

Blue And White Christmas

Goal:

Convince consumers about vast availability of Finnish goods and services. Emphasize impact of their purchase choices on Finnish society.

Challenge:

Growing selection of products in retail stores makes it difficult for consumers to look for specifically Finnish products. In addition, everyday purchases are less emotional and are guided more by price.

Opportunity:

Online stores can provide consumers an option to search explicitly for Finnish goods and services. Making this options highly visible has potential to increase domestic consumption. Furthermore, delivering our message close to the purchase moment and offering a concrete CTA is the key for affecting consumer's decisions.



46%

online purchases in Finland send
money abroad**

E-commerce in Finland

Insight 1

Retail business is currently a number one employer in Finland (290 000 EMPL)* However, a majority of our target audience uses online stores at least once a month.***

- Finnish consumers spend over 3,2 billion euros online annually**
- Online purchasing grew +23% between 2015 - 2016**
- Overseas online stores lack Finnish product and Finnish work has little part in the value chain.



→ E-commerce has significant impact on
Finland's employment and economy.

*Tilastokeskus, Työvoimatutkimus 2014

**PostNord Verkkokauppa Pohjoismaissa 2017 -tutkimus

*** Tilastokeskus 5.1. Verkkokaupan muutoksia

Christmas season 2017

Insight 2

- 40% of Finns already buy Christmas gifts online*
- Christmas presents are considered more than daily purchases: sustainability and ethical values affect purchase decision.
- Consumers spend over 890 M€ yearly for Christmas gifts.** If spent on Finnish goods, more than 10 000 new jobs could be created.
- Giving a gift is also a strong emotional gesture that is shared between two persons.



→ Christmas gifts are potential starting point for changing consumers' purchasing behaviour



194€

Average spend for Christmas presents per person**

*Helsingin Sanomat 2.12.2016 - Tutkimus: Suomalainen käyttää joulukuun noin 500 euroa

**KaupanLiitto - Joulukauppa 2016

The strategy

Association for Finnish Work partners with Finnish online stores to make domestic products more visible online during 2017 Christmas sales. Our partner stores will establish new product categories exclusively for Finnish products. By leveraging online stores' own media channels, we are able to reach significantly larger audience, and the most importantly - offer consumers a concrete way of supporting Finnish goods and services.

Our multi-phased campaign follows consumer's journey of buying Christmas presents. In the end of 2017, we leverage 100 year old Finland festivities to arouse consumers awareness about their ability to affect Finnish society in a positive way. Every purchase confirmation after a purchase of a Finnish products includes a thank you message from Association of Finnish Work. Campaign's lifespan is extended through a series of e-mail newsletters reminding consumers of how each month a decision can be made for the future of Finnish work.

CONCEPT OF BLUE AND WHITE

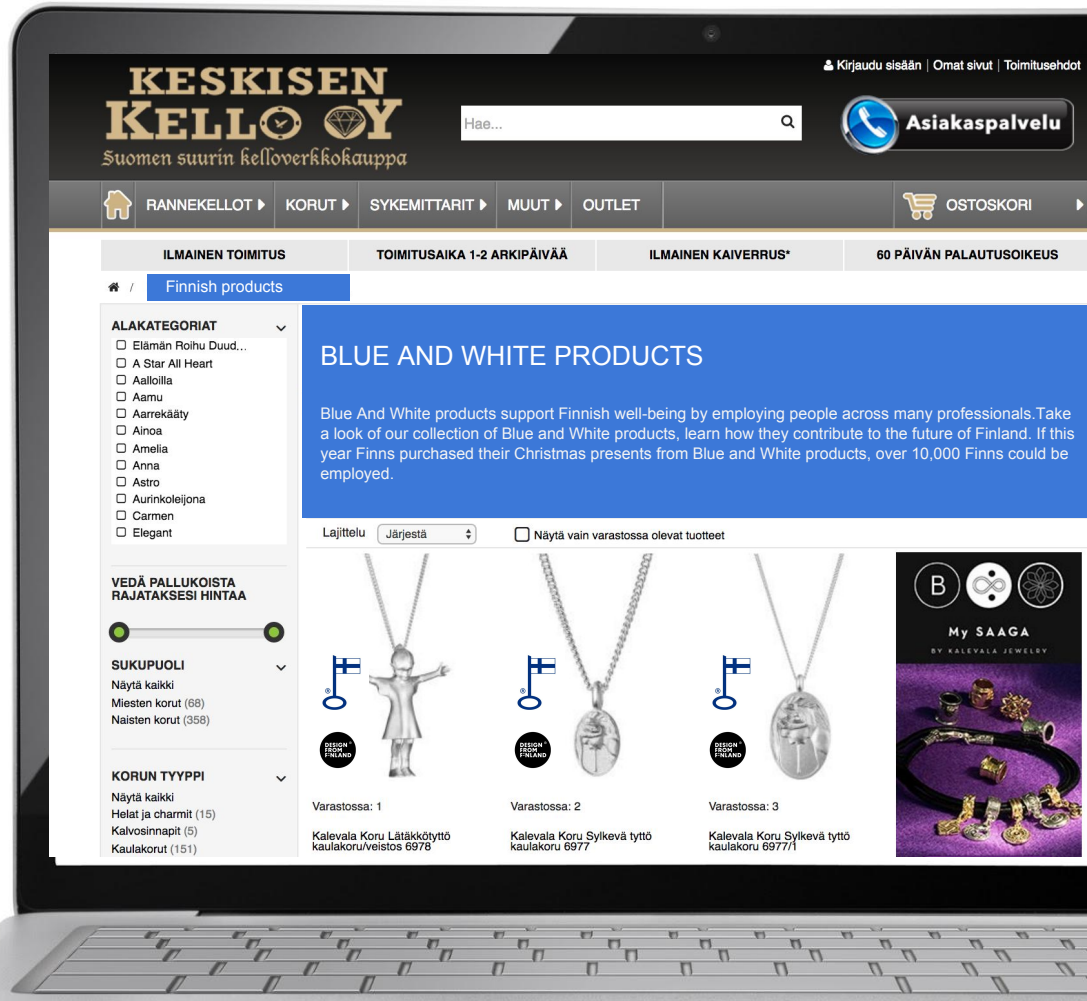
After several Christmas holidays without snow (=black Christmas), most of the Finns wish for a snow white Christmas. We connect this hope to Finland's national colours intellectually and visually across all media channels and encourage all Finns to celebrate *Blue And White* Christmas this year. *Blue And White* products are products acknowledged by any of the Association for Finnish work brands.



Turning Finnish online Stores Blue And White

- A new product category is created to each partnering E-commerce store in cooperation with Association for Finnish Work. The product category lists all Finnish made products and communicates our key values.
- Together Finnish E-commerce stores form an enormous media with millions of users.*
- Not only the stores are good way to raise awareness amongst online shoppers, they make the desired impact actionable as well.
- Through the partnership brands of Association for Finnish Work are made more visible in the stores.
- Association for Finnish Works campaign page introduces all online stores participating in the campaign.

*49% of 18-79 year old Finns purchase online every month
(PostNord Verkkokauppa Pohjoismaissa 2017 -tutkimus)



Building Awareness and Consideration

October-November*



1. On social media and online video platforms, Mira (36) is targeted with video advertising. Video presents how this Christmas by choosing a 'blue and white' gift to contributes to the future of Finnish society and provides work for thousands of workers.



2. Mira notices our content also shared by a Finnish brand she is following as Association of Finnish Work community members may participate sharing our content through their own channels.



3. Mira (36) searches Christmas present ideas in early October. While search, she bumps into a Google search ad which sends her to the inspiring 'Blue and White' gift idea landing page.

Affect
consideration



4. Landing page announces how Finnish E-commerce stores will offer a special selection of Finnish goods this Christmas. Based on Mira's location, page showcases stories about local companies and explains how their value chain positively contributes to the local community.



→ Mira makes a plan to buy a Finnish gifts this Christmas.

*64% of women and 37% of men makes their Christmas gift plans before December. (Joulukauppa 2016, Kaupan Liitto 2016)



Focus Media



Support Media



Earned media

Encouraging to buy

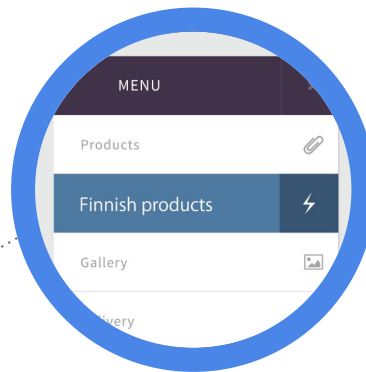
December 2017*



5. In December Mira encounters retargeted advertising with CTA's directing her to buy 'blue and white' Christmas gifts.



6. She arrives to landing page again and finds a list gift ideas together with links to E-commerce stores' which are offering "Blue And White" product categories.



7. Mira arrives to E-commerce store of her choice and is presented with a clear selection of Finnish goods or services.

+
+
Emphasize
key message



8. After her purchase of a 'Blue And White' product, she receives a thank you message from Association of Finnish Work for her contribution.



→ Mira buys a Finnish gift from our partner online store

*74% of the families with children and 64% with no children makes the actual purchasing of gifts in December. (Joulukauppa 2016, Kaupan Liitto 2016)



Focus Media



Support Media



Earned media

Continuing the narrative

January - December 2018

+
+ Positive
Word-of-Mouth

→ Long-term impact
→



9. Christmas presents are talked about.

Especially, if there is a story or a meaning behind the gift. These stories are told both in face-to-face and social media conversations, even posted through channels like Snapchat and Instagram stories, like Mira did.

10. Mira had signed up for our newsletter during our campaign.

She will receive a monthly e-mail throughout the year 2018 showcasing what to buy with 10€ every month from our partner stores, reminding that if every Finn spend 10€ more each month in Finnish products, 10,000 jobs could be created.



→ Mira is convinced to buy more Finnish products monthly



Earned media

Media plan for Blue And White -campaign

I-phase Building awareness and consideration: € 85k	II-phase Encouraging to buy: € 65K	III-phase Continuing the narrative: € 0K
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Channel	Budget	Purpose
Online Video	35k € (30k first phase, 5k second)	Boost our hero content: drive awareness and consideration; drive traffic & conversion
Social Media	50k € (30k first phase, 20k second)	Boost our hero content: drive awareness and consideration; drive traffic & conversion
Digital display	20k € (15k first phase, 5k second)	Drive awareness; drive traffic to landing page; drive traffic & conversion
Own media & earned media through partners' channels	0 € (all phases)	Introduces key messages; serves as a home of content and as a conversion point
SEM	25k € (10k first phase, 5k second)	Shift and support consumers' decision making; drive consideration; drive traffic & conversion
PR & Influencers	10k € (10k second phase, 0 third)	Raise awareness, convince consumers; create trust through endorsement
Native Advertising	10k € (second phase)	Surprise and raise awareness
E-mail	0 € (second & third phase)	Drive traffic & conversion, confirm the decisions, remind consumers
WOM	0 € (all phases)	Drive awareness and consideration through social endorsement

Campaign's outcomes and benefits

1.

Enormous earned media value through partners

2.

Connects brand advertising and tactical advertising to create measurable impact

3.

Emotions and rational factors are considered across the consumer journey

4.

Offers consumers a concrete way to celebrate 100 year old Finland



Increased spend on Finnish Christmas gifts through increased understanding of individual's impact on Finnish society.