

# ONCE UPON A TIME

## OLD NARRATIVE

Throughout times our work identity has been based on a foundation which revolves around these perceptions:

HUMBLE

FAVOUR FINNISH

PRIDE

TRADITION

Yet, what we truly have undermined to communicate are the following:

- FINNISH KNOW-HOW

- In many industries WE SET THE STANDARD

- Our work is INSPIRING

- We produce MODERN services and items

- The status of QUALITY LEADERS is a necessity instead of being sufficient

## LET'S REVISE THE SCRIPT

The FINNISH KNOW-HOW in many industries has led us to SET THE STANDARD for INSPIRING work. Our way and style of producing MODERN services and items truly fortify our status as the QUALITY LEADERS

How our working identity is perceived is still there, however; it has evolved to something completely new and this is how we will UNCOVER that story...

# ACTS



## AWAKENING



ARTISTS, WORKERS AND DESIGNERS COMMUNICATE THEIR INTERPRETATION OF WHAT FINNISH WORK WILL LOOK LIKE IN 100 YEARS



## CONTINUUM



THE MATERIAL PRODUCED IN THE FIRST ACT IS USED AS A CONTINUATION OF THE STORY IN MOMENTS CLOSEST TO THE TARGET GROUP



## FINAL CUT



THE STORY CONCLUDES TO ITS FINAL STATEMENT, WHERE THE MAIN CHARACTER LEADS THE STORY FURTHER

AVOUR  
FINNISH  
OLD-FASHIONED  
SISU  
HUMBLE  
MODERN  
MADE IN FINLAND  
WORK  
DESIGN  
PRIDE  
INSPIRING  
TRADITION  
THE KEY FLAG  
Land of a thousand lakes  
BRANDING  
GLOBAL  
FINNISH WELFARE  
OUTDATED  
WE SET THE STANDARD  
QUALITY LEADERS  
RATIONALITY  
SOCIAL RESPONSIBILITY  
FORERUNNER  
VALUES

# AWAKENING – HELSINKI

## THE IMPLEMENTATION

DESIGN, ART AND FINNISH CRAFTSMANSHIP EMERGES  
SIMULTANEOUSLY TO HIGH TRAFFIC ATTRACTIONS IN  
HELSINKI DURING ONE NIGHT.

## GENERATING AWARENESS

FIRST CONTACT WITH STREET ART AND FINNISH DESIGN  
EXECUTED BY ARTISTS



# AWAKENING - AIRPORT

## THE IMPLEMENTATION

MASSES ARRIVING TO FINLAND WILL  
SEE OOH ADVERTISEMENT AS WELL AS  
PHYSICAL ITEMS THROUGHOUT THE  
AIRPORT

## GENERATING INTERNATIONAL AWARENESS

FIRST CONTACT WITH FINNISH  
DESIGN, WORK AND EXHIBITION ITEMS  
PRODUCED BY ARTISTS



# CONTINUUM

THE STORY OF  
FINNISH WORK  
UNFOLDS IN  
PRESENT  
MOMENTS

WHEN?

WHEN GOING TO THE CINEMA!

VIEWERS WILL SEE THE ADVERTISEMENT WHICH  
INCLUDES MATERIAL FROM THE **AWAKENING**, WHERE  
THE FINNISH DESIGN ITEMS AND STREET ART IS  
PRODUCED

ALL MAJOR CITIES WILL HAVE HOTSPOTS TO GATHER  
DATA OF USERS IN CLOSE PROXIMITY AND THE DATA  
WILL BE USED FOR RETARGETING



# FINAL CUT

WE AMPLIFY  
THE  
GENERATED  
AWARENESS

HOW?

TOP 5 HIGH MOBILE REACH MEDIAS

HOTSPOT RETARGETING USING DATA

FROM CONTINUUM



## **AWAKENING**

ORGANIC REACH  
OWNED MEDIA  
AIRPORT & CITY OOH

## **CONTINUUM**

CINEMA  
HOTSPOTS IN ALL CITIES  
CINEMA RETARGETING IN MOBILE

## **THE FINAL CUT**

HOTSPOT RETARGETING  
MOBILE TAKEOVERS  
DESKTOP TAKEOVERS

# DESIGN FROM FINLAND

# CREDITS



## AWAKENING



REACH IN HELSINKI ON A WEEKLY BASIS VARIES BETWEEN [30%-40% OF THE TOTAL POPULATION](#) (POPULATION TOTAL 629 000)

HELSINKI AIRPORT REACH ON A WEEKLY BASIS [IS 333 000 PASSENGERS \(TOTAL 2017 JAN-FEB 2,6 MILLION\)](#)

PROMOTIONAL PIECES WILL BE REVEILED WHEN NATIONAL AS WELL AS INTERNATIONAL [TRAVELLING IS AT IT'S PEAK](#)



## CONTINUUM



POTENTIAL POOL OF CINEMA VISITORS IS 485 000 PER 30 DAYS. FIGURES ARE BASED ON INVENTORY ANALYSIS GAINED DEMAND SIDE PLATFORM

([ADFORM DATA](#))



## FINAL CUT



HIGH REACH SITES HAVE A MONTHLY TOTAL VISITOR [AMOUNT OF 4.2 MILLION](#)

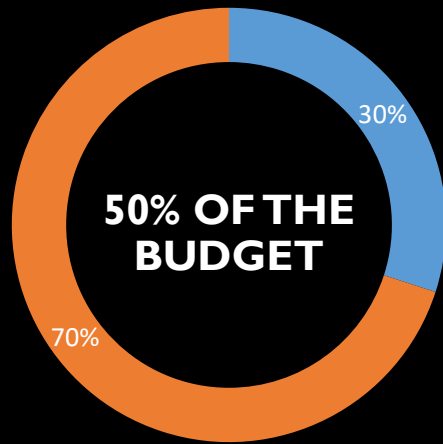
\* FOR MORE INFORMATION CLICK ON THE [LINKS](#)

FAVOUR  
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BRANDING  
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FINNISH WELFARE  
OUTDATED



# AWAKENING

JUN-JUL



CITY OOH AIRPORT OOH

## OBJECTIVE

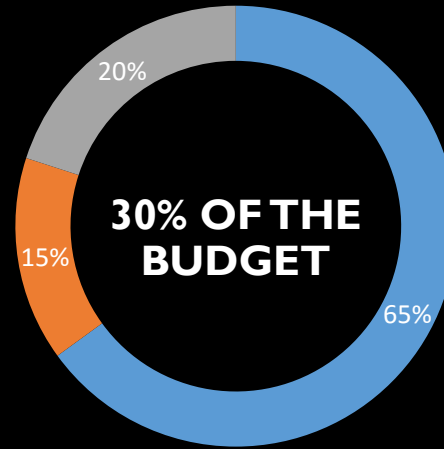
DRIVE AWARENESS

ACTIVATE THE MASSES

MAXIMIZE ORGANIC REACH

# CONTINUUM

AUG-DEC



MOBILE HOTSPOT CINEMA CINEMA RETA

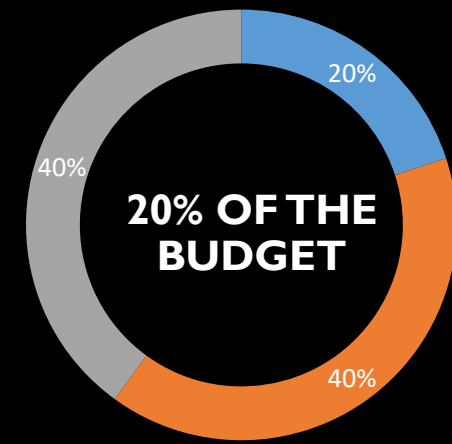
## OBJECTIVE

MAXIMIZE PAID REACH

GROW TOP-OF-MIND

# FINAL CUT

DEC-FEB



MOBILE HOTSPOT RETA DESKTOP

## OBJECTIVE

AMPLIFY BRAND IMAGE

DIRECT THE TARGET GROUP TO RELEVANT CONTENT

**...AND THIS IS HOW A NEW  
CHAPTER BEGINS**