

A serene winter landscape featuring a river with ice floes flowing through a forest of snow-covered trees. The sky is filled with soft, pinkish clouds, suggesting a sunrise or sunset. The text "Support Swedish" is overlaid in the center of the image.

Support Swedish

Insights

A young child with light brown hair, wearing a blue long-sleeved shirt and dark shorts, is sitting on a light brown sofa. The child is holding an open book and looking down at it. Their feet are prominently in the foreground, resting on the sofa. The background is a plain, light-colored wall.

- Target group size for 25-54 yrs old: 1 887 000 people
- Daily reach for social media and VOD services are highlighted in this target group
- Consumers need strong reasons for their consumption choices
- 87 % of people feel it's important to support Finnish work by consumer choice

Framework

Traditional favour Finnish campaigning is not impacting to consumer behavior enough. Emotional reasons are needed to change the consumption motives.

Emotional connection is triggered by puzzling theme to support Swedish. This will create a new way of approach.

Sweden is often seen as Finland's big brother and usually close relationship includes competition and jealousy. Sweden has the best economic growth in the Nordics.

Sweden usually evoke powerful emotions among Finns.

Core idea

The campaign idea is a wake up call to Finnish people with courageous idea of Supporting Swedish theme.

This conflicting idea will activate and challenge people to think and discuss of the importance of Finnish work.



Objectives

The purpose of this campaign is to raise awareness and visibility of Finnish consumer behavior and generate more emotional feelings instead of rational thinking.

Every choice matter and everyone has the responsibility to create a better future for Finnish work.

Aim is to lift Finnish option to the top of mind of consumers and achieve healthy pride of Finnish work.

How we do it?

Video is trendy and used for creating awareness and story telling which has powerful effect on emotions. Video begins with Support Swedish theme and raises thoughts of what if Finnish work is shifted to Sweden. After the wake up call the video will highlight the importance of Finnish work and matter of everyday choices. The video will be displayed in mentioned channels below.

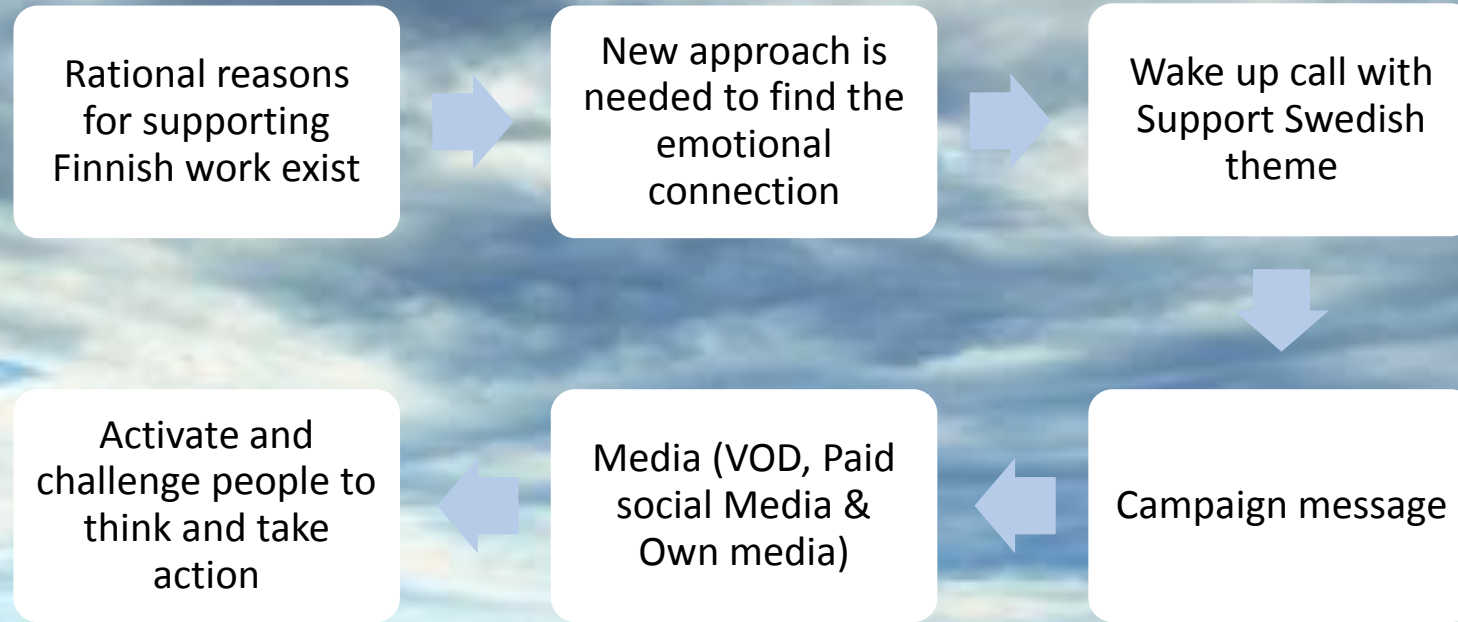
VOD is highly recommended to be used in this target group. Streaming and video on demand services are reaching daily for 43% of the target group.

Paid social media channels are used to reach and engage the target audience (daily reach among the target group 71%) and feed the discussion of importance of Finnish work. Campaign can also earn viral visibility with courageous topic. Social media channels are active content producers with different type of ads.

Own media is used mainly for sharing information of the importance of Finnish work and everyday choices.

The timing: Campaign starts in October and culminates to the Osta työtä Suomeen day 4.12.

Summary



A weather vane is mounted on a vertical metal pole against a clear blue sky. The weather vane has four directional arrows and a white circular cap. Below the cap is a white rectangular sign with rounded corners and a black border, containing the text "Every choice matter". Below the sign, the pole is decorated with several large, 3D-style arrows pointing in various directions: a black arrow pointing up and to the left, a grey arrow pointing right, a white arrow pointing right, a grey arrow pointing left, and a white arrow pointing right. The overall scene is brightly lit, suggesting a sunny day.

Every choice matter

A blue and white flag with a cross-like pattern is flying on a wooden pole in the foreground. The background shows a large body of water with a white wake, a distant forested shoreline, and a clear blue sky with some light clouds.

Choose wisely