

A person is seen from behind, standing in a field of tall, golden-brown grass. Their arms are raised high in the air, reaching towards a sky that transitions from a warm orange glow near the horizon to a soft purple and pink hue at the top. The overall mood is one of freedom and achievement.

STAND UP FOR FINNISH WORK

POLAR®

ASSOCIATION FOR
FINNISH WORK

ASSOCIATION FOR
FINNISH WORK

Work creates **WELL-BEING** creates work

POLAR[®]

REFRAMING THE PROBLEM

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**.

Inactivity and a sedentary lifestyle lead to

- health risks
- sick leaves and
- early retirement

These lead to a significant **decrease in the purchasing power of Finns** over their whole lifetime.



* STL-brand survey 2016

THE INSIGHT

The simple act of standing up every once in a while has health-related benefits for **individuals** and socio-economic benefits for the **Finnish society**.

ALREADY IN PRACTICE



The **Polar Inactivity Alert** reminds you to move if you've been inactive for 55 minutes.



INTRODUCING

The Stand Up For Finnish Work **POWER POSE**

Get up at least once every 60
minutes to reach for the skies.

CAMPAIGN OVERVIEW

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 workers around Finland to take **an active break at least every 60 minutes**, raise their hands and spread positive energy.

TARGET GROUPS

EMPLOYEES
aged 25–54

EMPLOYERS
especially members of the
Association for Finnish Work

TONE OF VOICE
Positive, empowering,
human-to-human.

OBJECTIVES

PRIMARY OBJECTIVE

Spread the habit of standing up at least once every hour.

SECONDARY OBJECTIVE

To activate employers to promote employee health and corporate responsibility.

A young girl with dark hair is kissing an elderly man on the cheek. The man has white hair and is wearing a light-colored sweater. The background is a warm, golden glow, suggesting a sunset or sunrise. The overall mood is affectionate and tender.

“I’m going to dance at my
granddaughter’s wedding.”

DELIVERABLES

CUSTOMER FACING

- Key campaign visuals
- Detailed 360° campaign plan
- Customizable PPC asset kit for ad targeting and retargeting

PARTNERS AND CORPORATE

- Lead magnet: The Power Pose Corporate Wellness Starter Kit
- Influencer assets and guidelines

TARGETS and KPIs

CUSTOMER FACING

- 20% decrease in Polar Inactivity Stamps in Finland compared to previous year adjusted for new users
- Mentions in press and social media

PARTNERS AND CORPORATE

- Corporate Wellness Starter Kit downloads
- 30% increase in the number of corporate wellness leads

BUDGET

PLANNING & PRODUCTION

150 000 €

MEDIA BUDGET

200 000 €

CAMPAIGN TIMELINE AND CHANNELS

	PRE-LAUNCH	LAUNCH		FOLLOW-UP		
	August	September		October		
OWNED	Related content in the Polar Blog and partner channels					
			Polar Flow + Polar ambassadors	Newsletter sequence to consumers	Newsletter sequence to corporate leads	
PAID	PPC audience building and testing		PPC campaign targeting and retargeting (mainly Facebook, Instagram, SEM)			
	Identifying and contacting key influencers		Influencer content			
			OOH			
EARNED			Press coverage			
			Social media coverage and UGC			

WHY THIS WILL WORK

SIMPLE. FUN. FEASIBLE.

The Power Pose campaign is simple, memorable and actionable.

WHEN WORK MET JOY

We have updated the focus of “Finnish first” campaigns to resonate with modern consumers.

WE SHARE THE SAME DREAM

All involved parties want the same thing: health, happiness and prosperity for those near to us.

WE KNOW FINNS

We are in a unique position to use data-driven marketing to reach the right target group.

