

Over the Finnish line -challenge

Campaign description

The Association for Finnish work aims to increase appreciation towards Finnish work as well as to ensure its value in the future. As a co-op, founded over 100 years ago by ordinary Finnish workers, S Group shares this mindset of driving for the common good.

Currently there is a big trend towards domestic consumption. 87% of Finns want to support Finnish work via consumer choice but simultaneously they do not act upon this due to price issues or not being aware of domestic alternatives. Yet, if every Finn increased their monthly domestic purchases by 10€, it would equal to 10000 jobs annually.

As a response we launch the “Over the Finnish line” -challenge, targeting 25-54yr old consumers all across Finland. We encourage them to meet the target of 10€ increase by downloading our S-mobile app, where two new features will be added:

- (1) Interactive shopping list which recommends domestic alternatives to current items
- (2) Modified bar chart visualizing the amount of current domestic purchases (incl. service sector) and how far they are from the target set

S Group takes part in the challenge by doubling the amount of returned Bonuses regarding domestic purchases (normally members can receive up to 5% money back from their monthly spend but during the campaign, the corresponding amount could be as much as 10%).

To increase transparency and to build upon a sense of “doing together”, we will build to S-channel a “Over the Finnish line” -campaign site that shows in real-time how many jobs are currently being created.

Campaign channels

We Finns have a long history in supporting and loving our sport stars. All the excitement, joy and pride – those moments and feelings unite us in a way nothing else does. We want to draw upon this emotion and channel it towards our real life heroes – workers of all the different branches that keep the economy running and build our future. Together we can make it over the Finnish line. And beyond.

In order to get people to take part in the challenge, we expect you to come up with a creative concept that communicate the story behind our challenge. The tone of voice of the campaign should be forward-looking, inspiring, bonding and fresh.

Planning and production budget is 100000€. Media budget allocations and target group specific objectives are as follows:

Target group	25-40, total FIN	40-54, total FIN
Channels	Display, online video, some (FB, IG, LinkedIn)	Print, outdoor
Budget (3weeks)	60000	90000
Reach	80 %	75 %
Frequency	4,5	3,5
Growth in awareness	45 %	35 %
Change in attitudes	35 %	25 %

In addition we will provide strong support for the campaign via S Group’s own channels (no extra media fee):

S-mobile: 550k monthly users

S-channel: 650k monthly visitors

Yhteishyvä-magazine: 2M readers

Via rewarding mobile vouchers for domestic products and services and other prizes we encourage people to share their results in social media and to challenge their friends to participate as well. This combined with the inspiring content (video etc.), the campaign has a high likelihood of going viral, encouraging even more consumers to take part in domesticating ones purchases and making it over the Finnish line.

The campaign site and the features in S-mobile will be kept active in order to encourage consumers to prefer domestic products also after the campaign.