

**KNOWLEDGE IS  
POWER**



Manufacturing value is decreasing in the value chain

60%

1970

44%

1990

30%

2010

whereas immaterial value increases its significance

40%

1970

56%

1990

70%

2010

“Intangible products - ideas, processes, information are taking a growing share of global trade from the traditional, tangible goods of the manufacturing economy.”\*

Which made 70% of work in Finland in 2010.\*\*

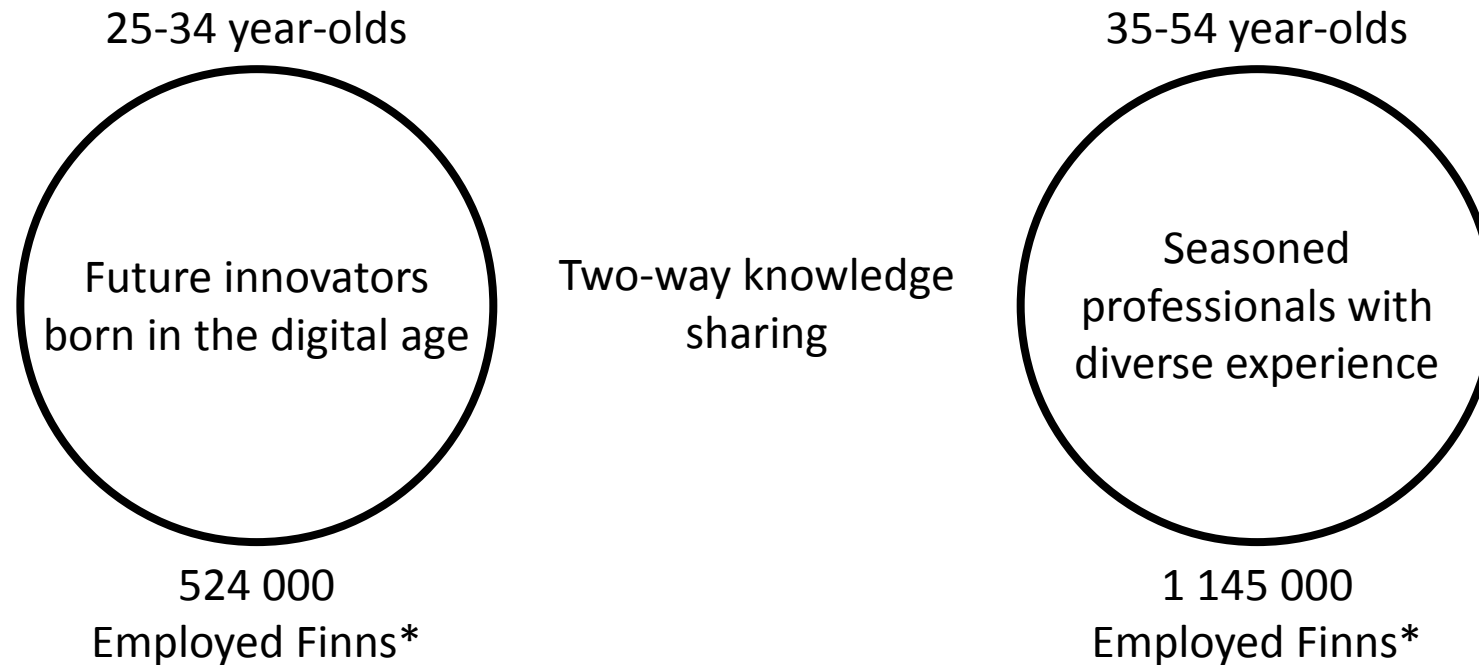
“Increasingly the only sustainable competitive advantage is continuous innovation. In other words the application of new knowledge.”\*

Gathering and sharing knowledge is underutilized in Finland at the moment.\*\*\*

**FINNISH ECONOMY IS INCREASINGLY IMMATERIALIZED, WHICH IS WHY  
THE ASSOCIATION FOR FINNISH WORK WILL HIGHLIGHT THE  
IMPORTANCE OF KNOWLEDGE SHARING WITH THIS CAMPAIGN**

## INSIGHT - IDEA - FRAMEWORK - EXECUTION - SUMMARY

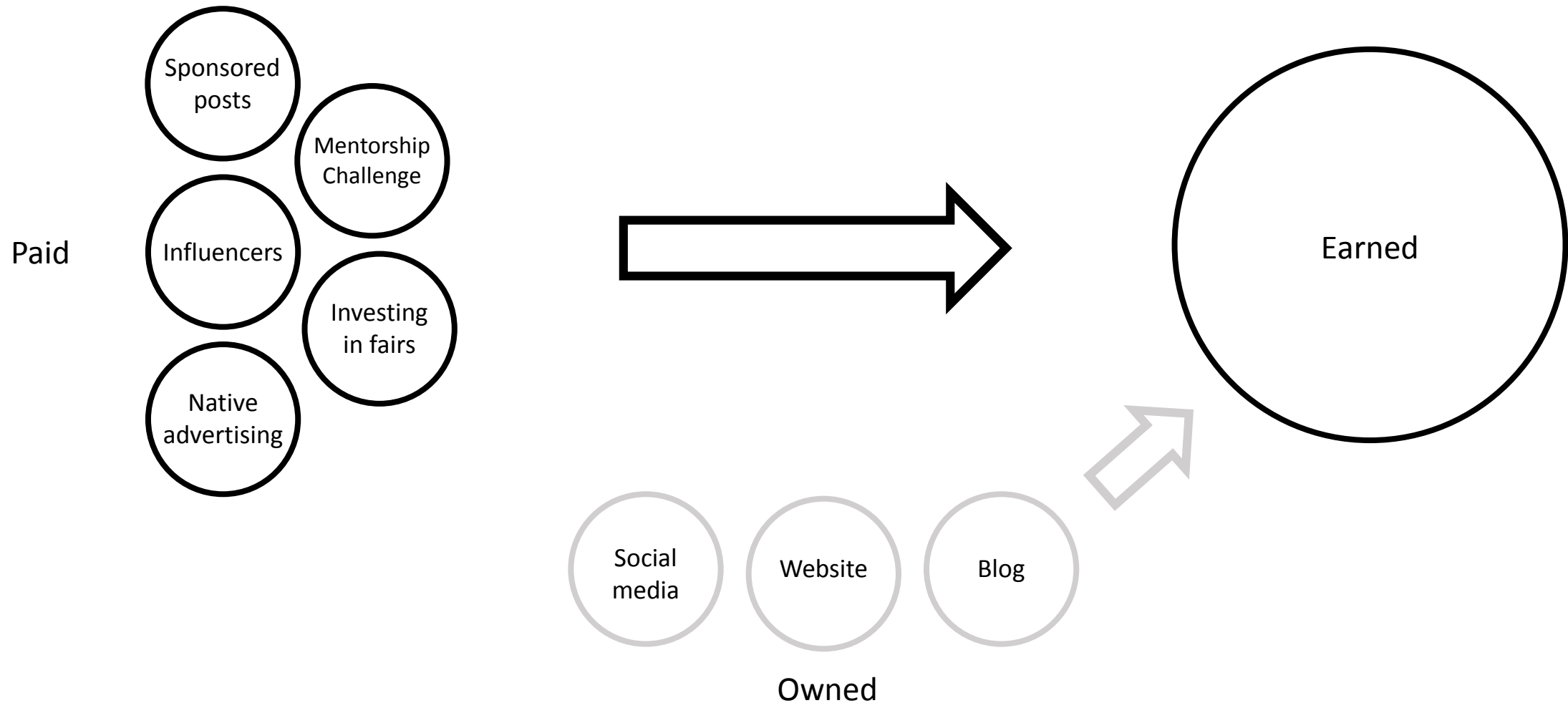
We decided to divide the core target group into two – future innovators and experienced professionals that represent the majority of people running the Finnish economy.



By encouraging experienced professionals / companies to share their own know-how to future innovators and on the other hand supporting millenials / startups to share innovative ideas to more seasoned professionals, we are building a "doing together" -mentality across generations for years to come.

# INSIGHT - IDEA - FRAMEWORK - EXECUTION - SUMMARY

Our media advertising angle is to activate, encourage and challenge Finnish companies and workers to share knowledge and learn from each other in order to boost the Finnish competitiveness.



## INSIGHT - IDEA - FRAMEWORK - EXECUTION - SUMMARY

Sponsored posts

The Association of Finnish Work boosts inspirational examples, articles and stories from Finnish John Doe's using the hashtag #tietojakoon on social media. This inspires others to share their own stories to their peers and to the public, not forgetting the social and branding value. Target group: 25-34 year-olds.

Mentorship Challenge

The association of Finnish work encourages companies to share knowledge within the society to become a member and get The Finnish Social Enterprise Mark. Target group: 35-54 year-olds.

Influencers

Finnish influencers that have shown tremendous amount of positive spirit towards Finnish work, e.g. Alexander Stubb, Arman Alizad, Kaisa Mäkäräinen and a 11-year-old entrepreneur KoruMies Arvi. Influencers will be posting encouraging content in the social media channel of their choosing. Target group: Depending on the influencer.

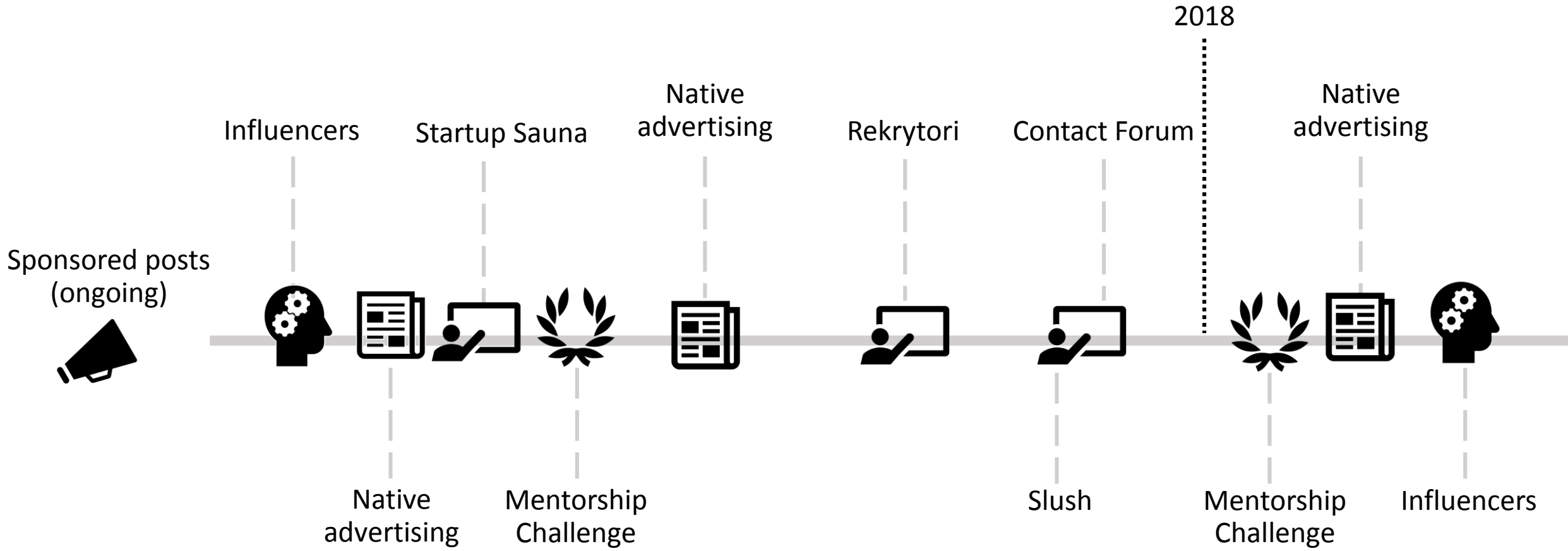
Investing in fairs

The Association of Finnish Work will be present and sponsoring work-related fairs such as Slush, Startup Sauna, Contact Forum and Rekrytori to increase the appreciation and success of Finnish work. Target group: 25-34 year-olds.

Native advertising

Inspiring native advertising and content on relevant digital media channels such as LinkedIn, Taloussanomat, Helsingin Sanomat and Ilta-Sanomat. Target group: 35-54 year-olds.

INSIGHT - IDEA - FRAMEWORK - EXECUTION - SUMMARY



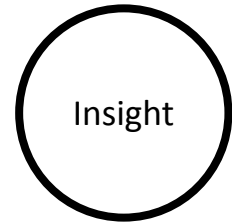
#tietojakoon

Budget allocation

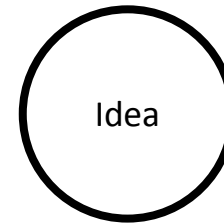




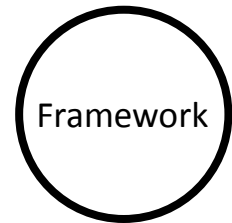
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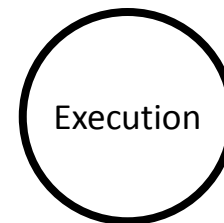
As the immaterial value becomes more and more important, the Finnish workers / companies must open their mindset to remain successful



Changing the mindset towards a knowledge sharing culture



With paid and owned media we are creating a buzz around knowledge sharing, which will result in remarkable amount of earned media



Targeting both younger and older target group with multiple media solutions will increase awareness and the importance of knowledge sharing in the Finnish society

Our media advertising angle is to activate, encourage and challenge Finnish companies and workers to share knowledge and learn from each other in order to boost the Finnish competitiveness.

KNOWLEDGE IS POWER

**SHARING KNOWLEDGE IS  
MORE POWERFUL**