



TOP 3 HIGHLIGHTS IN THE HISTORY OF FINLAND

1995

Never Forget

2011

Ilmaveivi

2016

Golden Goal

CHALLENGE

Consumers need more emotionally- and rationally-based reasons why they should select the Finnish option, because simply stating "Favour Finnish" is no longer sufficient.

SOLUTION

Pairing up the idea of value-worthy Finnish work with something that is the most passionately and proudly loved phenomenon in Finland – **ice hockey**.

INSIGHT

Finnish work has made Finland the best ice hockey country in the world.

Finland's national ice hockey team has the best coaching, best support troops and best equipment. They are in best shape both mentally and physically, motivated and driven. That is because Finland has the best education, nutrition, family values and environment. And this is all thanks to Finnish work.

STRATEGY

The Finnish national ice hockey team represents everything that Finnish work can achieve, and the Finnish working mentality: stamina, ambition, perseverance and reliability. The players and especially the young lions are embodiments of the Finnish workforce.

A day before the Finnish Ice Hockey Association officially announces the team playing in the IIHF WC tournament 2017 they will release a press release presenting an alternative team. All the players will be people doing their share in the value chain of Finnish work.



#36

Satu, accountant



#2

Wilhelm, designer



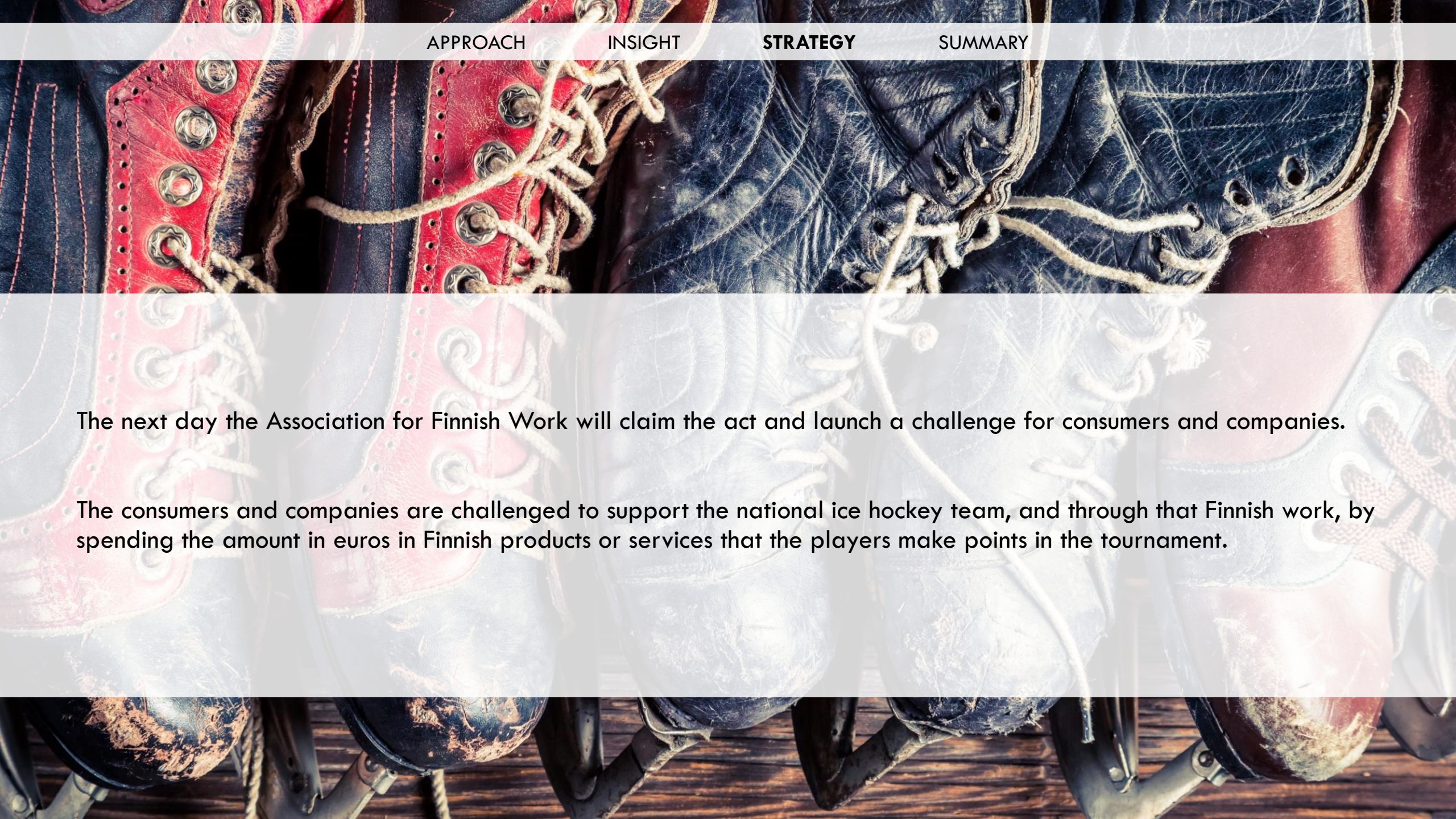
#27

Arttu, cook



#18

Nora, nurse



APPROACH

INSIGHT

STRATEGY

SUMMARY

The next day the Association for Finnish Work will claim the act and launch a challenge for consumers and companies.

The consumers and companies are challenged to support the national ice hockey team, and through that Finnish work, by spending the amount in euros in Finnish products or services that the players make points in the tournament.

IMPLEMENTATION

The campaign site will host a calculator that tracks the personal points of the players in real time. The points are converted into euros and furthermore into jobs that this amount of money would bring if it was spent on Finnish services and products.

After the tournament the Association for Finnish Work will give a final challenge to its members to donate the amount of the overall points for the benefit of Finnish work. The money will be directed to the beginning of the value chain – to support hobbies of children and youngsters.

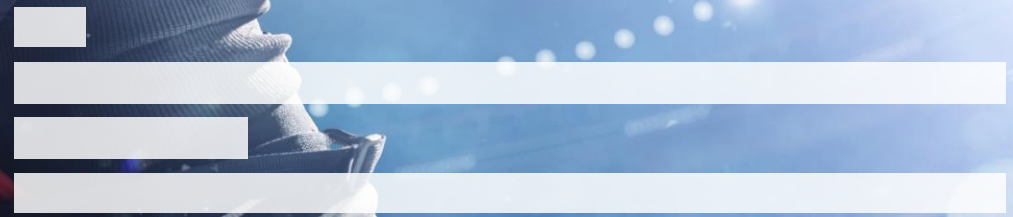
EARNED

Act
PR
News articles
Social media hype

0 €

Awareness, raising discussion

CAMPAIGN TIMINGS AROUND IIHF WC 2017:

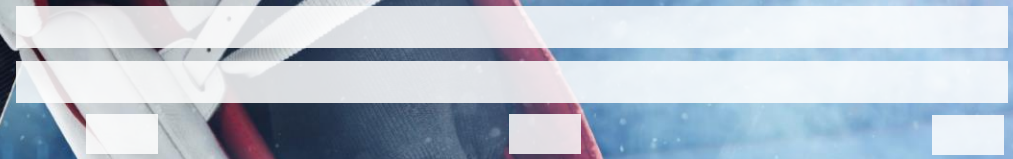


OWNED

Campaign site
Social media
Newsletter

0 €

Engagement



PAID

Online display
Social media
Mobile
SEM
Print

50 000 €

25 000 €

15 000 €

10 000 €

50 000 €

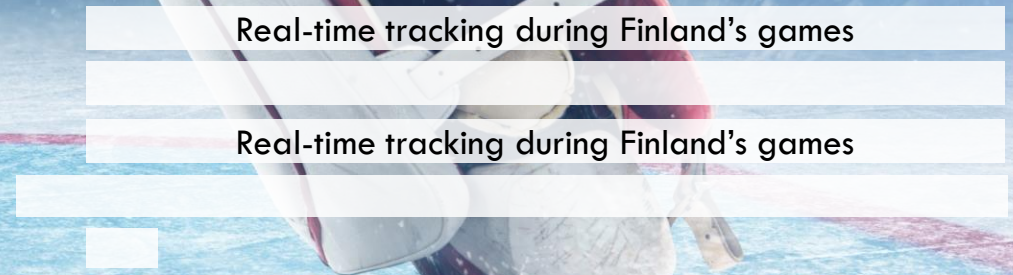
Reach, traffic

Awareness, traffic

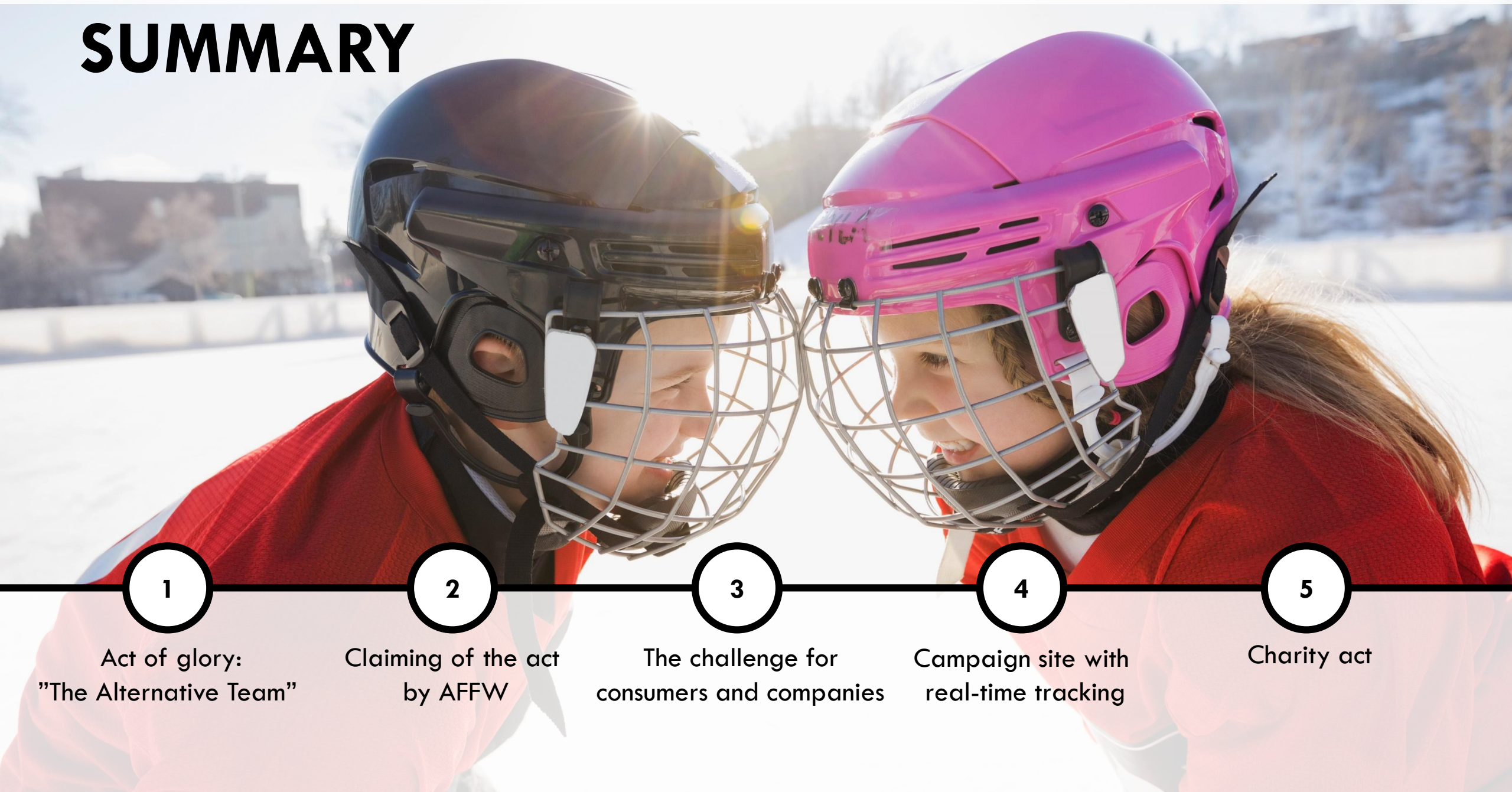
Reach

Traffic, quality, always-on

Awareness, reach



SUMMARY



1

Act of glory:
"The Alternative Team"

2

Claiming of the act
by AFFW

3

The challenge for
consumers and companies

4

Campaign site with
real-time tracking

5

Charity act

A white convertible car is driving on a cobblestone street. Several people are sitting in the car, waving Finnish flags. The car has a red stripe along the side. In the background, other people are walking on the street, some also holding flags. The scene is brightly lit, suggesting a sunny day.

THE 4TH HIGHLIGHT IN THE HISTORY OF FINLAND

2017

The Real MVPs*

* Most Valuable Player