

87% say they appreciate Finnish work, and nearly as many claim to prefer domestic produce when possible.

64% claim price is the primary criterion, or are likely to choose a familiar or a previously purchased product.

The positive consequences of selecting Key Flag or equivalent products are often not immediate, although evident in social progress in the long term.



Slow progress, however, is difficult for the human brain to grasp.



I pay a premium for no apparent added value for me.



More money for me to spend on something else now.

Instant gratification overrides when it really counts & that's the real problem

WHAT

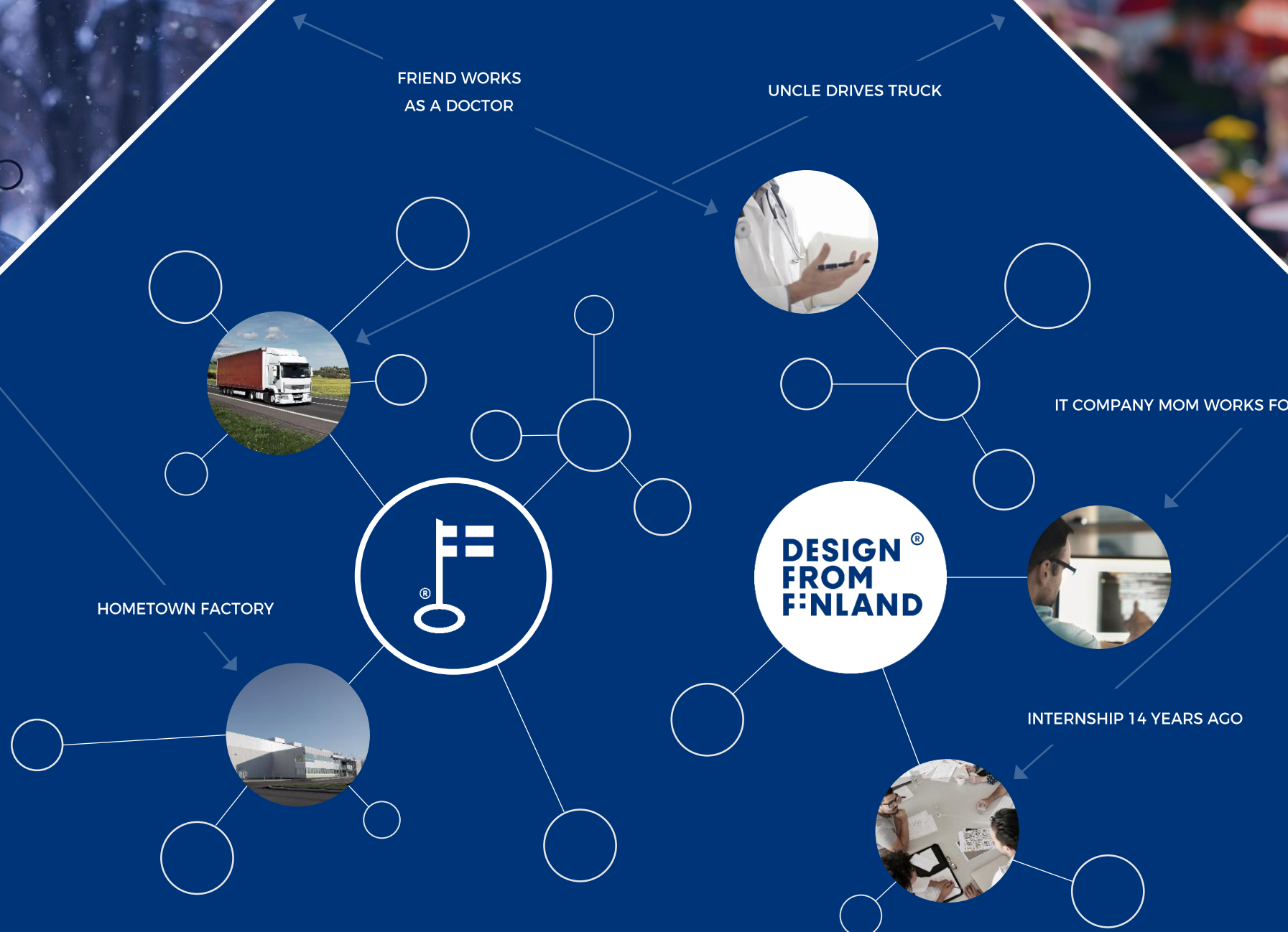
Bring it closer. Make it relevant.

HOW

Make the everyday, mundane purchase decision personal.

WHY

Concreteness is necessary for understanding:
what it means to purchase Finnish produce.



A metaphor for a mutual effort.
Unprecedented reach (98% a month).



Largest members of the Association for Finnish Work.
Rivals partnering with the AFW for the greater good.



FEEL THE APPRECIATION!

Your choice makes a big difference to the 28 craftsmen in Lappeenranta, and the 260 other Finns who helped having the product available!

Thank you for helping to keep Finns employed today, and in the future.

In real-time, a data-driven, fully automated, dynamic message is formulated and served as the patron purchases a Key Flag or applicable product recognized by the Association for Finnish Work. Thus, a highly relevant, personalized message is presented, and triggered at the most effective time for the prospect to reflect on the purchase decision.

In case the patron does not swipe a loyalty card, the messages are automated and dynamically built and served only by utilizing the data related to the product. The message will thus be more general – yet reflective of the effect on and meaning to society.

If the patron does swipe a loyalty card, the message served will not only utilize data of the product, but combine this with simple data variables of the loyalty card holder, such as location as only one example.

Hello Anna,

We noticed that you have done good by your decisions of buying the following Key Flag products – results of Finnish effort:



We congratulate and thank you for this!

One of these products was made by the good people in your hometown. Would you like to find out more about how your choices have impacted wellbeing related to you?

Facebook-connect now to proceed!

 CONNECT WITH FACEBOOK

The decisions you make in-store affect your life more than you might think. Especially so by the Finnish produce you have purchased.

Did you know that this Sini mop was manufactured in your hometown Kokemäki, where your mother lives. You probably would not know this, but the marketing agency in which you worked as an intern 14 years ago has helped making the product known.

The cucumber you purchased was delivered to the store by the company that employs your uncle Tommi. Oh, and your friend Mira works at the company that Havi uses for health care services.

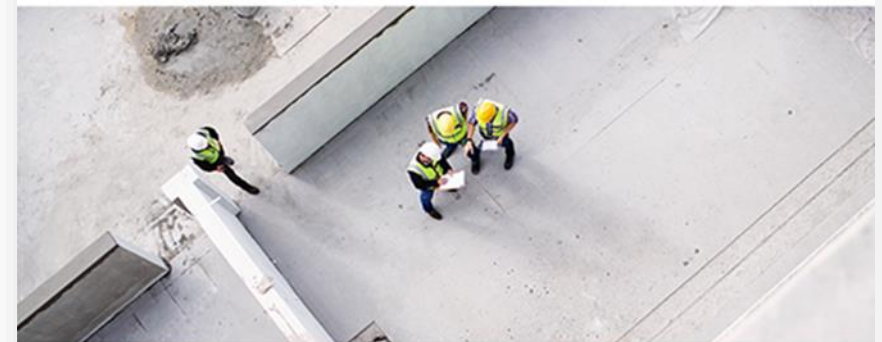
These and plenty more jobs are created by us Finns, and exist because of the decisions we make. They, and many more will also exist in the future as we continue to make great decisions.



Economy 29.3. 11:05

Kesko and S Group pool resources with the Association for Finnish Work to remind how we connect with domestic produce and employment

Finnish work in the limelight
There may be surprising, personal reason to favour home-grown



29.3. 19:31 Kesko and S Group to underline Finnish know-how with the AFW. [Read more >](#)

ESTIMATED RESULTING OUTCOMES

OF THE FINNISH POPULATION (15+)

81%	Finns who frequent either K-citymarket or Prisma monthly	81%	3 175 000
80%	make a purchase of at least one KF / FD / SE product	65%	2 540 000
85%	minimum share of purchases made using a loyalty card	55%	2 159 000
40%	understand the message and are receptive to preference change	22%	863 000
12%	look for more information or have their purchase habit influenced	6%	259 000

INSIGHT

The benefits of favouring Finnish produce are not immediate, and hard to grasp. Other, more imminent and egoistic motives override them when action takes place.

IDEA

Make the positive consequences of selecting Finnish produce more concrete and personal by utilizing data. Come across with impact in relevant contexts at the relevant time through bespoke partnerships.

EXECUTION

Connect data of the Association for Finnish Work with that of Kesko, S-Group and Facebook to emphasize people's personal connections to the products. Partnering with the retailers gains us the platform for communication and commercial impact.