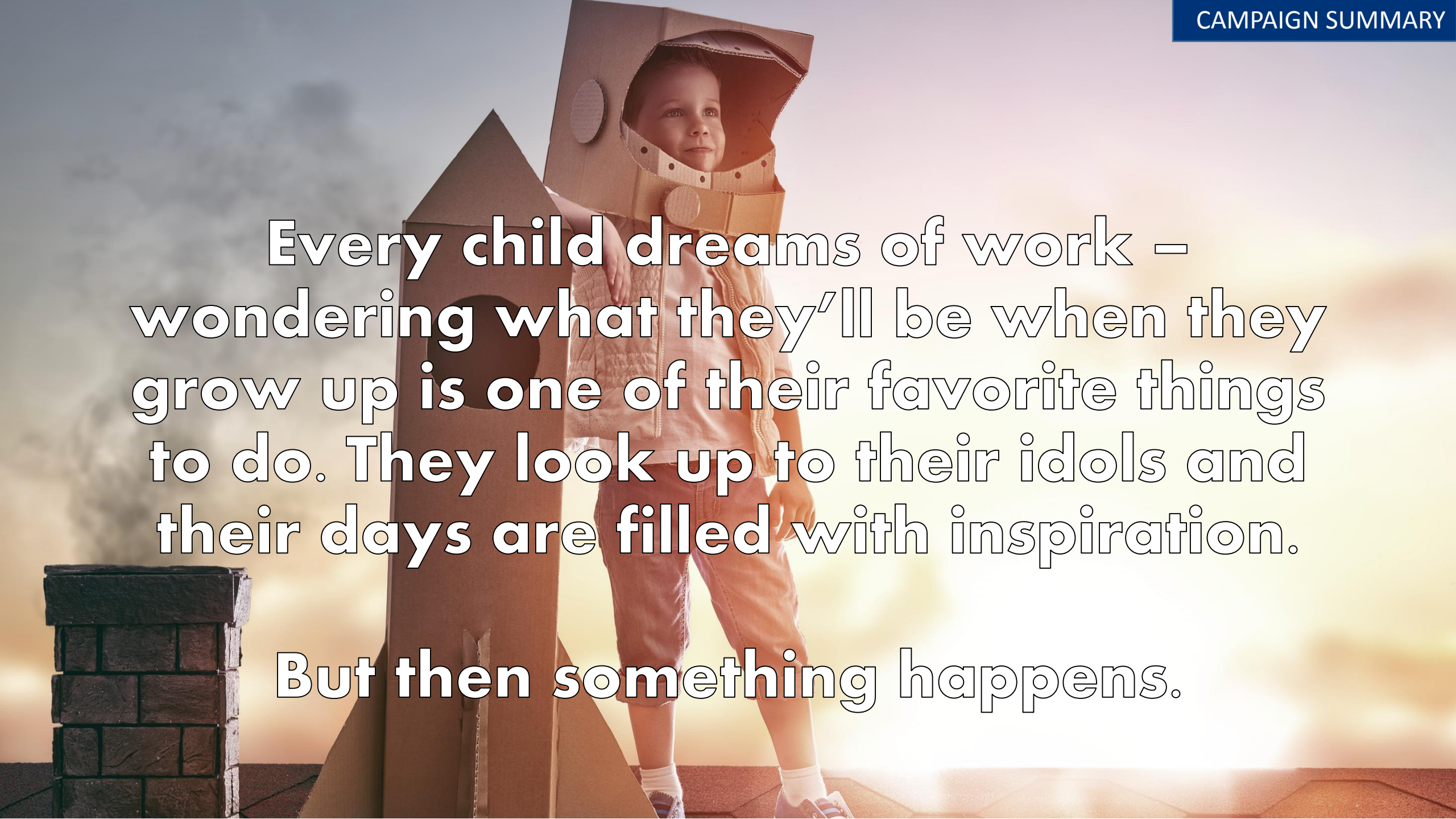





Finns inspirational Candid Camera

A young child is standing on a rooftop, wearing a large, brown cardboard rocket costume. The child is looking upwards with a thoughtful expression. The background is a bright, hazy sunset or sunrise over a cityscape. The child is wearing a light-colored jacket and pants. The text is overlaid on the image in a white, outlined font.

Every child dreams of work –
wondering what they'll be when they
grow up is one of their favorite things
to do. They look up to their idols and
their days are filled with inspiration.

But then something happens.

A photograph of two children, a boy and a girl, standing on a large, dark rock on a beach. They are both wearing superhero costumes with capes. The boy is on the left, wearing a blue suit with a red cape, and the girl is on the right, wearing a red suit with a blue cape. Both have their arms raised in a heroic gesture. The background shows the ocean with waves crashing against rocks, and a clear blue sky. The lighting suggests it's either early morning or late afternoon, with a warm glow.

**As adults we, for whatever reason,
need to be reminded of our work's
amazingness.**

**What if we could see it through
children's eyes?**

Introducing the

FINNSPIRATIONAL

Candid Camera

Emotional driver for motivation and innovation, and the influence the campaign will have on people.

(We know, there's an extra n but we don't mind as this campaign is all about not being serious, anyway.)

FINNINSPIRATIONAL

Everyday heroes behind the valuable work done in our country.

The campaign is all about fun and games, but rational drivers behind purchase decisions are not forgotten.

Candid Camera }

Surprising people is the best way to evoke their most genuine emotions – and it's a lot of fun, too!

THE PERCEPTION GAP

The share of services is 70% of Finland's entire produce*, and private services create jobs for 48 % of workforce – as opposed to Finns' estimate of 17 %**. Despite adults' misconceptions, kids mostly dream about working with the immaterial: about becoming chefs, vets, musicians, and coders... You know it – you've dreamed it yourself!

Let's straighten Finns' perceptions of the service industry by providing them some true finnspiration – from kids' perspective and with a twinkle in the eye.

*Source: Uutta arvoa palveluista. ETLA B 256 2012

**Source: Tutkimus Suomalaiset ja työnteko & suomalaisuuden merkitys tuotteissa ja palveluissa 2015

TARGET GROUP

25-54 year-old Finns are not only consumers, but also workers. Many of them are also parents, aunts and uncles, godparents, and grandparents – not as concerned about their own future as they are of the next generation's.

So why not fulfill the dreams of future workers?



INGREDIENTS OF THE CREATIVE IDEA

Children with career dreams and a natural talent for situational comedy

+

Actor from MTV'S (an Avainlippu company, by the way) most popular comedy shows, and a candid camera

+

Sources of #finnspiration, i.e. any employee or entrepreneur that creates meaning and well-being, including local superstars

SHAKE, STIR, AND SHARE

=

Positive discussion of Finnish work

TOOLS AND PLATFORMS

Films of candid camera encounters are shared and promoted on Facebook and YouTube, along with live behind-the-scenes content on Snapchat and Instagram. PR and media partnership with Avainlippu companies will ensure broad visibility across the target group.

A campaign site is built to collect all video material. It is also a channel through which people can apply for a surprise for their children, as well as to suggest potential candid camera attack targets. Goodwill and pranks in one package!

HOW AND WHY DOES IT WORK

Comedy actor hits member companies of the Association, and a candid camera is set in the scene to film reactions.

What's best, the actor brings a small assistant along. Explaining work to the next generation breaks the ice and helps us appreciate work in a way only children can.

The campaign is positive: it makes you laugh your head off! It's also collaborative, enabling member companies to participate in unforeseen ways.

CAMPAIGN FLOW

Candid camera attacks

Actor's surprise visits to Finnish companies with small assistants. Children get a chance to experience dream job together with their idol!

#FINNSPIRATION on social media

Funny films shared and promoted across social media.

1. Application site for parents who want to offer children an unforgettable experience
2. Home to campaign content



PR and media partnerships

Finnspiration to broader audience through PR and media partnerships.



WHAT WILL IT LOOK LIKE

