn words into action?



Until now, The Association For Finnish Work has mainly used ratio in their marketing communications.

Facts and numbers are useful but genuine interaction with people and custom-made communications has been left aside.

**Successful campaigns need both sides of the coin:
rational and emotional.**



COMPLIMENTS MAKE US ACT



There is scientific proof that a person performs better when receiving a social reward after completing an exercise.



To the brain, receiving a compliment is **as much a social reward as being rewarded money.**

OUR SOLUTION

That's why this campaign is built around
thanking people for purchasing Finnish products.

The campaign consists of three elements.

OUR SOLUTION

#1 VIRAL BUZZ


The campaign kicks off with Facebook and YouTube videos of real people getting a surprise after buying domestic products. After he or she walks out of the store, a huge marching band welcomes the customer with over-the-top pomp and circumstance and plays an improvised song about the purchase. We film the reactions and share the joy!



OUR SOLUTION

#2 CUSTOMIZED SOCIAL MEDIA VIDEOS

We dive into the social media discussions by tweeting personalized thank you videos when someone posts about choosing a Finnish service or product.

**Markus Hämynen**
@markushamynen


Follow

I bought Finnish strawberries from the grocery store. I heard you can get them at least until this month. Thumbs up!

RETWEETS	FAVORITES
77	10


[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

05:03 AM · 12 Mar 2017

**Suomalainen Työ**
@SuomalainenTyö

Follow

@markushamynen We are pretty fired up here, because buying products supports work! ❤️👏👏👏 #FinlandSaysThanks



RETWEETS	FAVORITES
67	266

[↩ Reply](#) [↻ Retweet](#) [★ Favorite](#) [⋮ More](#)

05:03 AM · 12 Mar 2017



CUSTOMIZED SOCIAL MEDIA VIDEOS



Example storyboard of the video.

OUR SOLUTION



Valtteri Koskenvuori
@VKoskenvuori

Follow

Inspired by Iceland's victory, I decided to support Finnish football. Bought tickets for tonight's #Veikkausliiga game 🤔🏆💪

RETWEETS
170

FAVORITES
33

👤 Reply 🔄 Retweet ⭐ Favorite ... More

05:03 AM - 12 Mar 2017



Suomalainen Työ
@SuomalainenTyö

Follow

@VKoskenvuori Great that you are favouring a domestic produce 🤔 Enjoy the game! 🇫🇮❤️👏👏👏 #FinlandSaysThanks

WELL DONE, VALTTERI.
THANK YOU!



0:02 / 0:15

RETWEETS
312

FAVORITES
235

👤 Reply 🔄 Retweet ⭐ Favorite ... More

05:03 AM - 12 Mar 2017



HKL
@HKLhst

Follow

The new Helsinki tram has arrived to Koskela depot! #Artic #tram

RETWEETS
242

FAVORITES
4

👤 Reply 🔄 Retweet ⭐ Favorite ... More

06:03 AM - 12 Mar 2017



Suomalainen Työ
@SuomalainenTyö

Follow

@HKLhst Great news! Trams ❤️ made in Finland. Keep up the good 🇫🇮 work 👏👏👏 #SuomiSaysThanks

THANKS HKL
for bringing more work
to Finland!



0:04 / 0:15

RETWEETS
2

FAVORITES
227

👤 Reply 🔄 Retweet ⭐ Favorite ... More

06:03 AM - 12 Mar 2017

#3

SMS GREETING FROM THE MAKER

What if you could hear the story behind the products and services? Right after the purchase, you get a SMS that contains a video from the maker of the product, e.g. a designer or a factory worker.

Howdie Anna! 🙌🙌🙌
Me and my 18
colleagues are lucky to
hear you bought a sofa
that is Finnish (and the
most beautiful of birch).
Here's local ❤️ from
Kitee to you: [https://
www.youtube.com/
watchxyz](https://www.youtube.com/watchxyz)
#FinlandSaysThanks
🇫🇮
Mikko from Kiteen
Huonekalutehdas Oy

Hey Anton! We are
pretty excited you'll
spend your winter
vacation at Levi 🙌🙌
Supporting locality
generates a positive
snowball effect for
Finnish companies and
people working here 🧑‍❄️
Here's local ❤️ from
Levi to you: [https://
www.youtube.com/
watchxyz](https://www.youtube.com/watchxyz)
#FinlandSaysThanks
🇫🇮
Jenni from Levi

**WHY THANKING
KICKS ASS (AND
SOLVES YOUR
PROBLEM TOO)**

SOLVING THE PROBLEM

The idea is simple but effective. No unnecessary marketing gimmicks, no bullshit.

The emotion is created by surprising the customer with personalized content that's easily shareable. This makes the core message spread organically.

It's a whole new angle for the The Association for Finnish Work. We shift the focus from just reciting cold facts to generating pride in buying Finnish products.

The tone of voice of the campaign is positive and fresh. The approach enables us to seize the opportunities with real time marketing.

The concept is easily adapted by the member companies of the association for their own purpose.

