

STAND UP FOR FINNISH WORK
Marketers Young Lions Finland 2017
Polar & The Association for Finnish Work

With over 2,800 member organizations, The Association for Finnish Work is a non-profit association dedicated to increasing the appreciation of Finnish work. Polar is the Finnish pioneer in wearable fitness technology with 40 years of experience in helping people live healthier and happier.

CAMPAIGN DESCRIPTION – STAND UP FOR FINNISH WORK

87% of Finnish consumers already feel it's important to make choices that support Finnish work.* We have to make sure they have the resources to do so **for as long as possible**.

Problem: Inactivity and a sedentary lifestyle cause health problems and lead to sick leaves and early retirement among Finnish employees. This has a negative effect on their purchasing power and thus on the Finnish economy.

Solution: POWER POSE – Stand up for Finnish work

We will raise awareness of the health risks and socio-economic costs of physical inactivity with a simple gesture: we ask people to stand up to celebrate Finnish work with an empowering Power Pose. The Power Pose Movement encourages employees around Finland to take an active break at least once every 60 minutes, raise their hands and spread positive energy.

Primary objective: Encourage employees to take an active break at least once every hour

Secondary objective: Activate employers to promote employee health and social responsibility

Spreading the message: Our key influencers share a video of getting up and doing the Power Pose. We invite companies and communities to share the message of the Power Pose.

CAMPAIGN CHANNELS	TARGET GROUP	TO NE OF VOICE
<p>Owned: Polar Blog, Polar Flow service, Polar ambassadors</p> <p>Paid: PPC (targeting and retargeting: SoMe and SEM), key influencers, OOH</p> <p>Earned: national press coverage, social media coverage and UGC</p>	<ul style="list-style-type: none"> • Employees (aged 25–54) • Employers (especially AFW members) 	<p>Positive, empowering, human-to-human</p>

TIMELINE: August–October 2017

Phase 1: Pre-launch | Data-driven analysis: setting up audiences and refining marketing messages

Phase 2: Launch | Promoting key messages across all campaign channels

Phase 3: Follow-up | Remarketing corporate wellness solutions

BUDGET

Planning & production 150 000 €

Media budget 200 000 €

DELIVERABLES	TARGETS & KPIs
<ul style="list-style-type: none"> • Key campaign visuals • Detailed 360° communication campaign plan • Customizable PPC asset kit for (re)targeting • Lead magnet: The Power Pose Corporate Wellness Starter Kit • Influencer assets and guidelines 	<ul style="list-style-type: none"> • 20% decrease in Polar Inactivity Stamps in Finland compared to previous year adjusted for new users • Mentions in press and social media • Corporate Wellness Starter Kit downloads • 30% increase in the number of corporate wellness leads

* STL-brand survey 2016