

FINDING GREATNESS IN TOGETHERNESS

A person in a dark jacket and light pants stands on a dirt road that splits into two paths in a forest. Sunlight filters through the trees, creating a hazy, golden atmosphere. The person's shadow is cast on the road. The background is filled with tall trees and dense foliage.

**ASSOCIATION FOR
FINNISH WORK**

CURRENT SITUATION



According to the research of Association for Finnish Work, 70% of respondent are willing to pay at least 10% more for Finnish product or service. Almost 72% aim to use services as they employ Finns and 71% choose always or mostly choose domestic groceries.

Domesticity is important selection criterion in food category, but after price, quality and taste (TNS Atlas, 2014). It is very likely that in consumer goods category it is on same level or even lower. Also young people under 30 appreciate domesticity but over half of them makes the purchase decision through lowest price. (Kansallinen Nuorisotutkimus, 2014).

A study by PostNord states that 79% of Finns make purchases online at least once a year which is less than in other Nordic countries, however it is notable that share of those making purchases in foreign online stores is in higher than other Nordic countries, 49%.

→ Finnish consumers are saying that domesticity is important but most of the time it is not reflecting in their actions.

TARGET GROUP

Demographically the core target audience for campaigning is the work aged population of Finland, A25-54. The amount of work force in this segment is 1,8 million according to the Statistics Finland.

Finland and it's people are peculiar compared to the rest of the world. This is also shown in Hofstede's cultural dimensions. We are individualistic and people are expected to take care of themselves, help is not needed as we like to take care of our own issues. It is difficult for us to be proud of our success and praise the accomplishments of our own or our neighbours. We lack the ability to enjoy our achievements as our society is discouraging displaying one's success in the fear of jealousy.

However, enjoying life is not totally unacceptable. We have few exceptions to this: winning the ice hockey world championship or the national parties such as Vappu and Juhannus. These are times that Finns come together and celebrate as one. Even though Vappu is the celebration day of the Finnish work it's significance is not as strong as it should be. We should be as proud of our own work as we are proud of our ice hockey championship.

We want to associate this "our victory" thinking to Finnish work and Finnish product & services consumption.

CORE INSIGHT

RATIONAL INSIGHT

We have various good rational reasons to be proud and choose the Finnish products and services. The most common rational reasons to choose Finnish products are quality, supporting local employment, freedom of guilt, safety and reliability. However, many psychological and economical studies show that consumers make the purchase decisions based on their emotions and use the rational reasons to justify it. All the rational aspects are strongly associated with the brands of Association for Finnish Work.

EMOTIONAL INSIGHT

We lack the emotional reason to support Finnish work due to our inability to be proud of ourselves together and making the connection between our purchase decisions and its impact on employment. Furthermore, the brands of Association for Finnish Work lack the emotion and the image is stuck in the 80's with Marja-Liisa Kirvesniemi and Juha Mieto, even though building Finnish success is not individual race.

CHALLENGE WE NEED TO OVERCOME

INCREASE THE EFFECT OF APPRECIATION OF FINNISH WORK IN PURCHASE DECISION

ASSOCIATION FOR
FINNISH WORK



CAMPAIGN IDEA

What would be a more effective and surprising way to talk to the Finnish workforce thinking about the work than recruitment context. Not in a corporate way but in a light and cheerful tone. Either employed or unemployed, most of us still follow what is happening in work market which has shown positive development.

On average 34% has used the Internet for looking for job or sending job application during last 3 months in the target group. Alone in online channels we can reach majority of the Finnish workforce. Amount of A25-54 LinkedIn users in Finland is 764 000. Various recruitment sites like Monster.fi, oikotie.fi and duunitori.fi gather hundreds of thousands users weekly.

Our idea is to recruit the Finnish workforce to increase their appreciation towards Finnish work even more higher level than it is already. The idea is to recruit people to do mutual good by underlining the connection between purchase decisions and Finnish work and who would be more appropriate to invite all the Finns to join the common mission than the Finnish ice hockey team.

Best timing to kick off the campaign is on 1st of May when Finns celebrate Vappu and there is hype around the upcoming ice hockey world championship tournament. This also gives us better chance create natural hype around the campaign in social media and in press.

CAMPAIGN EXECUTION

WE ARE HIRING TEAM MEMBERS!

We are looking for:
Spokespersons,
Brand ambassadors,
Country managers,
Promoters
and many others to build our team efforts
toward better Finnish tomorrow.

The position is suitable for everyone who is
willing to increase the appreciation for Finnish
work and also build understanding how every
purchase decision that we make can create
jobs in Finland.

No matter who you are, where you come from,
what is your education, or any other
background. We are all invited to join the
common mission!

The Finnish ice hockey team is proud of the
Finnish work and invites you to be as proud
of yourself as you are proud of them.

FINDING GREATNESS IN TOGETHERNESS!



FOR FINNISH
WORK

The campaign creatives with
Finnish ice hockey players
will be extended to print,
digital solutions, outdoor
and owned channels.

Recruitment video with
Finnish ice hockey team
inviting everyone to join the
common mission is
distributed through social
media channels (Facebook,
Instagram & Youtube).

MEDIA STRATEGY

PAID

Paid media starts with statement ads in major newspapers like Helsingin Sanomat cover page on 1st of May, full pages in Aamulehti and Turun Sanomat. Our media strategy is based on reaching the Finnish workforce in the recruitment sites, LinkedIn, and in addition there will be recruitment video that is utilized in social media and Youtube. Selected out-of-home placements are used to give the campaign extra visibility and repetition during May when the ice hockey tournament is on.

OWNED

Sites and social media communities (FB, IG, LinkedIn, YT) of Association for Finnish work and their members and partners. Additionally the OOH creative can be utilized in the locations of the members of Association for Finnish work and their partners.

EARNED

Sharing on social media, word of mouth, and press releases before the paid media starts and during the campaign.

CAMPAIGN CALENDAR & BUDGET

	April	May	June	July	August	September	October	Budget	KPI's
Paid		Vappu 1.5.						Traditional media 70 000 €	Reach
		IIHF World Championship 5.-21.5.							
		Print						Digital media 80 000 €	Engagement
		OOH							
		Online recruitment sites							
Owned		Paid social (Recruitment video)						Site traffic	
		SEM							
		Sites							Engagement
	Social media								
Earned	PR							Press hits	
	Social media								Shares
	WOM								

SUMMARY

A group of people, likely athletes, are seen from behind, carrying a long white canoe on a wooden dock. They are wearing white t-shirts and dark shorts. The scene is set at sunset or sunrise, with the sun low on the horizon over a body of water, creating a warm, golden glow. The background shows a line of trees and a clear sky.

TARGET GROUP: Demographically the core target audience for campaigning is the Finnish work aged population, A25-54.

CORE INSIGHT: We lack the emotional reason to support Finnish work due to our inability to be proud of ourselves

CHALLENGE & OBJECTIVE: The appreciation of Finnish work & products is on good level but it doesn't show in our consumption choices. Our objective is to increase the effect of appreciation of Finnish work in purchase decision.

SOLUTION: Finding greatness in togetherness. Our idea is to recruit the Finnish workforce to increase their appreciation towards Finnish work with the help of Finnish ice hockey team.

WHY THE CAMPAIGN WILL MAKE A DIFFERENCE: One of the few things that Finns are proud of is the ice hockey team and we invite them to make us find the greatness inside us together. As this is a single image campaign, the success can not be measured easily on long term goals and therefore we need to focus on short terms KPI's like reach, engagement and creating emotional connections.