

# MADE WITH SISU 2.0

Campaign for the Association for Finnish Work

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# WHAT WORDS DESCRIBES FINNISH WORKMANSHIP?

Resilience

Persistence

Hardiness

Bravery

Flexibility

Quality

Co-operation

Simplicity

Modesty

Honesty

What do all of these have words in common?

**FINNISH SISU, PRKL!**

# INSIGHTS

## INCREASE APPRECIATION

Finnish sisu is hot stuff abroad at the moment. (1)

Sisu is a matter of pride for ALL Finns and creates a sense of togetherness. (2)

Through the help of sisu, Finland has become a welfare country. (3)

Finnish innovations have always been associated to sisu and vice versa. (2)

Finland is one of the top countries when it comes to innovations. (4)

**Objective:** Awareness and reach

## INFLUENCE PURCHASE DECISIONS

55% do not recognize domestic products when shopping. (5)

84% are ready to choose domestic products when possible. (6)

**Objective:** Convert

### Sources

1. <http://www.thetimes.co.uk/article/forget-hygge-this-year-its-all-about-gluggavedur-2g8kpzs9l>
2. <http://www.businessinsider.com/finnish-word-sisu-is-key-to-success-2014-6?r=US&IR=T&IR=T>
3. <http://www.pohjolansanomat.fi/lounaislappi/suomalainen-sisu-20-15882315/>
4. [http://www.stat.fi/artikkelit/2012/art\\_2012-04-04\\_004.html?s=0#1](http://www.stat.fi/artikkelit/2012/art_2012-04-04_004.html?s=0#1)
5. [http://www.sinivalkoinenjalanjalki.fi/wp-content/uploads/2014/03/Sinivalkoinen\\_jalanj%C3%A4lki\\_raportti-maaliskuu-2016-verkkoon.pdf](http://www.sinivalkoinenjalanjalki.fi/wp-content/uploads/2014/03/Sinivalkoinen_jalanj%C3%A4lki_raportti-maaliskuu-2016-verkkoon.pdf)
6. [https://younglionsfinland.files.wordpress.com/2016/11/ylf\\_2017\\_brief\\_supporting\\_material.pdf](https://younglionsfinland.files.wordpress.com/2016/11/ylf_2017_brief_supporting_material.pdf)

# CAMPAIGN STRATEGY

## OBJECTIVE

Our overall objective is to increase the appreciation of domestic products and services and the knowledge of Finnish workmanship to the Finnish population, which has been made through the power of sisu 2.0.

## TARGET GROUP

If 55% of the Finnish population do not recognize domestic products in store when shopping, an assumption can be made that the Key Flag itself does not help to recognize the domestic product. This can result into consumer choosing the non-domestic option. Based on this assumption our campaign target group will be **25-54 year-olds non-domestic option buyers**. The actual size of the target group is 849 000, which represents 22% of the total population. (7)

## MISSION

To tell about Finnish innovations, inform about the rational reasons of selecting domestic options and to influence purchase decisions.

## VISION

Instead of choosing the foreign product or service, the target group member chooses the domestic option.

## THEME

Make Finns again proud and aware of domestic products and services, which are made with current day sisu, also known as sisu 2.0.

# DATA STRATEGY

To form out the necessary target group, first party data is essential and would need access to consumer purchase data.

Since the Association for Finnish Work does not have access to consumer purchase data, a co-operation needs to be established with a Finnish retail conglomerate to gain access to the data and to form the necessary target group.

Co-operation would mean that both parties would benefit from the arrangement.

**The co-operation would provide the Association for Finnish Work the possibility to utilize the following elements from the retail conglomerate:**

- Conglomerate's mobile app for consumers
- Purchase data
- Technology (e.g. beacons in stores)

**In response the retail conglomerate:**

- Could attain positive effect on their corporate social responsibility and reputation
- Gains access to the campaign data

The co-operation between both parties would mean that the usage of the data is cost free.

The idea behind utilizing actual purchase data is to identify a member of the target group and reach him/her through different media channels. In addition, the data strategy makes it possible to track back on the consumer's actual buying behavior and have a look at whether the share of buying domestic products or services have increased.

The overall purpose of the data strategy is to form out a clear target segment from retail conglomerate's data. In this case all consumers between 25-54 year-olds who have a high frequency of purchasing foreign products and services.

# MEDIA AND COMMUNICATION STRATEGY: MADE WITH SISU 2.0

## MEDIA STRATEGY

Reach the target group at the right time with data through digital channels such as **online video** and **digital out of home** as well as utilizing modern day **mobile beacon technology** by sending out **push notifications through a mobile app** to consumers on the go.

## COMMUNICATION STRATEGY

### VIDEO 1 - YOUTUBE - EMOTIONS

Inspire the target group with stories of innovations which are made through Finnish sisu and make them think about the future of Finland.

Example of the message:

Tell the target group through video the history of innovations in Finland in the past (maternity package, xylitol and all of the success stories we all know today...)

Moving along the story to current day innovations which could be Finnish companies related to for example cleantech or open source education platforms.

At the end of the video we raise the question: what are the possibilities in the future with modern day sisu 2.0?

**ROLE: Awareness and reach**

### VIDEO 2 - DOOH - REASONING

Inform the target group about rational based reasons as why they should select the domestic option and remind of the causes and consequences of ones own purchase decisions.

Example of the message:

Did you know that every euro spent on Finnish products or services equals to a 1000 jobs per year?

**ROLE: Awareness and reach**

### PUSH NOTIFICATIONS - MOBILE APP - CONVERT

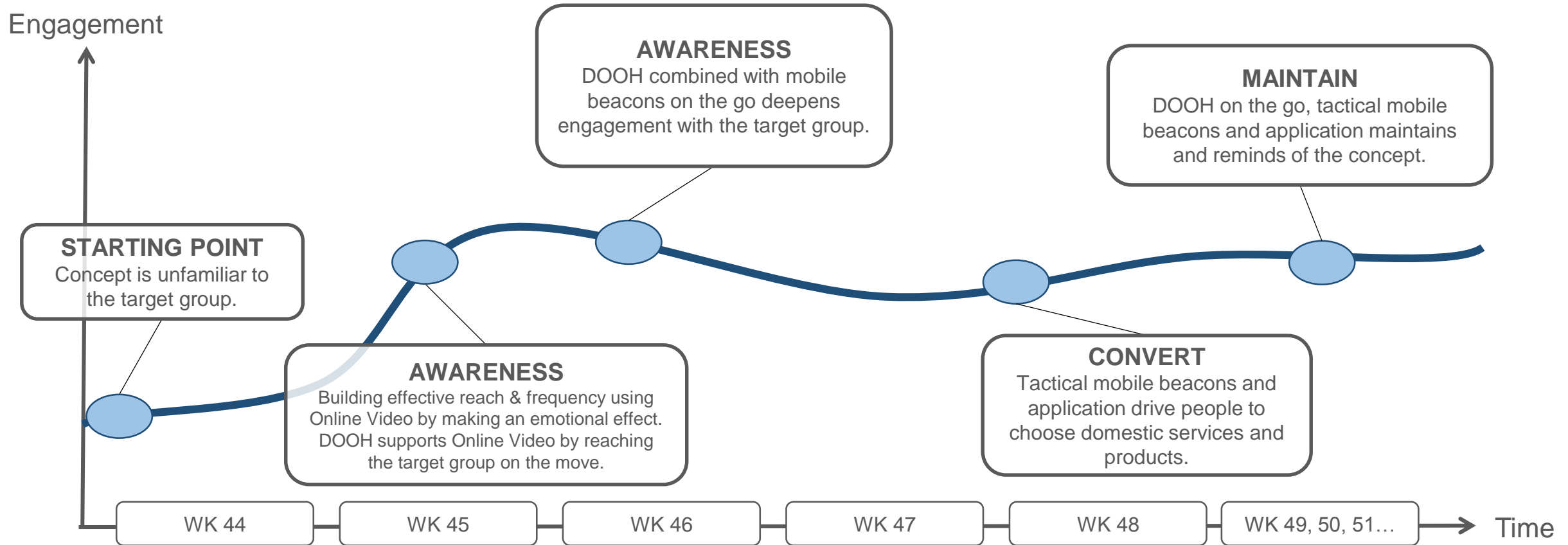
Inform the target group about choices on Finnish products and services which they can make on that specific place.

Example of the message:

Did you know that there are over xxx number of Finnish products available here on which you can choose from?

**ROLE: Convert**

# CONSUMER JOURNEY



# MEDIAPLAN

	October	November					December		
		wk 44	wk 45	wk 46	wk 47	wk 48	wk 49	wk 50	wk 51
Awareness Reach		Online Video – YouTube TrueView – Video 1 43 000€*							
Awareness Reach		DOOH + Beacons – Digimalls – Video 2 96 000€							
Convert		Mobile - App and beacons – push notifications 6 000€**							
		<b>IN TOTAL 150 000€ ***</b>							

\* YouTube TrueView includes a brand awareness study

\*\* The cost of beacons in shopping malls in digimall units

\*\*\* The total media budget includes a video production fee = 5 000€



# DEEP DIVE INTO CAMPAIGN DETAILS

## THE MECHANICS BEHIND MOBILE BEACONS IN DOOH AND MOBILE APPS

### DOOH

The screen unit itself has a beacon attached that is not necessarily visible to the target group members. Whenever a target group member passes the screen unit, the beacon identifies him/her when a smartphone's Bluetooth is enabled and the retailer's mobile application is active in the background. This causes the campaign video to start playing on the screen. (8)

### Mobile App

When entering a certain location, a beacon identifies the target group member. He/she would receive a push notification that reminds of the available or the amount of domestic products and services close by. Again, the beacon identifies him/her when a smartphone's Bluetooth is enabled and the retailer's mobile application is active in the background.

## WHAT ABOUT THE USAGE OF BLUETOOTH?

According to studies related to the usage of Bluetooth, about 25-50% of smartphone users, depending on the country, have Bluetooth enabled. (9)

## REASONING FOR THE CAMPAIGN TIMING

Since the media plan is mostly based on the point of purchase, the ideal campaign timing would be during Christmas time when people are shopping for Christmas.

Also "Osta työtä Suomeen päivä" has been in the beginning of December which fits in to our campaign timing not to mention Finnish Independence day 6.12. which naturally makes people to think about Finnishness.

## KPIS

YouTube: brand awareness, unique reach, view rate and traffic to landing page

DOOH: OTS and dwell time (10)

Mobile app and beacons: push notification open rate and dwell time

### Sources:

8. <http://www.ibeacon.com/what-is-ibeacon-a-guide-to-beacons/>
9. <http://beekn.net/2014/03/ibeacon-bluetooth-insights-empatika/>
10. <http://blog.gpshopper.com/the-3-most-important-kpis-for-your-beacon-pilot>

# SUMMARY

## THEME

Make Finns again proud and aware of domestic products and services which are made with current day sisu, also known as sisu 2.0.

## OBJECTIVES

Our overall objective is to increase appreciation of domestic products and services and the knowledge of Finnish workmanship to the Finnish population which has been made through the power of sisu 2.0.

## STRATEGY

Reach the target group at the right time with data through digital channels such as online video and digital out of home as well as utilizing modern day mobile beacon technology by sending out push notifications through a mobile app to consumers on the go.

## EXCECUTION

**YouTube** – Video 1  
**DOOH and beacons** – Video 2  
**Mobile app and beacons** – push notifications

## OUTCOME

YouTube: brand awareness, unique reach, view rate and traffic to landing page  
DOOH and beacons: OTS and dwell time  
Mobile app and beacons: push notification open rate and dwell time

## REASONING

There is a lot of potential to increase awareness in the chosen target group.  
The communicational approach is convergent and has a modern day feeling.  
We have clear focus points on who to reach, how to reach and where to reach the right target group.  
The campaign KPIs are measurable due the use of digital channels and technology.  
The mechanics are not cast in stone and can be modified to fit for example to another target group.