



Kiitos naapuri

The Association for Finnish Work



Against common belief
48%
of jobs in Finland is generated by private services*

* Source: Suomalaiset ja työnteko & suomalaisuuden merkitys tuotteissa ja palveluissa 2015 | Kopla Helsinki

Campaign summary

How to get Finnish people to make choices that support Finnish work? In theory this is easy since Finnish work is all around us. However sometimes we still need a reminder.

Too often we give feedback only in negative situations, but now it is time to thank and praise. When using your neighborhood services or when purchasing Finnish products, thank your service provider or product producer, your "neighbor", and spread the word about proud Finnish work and entrepreneurship with a hashtag in Facebook, Twitter or Instagram, or send your thank-you directly from our campaign page.

Send your gratitude to your local shoemaker or capture your best near-by lunch and post it with #kiitosnaapuri hashtag.

We will be your messenger.

Creative insight

Have you been amazed by outstanding service recently? Was your last lunch at the local deli extremely yummy? Is your hairdresser the best on the planet? Did you forget to thank your cashier at the supermarket the last time you visited? Each of us has earned their thank-you. Embrace your local community by spreading the word of Finnish work and share positivity to your near-by entrepreneurs and employees.

We want to bring Finnish work closer to Finnish consumers and make Finnish employees and employers feel more appreciated. We will make consuming services and products produced by Finnish work easier for all by sharing the praises and recommendations.

#kiitosnaapuri – Say thank-you to Finnish work.



73%
of Finns want to support local employment

* Source: Sinivalkoinen jalanjälki kampanjatutkimus 9.3.2016 | Taloustutkimus



65%
of Finns want to support the areas local vitality

* Source: Sinivalkoinen jalanjälki kampanjatutkimus 9.3.2016 | Taloustutkimus

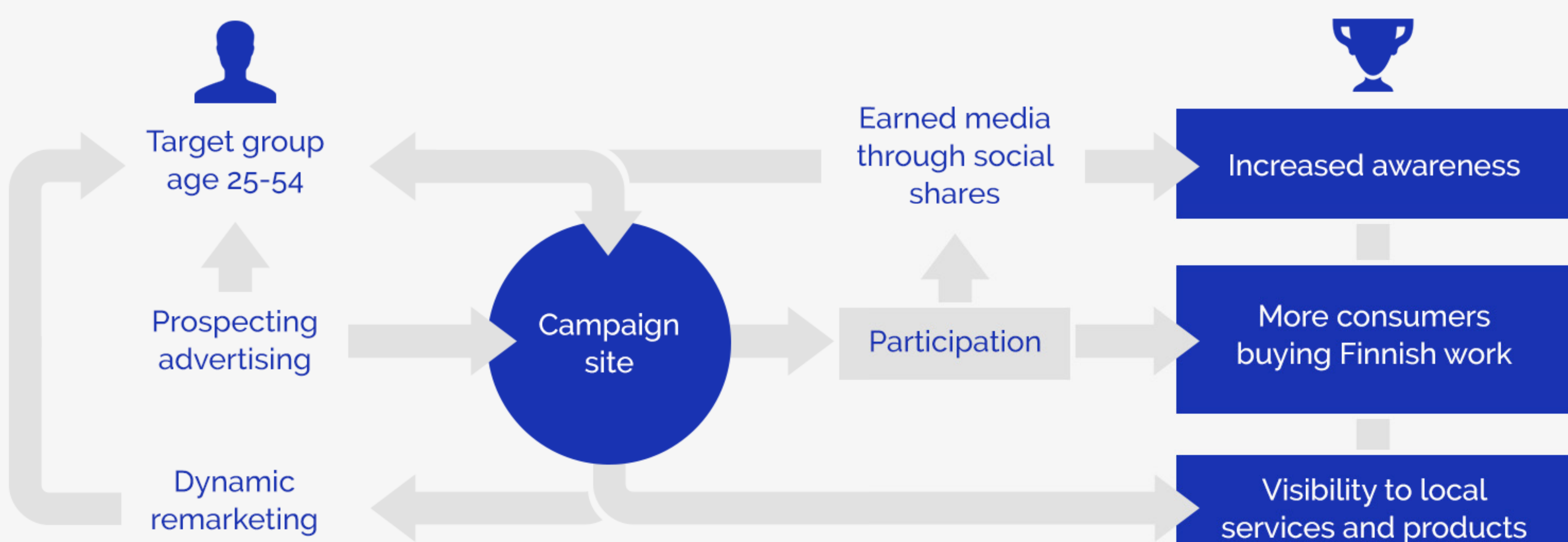
Our solution

We will share your thanks and embraces to near-by people to make it easier to find options that has been produced by Finnish work.

We will gather all tagged recommendations into one place which makes your decision making process easier.

We also want to increase the visibility of these recommendations and embraces and make them more available to consumers by geo-targeted digital advertising in channels relevant to target group highlighting the near-by services and superb products. Focusing on mobile placements, so you can spot recommendations on-the-go.

How does it work



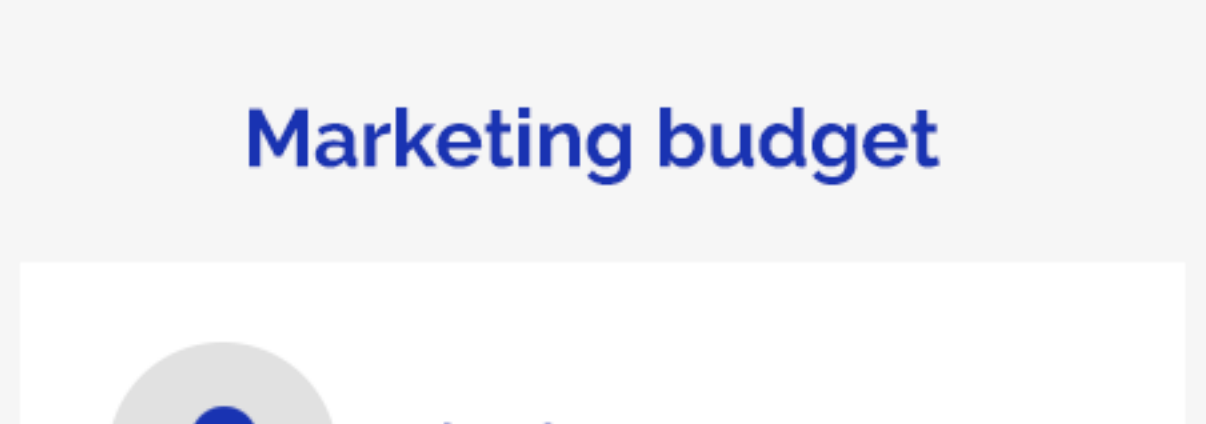
Social media



Share your thank-you with hashtag #kiitosnaapuri



Prospecting display ad
Geo-targeted remarketing ad



Marketing budget

- Display 45.000€
- Facebook 45.000€
- Twitter 15.000€
- Instagram 15.000€

Campaign site, SEO, SEM, PR 30.000€

Campaign site

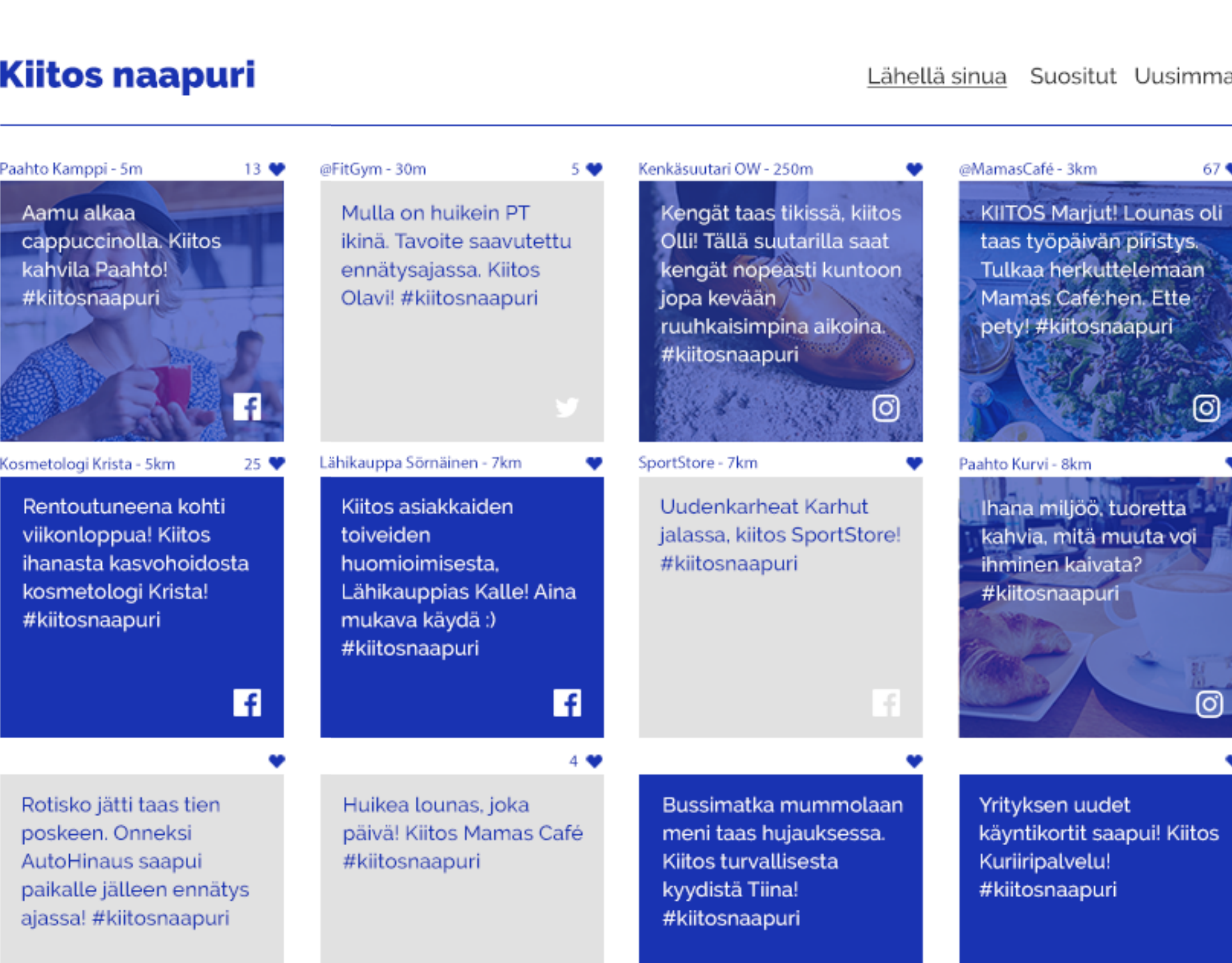


Oletko saanut hyvää palvelua? Oliko viimeisin lounaspaikka erityisen mieleenpainuva? Onko oma kampaajasi maailman paras? Unohditko kiittää lähikaupan kassanetiä viime kauppareissulla? Me välitämme kiitoksesi perille.

Jaa kiitoksesi Facebookissa, Instagramissa tai Twitterissä hashtagilla #kiitosnaapuri

Muistathan merkitä myös kiitoksen saajan viestillä.

- Jaa Facebookissa
- Jaa Instagramissa
- Jaa Twitterissä
- Jaa viestillä



Suomalaisen työn liitto
Suomalaisen Työn Liiton tehtävänä on edistää suomalaisen työn arvostusta ja menestystä. Tuomme sen puolesta, että Suomessa on tulevaisuudessa lisää työtä ja että Suomessa tehtävä työ on merkityksellistä ja arvokasta.
www.suomalaisentyo.fi