

#wouldyourather?

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The Brief

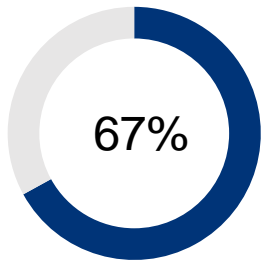
To update the traditional Favour Finnish campaign and awake healthy pride in Finnishness while effecting peoples everyday purchase behavior among all 25-54-year-olds



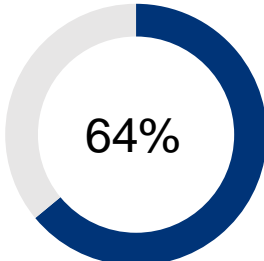
The Challenge

Previous campaigning has already raised awareness but people are still choosing foreign over domestic

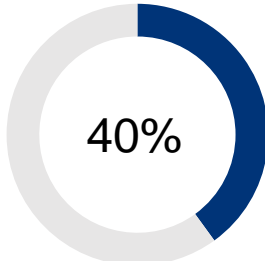
Although 87% of Finns feel it's important to support Finnish work with consumer choices, it still doesn't affect on their purchase behaviour



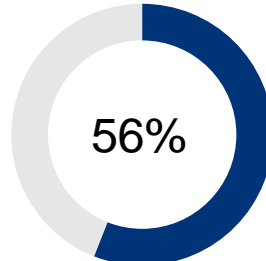
Would like to know more of the employment effects of companies, for they could influence purchase decisions



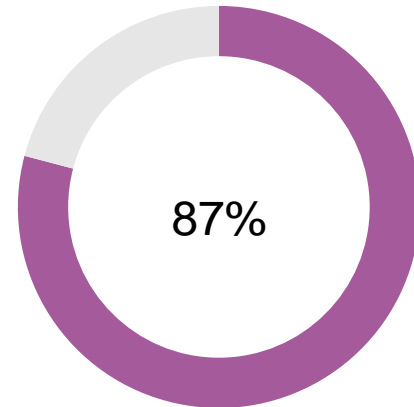
Of people who are familiar with the Key Flag feel that it influences their own purchase decision



Of people who are familiar with the Design from Finland brand feel it influences their own purchase decision



Of people who are familiar with the Social Enterprise mark feel it influences their own purchase decision



Feel an importance to support Finnish work via consumer choice

Contradiction

Globally Finnishness is on high rise

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Interiors special: how Finland's design scene is taking flight



Moomins Multiplied: How Finnish art became popular in Japan

For 75 years, Finland's expectant mothers have been given a box by the state. It's like a starter kit of clothes, sheets and toys that can even be used as a bed. And some say it helped Finland achieve one of the world's lowest infant mortality rates.

US personal finance

The Finnish 'rye-revolution' begins in New York, without wheat or yeast

Simo Kuusisto is winning over health-conscious Americans with Nordic bread, while learning they can be more 'vocal with demand than their wallets'

"Perhaps, with the centenary of Finland's independence in 2017 affording another surge of national pride, a second golden age of Finnish design is on the horizon."

- Financial Times

DID YOU KNOW? ALMOST
HALF OF WORLD'S
POPULATION USE TECHNOLOGIES
DEVELOPED IN FINLAND.

#MWC17Finland



Problem

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Finnish people are saying they want to buy domestic but their aspiration doesn't convert into purchase decision



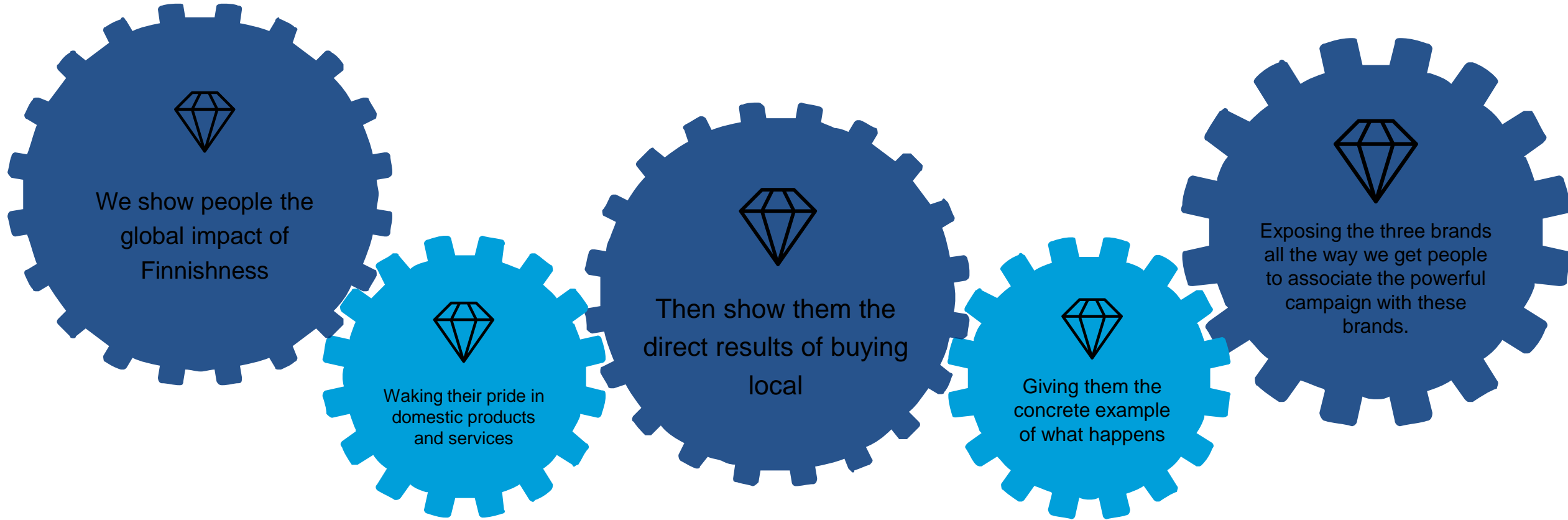
What will we do?

We need to recreate the global Finland-phenomenon here domestically and convert it into purchase behavior.





How will we do it?



Core message: "If they buy Finnish, why wouldn't you?"



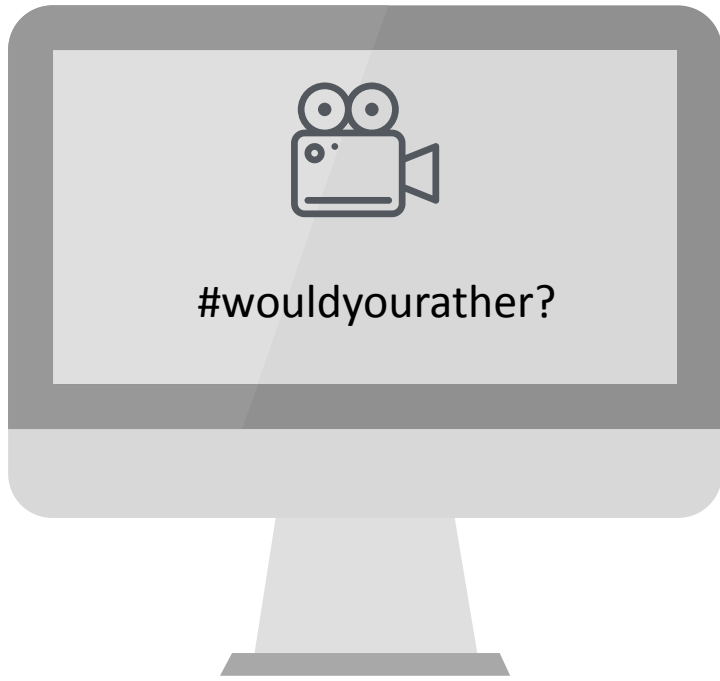
Kick-off: Vappu

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Campaign site: A hub for Finnish products, services and design. How to buy and where?



- 1st of May is the international labor day all over the world.
- Helsinki is the Vappu-capital in Finland
- We launch our campaign by taking over the Kamppi Narinkkatori with an event celebrating Finnish products, services, design and work
- All the workers in the event will be long-term unemployed people who will get paid fairly and with the double salary that is granted working on Vappu
- The members of the Association of Finnish Work will be represented
- The event will be done in co-operation with known Finnish brands like Marimekko and Finnair. Only goods and services that create Finnish work are available.
- Adaptation of the campaign video will be on the Kamppi Wall during the week following the kick-off
- With this event we engage people both rationally and emotionally and create social buzz

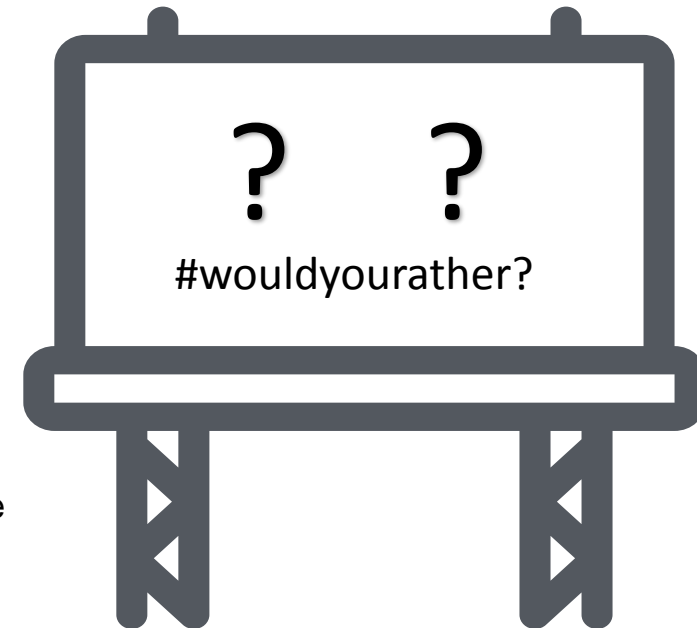


DOOH

- Made based on the video and has the same creative look
- The screen shows two similar products or services. One with generic packaging and one with the logos of the Association of Finnish Works brands.
- The screen shows how many people out of 100 chose the Finnish option and represents facts about what the purchase decision causes eg. How many jobs were created (based on the 10€ more= 10 000jobs equation)
- It creates a sense of causality of your actions and appeals to reason
- Digital screens inside stores and on the streets all around Finland

Social video

- We pick people around the world and present them with the option: #wouldyourather buy this exceptional Finnish product or this product x from another country?
- The same question will be asked with services, technology, games, apps etc.
- Video is starred by normal people and international celebrities
- Finnishness makes people choose the Finnish option most times
- Video will end with question to the viewer: Would you rather?
- Shown in Facebook, Instagram and Youtube
- It creates a sentiment of pride and appeals to emotion





Recap

Why?

Finns don't choose enough domestic over foreign

What?

Bring the global excitement of Finnishness to Finland

How?

Spectacularly through emotion and ration.

May 1st 2017

Kick-off



Grandiose start of the campaign with the Vappu-event

Come out with the core message of the campaign: If they buy Finnish why wouldn't you?

May 2017

Launch of social media



May 2017

Launch of DOOH



Reach people and appeal to their reason

Create a phenomenon around #wouldyourather campaign

Rest of 2017

Campaign site and social buzz



If they buy Finnish, why wouldn't you?

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The World