

Attitudes into actions

Feel the Impact of
Your Choices



Challenge

How to get the Finnish consumers to **appreciate the meaning of Finnish work** in a new way and to get them to **make purchase decisions accordingly?**

Insight

Attitudes don't match actions:

76%¹ say they appreciate the Finnish work and want to support it, but only 10,10%² of the 25-34 year-olds say they always buy domestic products when possible.

There is a huge potential in activating the millennials.



¹ STL.fi Research: STL-brand survey 2016, Frankly Partners

² TNS Atlas heinä-joulu 2015 Päivittäistavarat



Millennials

25-34 years old
people.

Est. 615 060.

16% of Finnish
population.

Target group insight:

Young people do **appreciate domesticity** but it is **not among the most critical purchase criteria**. They have grown up to global world where foreign products and services have always been available.¹

25-34 year-olds don't prefer to buy domestic products as much as 55+ year-olds.²

I prefer to buy products from within my country

Hide

25-34



55+



Millennials are **a must-win battle**. They have the most potential in increasing the appreciation of Finnish work in the future.

¹ Yhteishyvä.fi - Suomalainen Ruoka Menestyy Kotimaassa

² Google Consumer Barometer

Communications strategy

Their purchase decisions have great influence in the future, but we need to make them **feel the impact of their choices first.**

We need to **make their attitudes match their actions.**





Idea

Launch a chatbot that engages millennials in a compelling and funny way through storytelling.

The chatbot plays different scenarios of how their daily purchasing decision affect the environment around them and gets millennials to see **how their actions change the world.**



What is chatbot?

Everybody can connect and talk with a chatbot, no matter if it's day or night.

You can find all kinds of chatbots from you Facebook Messenger. Some give you relevant news and other give you lunch recommendations.

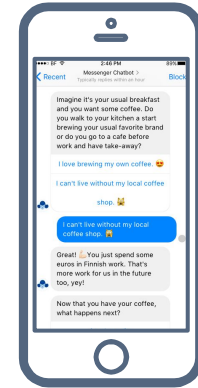
Our chatbot makes millennials think about their decisions in a positive way.



Whaaat?!

Activate the hard-to-reach young target group in natural and compelling way by using **dark social trend**.

Dark social means social sharing that occurs outside of what can be measured.



Millenials are hard to reach since they do not believe in authenticity of advertising.¹

However, they appreciate personalized communication and digital experiences.²

Millenials use more and more **instant messaging** and dark social.³

Facebook has an important role in consumers' purchase intentions.⁴

Also its biggest target group is 25-34 year-olds⁵ and it allows the use of new emerging media, like Messenger chatbots.

¹ Provad – Milleniaalit eivät luota mainontaan, vaan aitoihin kokemuksiin

² TrendWatching – 5 Trends for 2017

³ Adweek – More Millennials Use Facebook Messenger, WhatsApp

⁴ Asian Journal of Business Research – Facebook: Investigating the influence on consumer purchase intention

⁵ MTV, Kurio – Suomalaisten sosiaalisen median käyttö 2015



How does it work?

Every conversation has a similar start, but always ends in a different direction depending on your choices.

The chatbot shows how **small differences in choices** can lead to very different outcomes.

Storyline example

Anna sees a Facebook ad about a new chatbot. “Oh, this must be that cool thing Kalle told me about”, she thinks and opens a conversation with the bot.

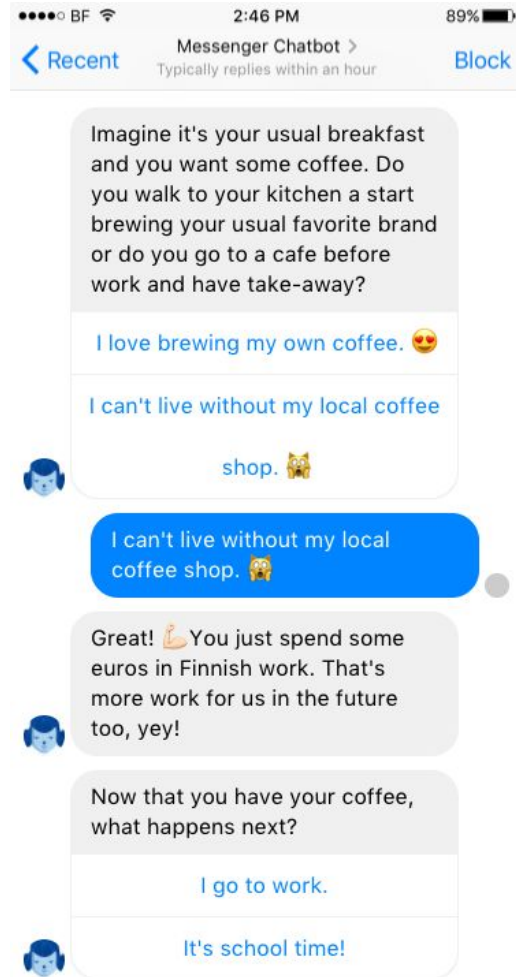
The chatbot starts with a cheerful hello and leads to the discussion about Anna’s daily life. She gets good comments and positive tips on how to make better decisions for supporting Finnish work.

At the end of the discussions the bot gives a summary of how Anna’s choices added up. There’s also a recommendation – by changing a few daily habits, she can help create 10 jobs in Finland in a year. “Awesome job, Anna!”

Anna loves the idea and shares the result with her friends and recommends them to try it out too.

The Goal

The goal of the conversation is to be so compelling that millennials go through it twice, just to see how different results can be. It will appeal to both emotional and rational side.





Activation Strategy

REACH, 66%
of budget

ENGAGE, 23%
of budget

ACTIVATE, 0%
of budget

NURTURE, 17%
of budget

Paid media

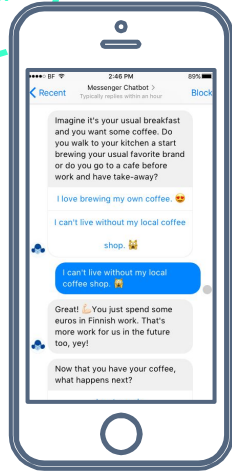
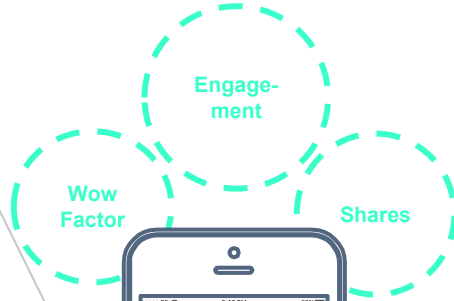
- Facebook
- Instagram

Owned media

- Websites (STL.fi & partner sites)
- Facebook / Instagram

Earned media

- PR
- Peer Influence



Read more

Links from bot

Shares

STL.fi

Tips on how to improve daily purchase choices

FB / IG / Whatsapp

Retargeting ads direct to STL.fi mission and increases awareness of the campaign message "Attitudes into actions"

97% of the millennials can be reached 5-7 times during 4 weeks campaign period¹

¹ Facebook Ads manager



Summary

The millennials are trendsetters and influences others.

A new way to increase awareness through growing trend of dark social.

Get high reach among millennials.

Modern idea that can be used in long-term campaigning for STL.



Challenge

How to get the Finnish consumers to appreciate the meaning of Finnish work in a new way and to get them to make purchase decisions accordingly?



Idea

Activate the hard-to-reach target group through dark social trend in natural and compelling way.



Insight

Attitudes do not match the actions.



Solution

Launch a chatbot that engages millennials to make different choices and see how their decisions result various scenarios through storytelling.



Target group

25-34 years old people, millennials. They are trendsetters and hard to convince, however their choices matter.



Results

Target group will understand how their choices will affect on bigger picture in a funny way. They also learn how they can turn their **attitudes into actions** by feeling the impact of their choices through chatbot.