

WE ALL WORK FOR ONE.
LOCAL GOODS

WHY?

We Finns have a strong interest in buying local and domestic products and services, and in this way support the local entrepreneurs and Finnish work.

- 84% of Finns will favour domestic produce whenever possible
- 87% of Finns feel an importance to support Finnish work through consumer choice

(STL-brand survey 2016 / Frankly Partners)

Out of the three Association for Finnish Work brands, The Key Flag is already well known among Finns. Even up to 86% of us recognize the brand. The Design from Finland and Finnish Social Enterprise brands, however, are not as well-known as the Key Flag. About one third of us recognize Design From Finland and only 3% of us know the Finnish Social Enterprise.

(STL-brand survey 2016 / Frankly Partners)

Since there clearly is interest in supporting local among us, but not enough awareness of all the possible ways of doing this, we want to create a new way for finding these solutions.

WHAT?

So, in order to create more awareness of local and domestic businesses, as well as the products and services they provide, we will launch Local Goods.

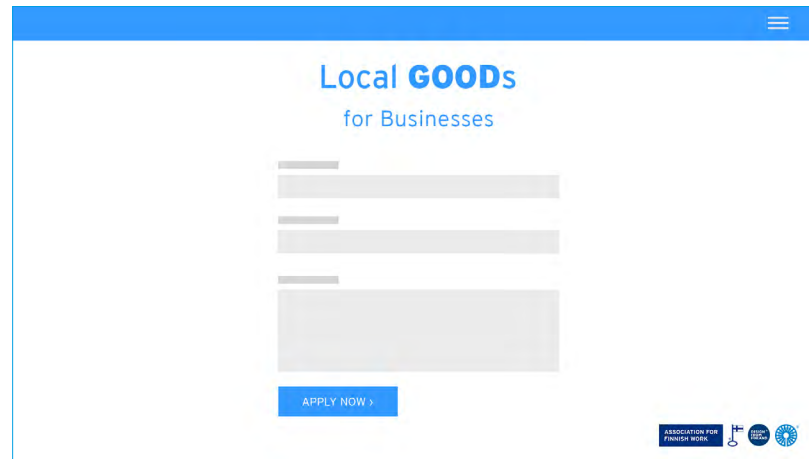
Local Goods, simply put, helps people find local services and products based on their needs and location. Every Finnish company, big or small, can themselves register to the service so that they and their range can be discovered by potential new customers. Alternatively, local people can also recommend these products, services or companies to others based on their own experiences.

This gives everyone the power to help in getting their local services and brands noticed, making us all work for common good.

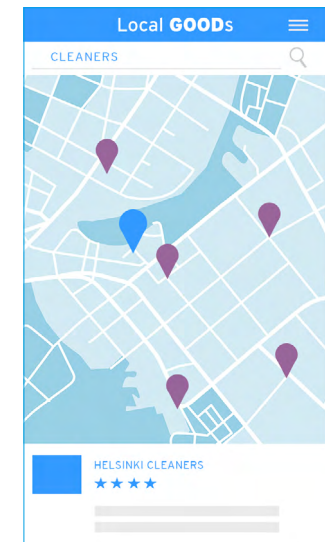
THE LOCAL GOODS CAMPAIGN WILL LIVE IN THREE DIGITAL CHANNELS:



1. Local Goods Facebook page
(Sponsored content & UGC)



2. Local Goods campaign website



3. Local Goods mobile application

HOW?

People are first guided to the Local Goods Facebook page with sponsored posts, asking for them to reveal their best local tips - and encouraging them to ask for them. Through the Facebook page users can then either ask for help in finding local services and products, or recommend solutions for people in need. Local Goods can also help the users here by guiding them to the campaign website for more relevant local solutions.

On the Local Goods campaign website people can search for local services and products by themselves. Based on the users' needs and location, Local Goods presents them all suitable solutions that have been registered to the service. The campaign website also works as a channel through which all willing companies can register to the service, and it also provides people with information on the importance and benefits of supporting local work.

The campaign website is supported with a mobile app that the users can conveniently utilize on the go. Through the app they can search for services and products based on their current location. Users can also check with the app's barcode reader whether a specific product is manufactured in Finland, and whether it is registered to the service.

So, in the end, Local Goods provides people with three new, easy-to-use channels for finding information on local products and services. And as a plus, the service also engages users to support our common goal - that we would all work for one.