

SUOMALAISEN  
TYÖN LIITTO



# OVER THE FINNISH LINE



Join the challenge:  
**#finnishline**  
**#buy2win**

# The perfect match

## The Association for Finnish work...

- ❑ has a long history in increasing appreciation towards Finnish work and ensuring its success in the future.
- ❑ aims to influence purchase decisions and challenges the working life in Finland to reform.
- ❑ strives for openness and cooperation.

## S Group...

- ❑ was founded over 100 years ago by ordinary Finnish workers. As a co-op its only purpose is to benefit its members by providing reasonably priced, quality products and services.
- ❑ invests in new digital solutions for smarter buying and constantly scopes for solutions on how to help its members live easier and better lives.
- ❑ strives for responsible actions and cooperation.

**TOGETHER WE ARE DRIVING FOR THE COMMON GOOD**





# Insight:

**87% of Finns want to support Finnish work via consumer choice.**

**However, 80% make decisions only based on ration and necessity. Price and not being aware of domestic alternatives hinder Finns to act upon their wish.**

**Yet, if every Finn increased their monthly domestic purchases**

**only by 10€, it would equal to 10000 jobs annually.**





**Our solution:  
We challenge Finns**

**“OVER THE  
FINNISH LINE!”**



# Campaign details

**Objective:** To help Finns meet the target of increasing domestic purchases by 10€ and to create at least 800 new jobs during the campaign month.

**Target audience:** 25–54 years old & S Group personnel

**Campaign logic:**

- (1) Consumers will be able to monitor their domestic purchases via S-mobile & are encouraged to increase them via a game like approach
- (2) Items of their mobile shopping list are easily replaced with domestic alternatives
- (3) The amount of jobs that are currently being created is visualized to a campaign site on S-Channel
- (4) S Group will also launch an internal challenge to its 40000 employees

# Campaign elements

Campaign site shows how many jobs are currently being created\*

Rewarding mobile vouchers for domestic services and items

Interactive shopping list with domestic alternatives\*

Double Bonus for domestic purchases

Game like approach for domestic buying: achieve the target and more!\*

Permanent new features marked with \*



# BONUS



# TUPLANA

**LATAA NYT!**

 S-mobiili.fi





# Benefits to

## Our members

- ❑ Ease of making smarter and meaningful buying choices during the campaign and after
- ❑ A sense of greater purpose and belonging achieved by striving together as a nation towards the Finnish line
- ❑ Considerable monetary reward in the form of Double Bonus & targeted mobile vouchers for domestic products and services

## The Association of Finnish work

- ❑ Change in attitudes towards Finnish work +30%
- ❑ Growth in awareness of the cause +40%
- ❑ Being truly able to fulfil the mission of influencing buying behavior

## S Group

- ❑ Change in attitudes towards S Group in the following indicators:
  - Acts responsibly
  - Cares for the community
  - Helps consumers make smarter decisions
  - Forward-looking and agile
- ❑ S-mobile downloads +5% (50000); active users +10% (55000)
- ❑ Sales uplift during campaign month +5%
- ❑ Sales uplift of domestic purchases +10%



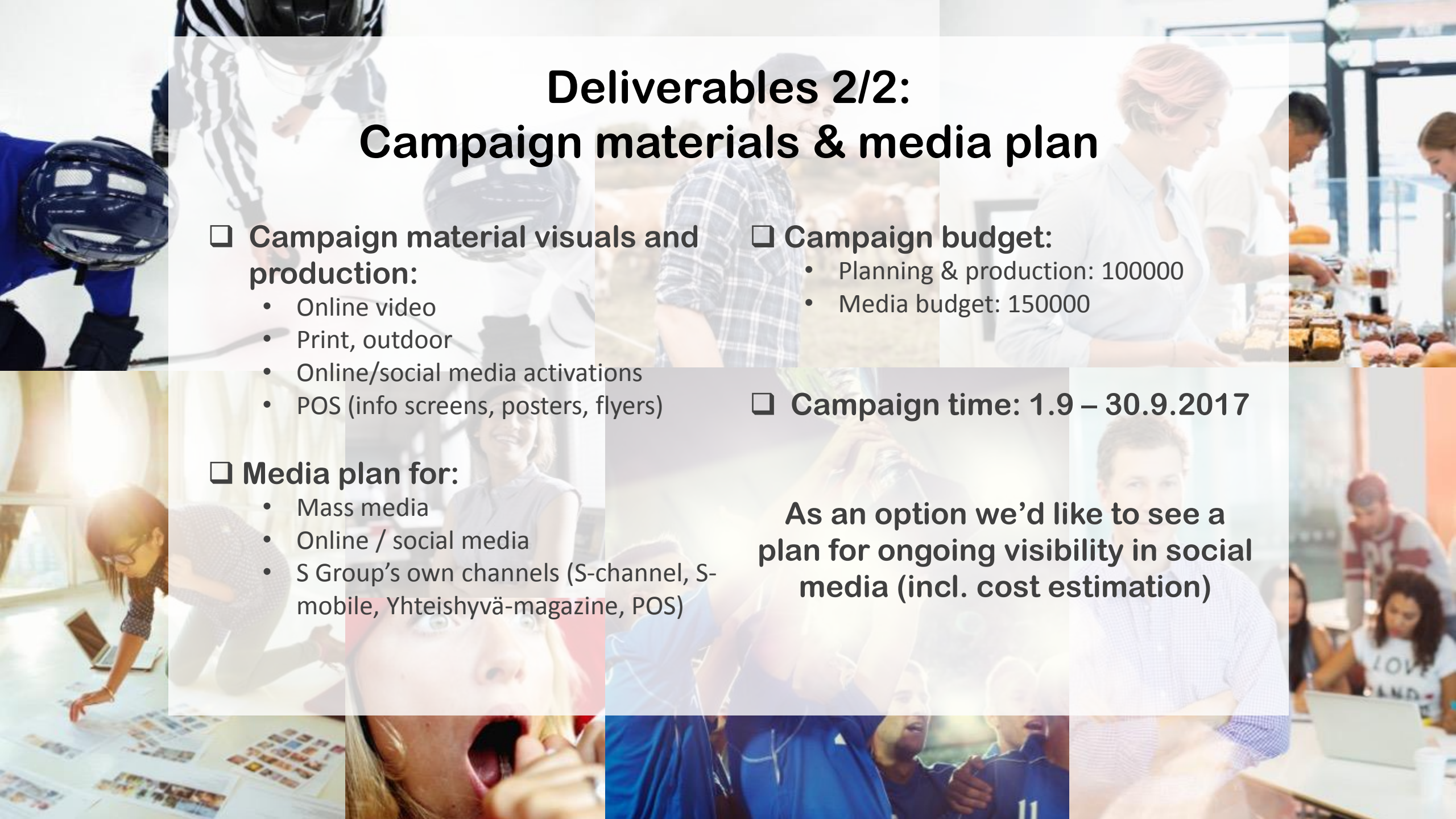
*We Finns have a long history in supporting and loving our sport stars. All the excitement, joy and pride – those moments and feelings unite us in a way nothing else does.*

*Together we can make it over the Finnish line.*

## Deliverables 1/2: Creative concept

- ☐ The idea should bring alive the story behind our campaign
- ☐ Draw upon the emotions linked to supporting Finnish sports stars and channel them towards our real life heroes – workers of different branches
- ☐ Tone of voice: Inspiring, ecstatic, bonding, fresh





# Deliverables 2/2:

## Campaign materials & media plan

### ☐ Campaign material visuals and production:

- Online video
- Print, outdoor
- Online/social media activations
- POS (info screens, posters, flyers)

### ☐ Media plan for:

- Mass media
- Online / social media
- S Group's own channels (S-channel, S-mobile, Yhteishyvä-magazine, POS)

### ☐ Campaign budget:

- Planning & production: 100000
- Media budget: 150000

### ☐ Campaign time: 1.9 – 30.9.2017

As an option we'd like to see a plan for ongoing visibility in social media (incl. cost estimation)

# JOIN THE CHALLENGE!

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 S-RYHMÄ