



Make Finland Hero Again

Young Lions 2017

Challenges we face

Among the Finnish workforce of **25-54 year-old's** arises the following **challenges**:

Healthy pride and knowledge what we have in Finland deserves to be seen and knowledged more

Bringing out the good value in Finnish work

Not realising that even their smallest purchase decisions do matter



Insights



We recognise the **value of past generations** but not our own. Within the target group people tend to see their job just a job.

Today in the centre of making a purchase choice is to avoid **bad conscience and guilt**.

Even though almost all Finnish people **appreciate domestic products and services** and wish to support Finnish employment - that mindset doesn't **reach** til the purchase decisions.

Statement 'I always buy domestic products when I can' fulfills **less in the target group**, than within the Finnish population in general.

The problem is not knowing the three Finnish marks of the Association of Finnish Work - but it is common to think that supporting the marks **makes buying hard**.

We want to accomplish awareness and mindfulness in the target group

Make people ***value their work*** the same way that they value the past generations' work

Make people acknowledge that they can be of help even with the ***smallest choices*** and in the ***most unexpected places.***

We want ***to inspire*** the automation of good choices - later the ***unintentional*** will become ***intentional.***

Solution

Creating a concept which shows that the ***value of work*** in building Finland, is still there despite the difference of its nature in the past and today.

After the purchase decision people are positively surprised with a thanks, and that will make them notice the ***unintentional contribution*** into Finnish work.

Concept - Everybody wants to be Hero Joe

INTRO:

...In the past if one wanted something, one had to create it from scratch. This creating was the work that built the Finland we have today. Today, with the work we do, we preserve that value. As we have already built this nation, the consumer's purchase decisions drive the amount of Finnish work...

We see the previous generations as heroes, because they built this country - even though they were **average Joes**.

We consider ourselves **average Joes**, because we don't see our accomplishments concrete, but we want also to be seen as **Hero Joes** in the future.

To become **Hero Joes**, we have to understand **the value in our work** and convert that value into **choices**.

The story of average Joe turning into Hero Joe

The story is told, when the previous average Joe is doing hard physical work and through their contribution that person becomes Hero Joe.

Then follows a throw to modern average Joe when that person is seeing the value of today's work. With a purchase decision that person will turn into Hero Joe.

Hero Joe has contributed into Finnish work and receives a thanks for doing the choice and becoming Hero Joe.



From theory...

The whole concept is surrounded with thankfulness and positivity.

The concept formed into a short film which is not only picturing the story and the how-to-do, but also making the audience to think. With the gratitude and the thanks, the object of the video is to show that the smallest and unexpected choices can make the difference.

The video will show that making that difference is effortless and sometimes even unintentional and that way becoming Hero Joe does not require big input. In order to be of value, one doesn't need to focus on searching for the three marks of the Association of Finnish Work. The value is indeed also in all service and labor itself.

By pursuing to make the right purchase decisions, we can maintain the legacy of the past Hero Joes and pass our heroism to future generations.

The meaning of Thanks

Those who have not bought the product or service with conscious decision to support Finnish work, will be rewarded with Hero Joe status anyway. Leading to increase the top of mind about the consumer decisions' power.

Positive encounters make it easier to do the same action intentionally in the future.



... Into practice

Telling the story

A positively charged story via **short film**, demonstrating how today's work plays equal importance in the well being of Finland. The value of the work is only truly valuable if we show the appreciation with our everyday decisions as a consumer.

These decisions will determine whether we continue the legacy of the Hero Joes of the past and become the Hero Joes of the future. Introduction to Hero Joe figure as the ambassador of the marks and the Hero Joe consumer moments.

Launching the campaign

We want to come out with a bang. Launch will be on the 1st of May, the **Labor day** is a natural and convenient time to rise up about Finnish workmanship.

Together **with the video**, we fill the **cover of Helsingin Sanomat** with "THANK YOU FOR BEING HERO JOE". The ad will thank the subscriber of employing all the different people who participated into the process of getting the paper through the mailbox. E.g. "You have **invested into the lives** of Timber Jouko, Journalist Taina, Mailman Esko, Print engineer Maija... You're Hero Joe!" Similar ad will be designed appropriate for digital newspaper.

The ads drive people to the campaign **landing page**, where there is all the information about the campaign, facts about the three marks and the stories of the people in the ad.

Engaging elements

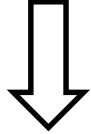
Campaign site will engage people more into the campaign by presenting the real life people.

Specifically designed for the campaign, a **Hero Joe figure**, will be the ambassador for the three Finnish marks. This will be a part of every campaign section and will be a **linked to every thanks**. Member businesses of the Association of the Finnish Work can use **collateral** on Hero Joe to deliver their thanks to their clients and customers. The member businesses can show their gratitude **in their own personal way** during the purchase.

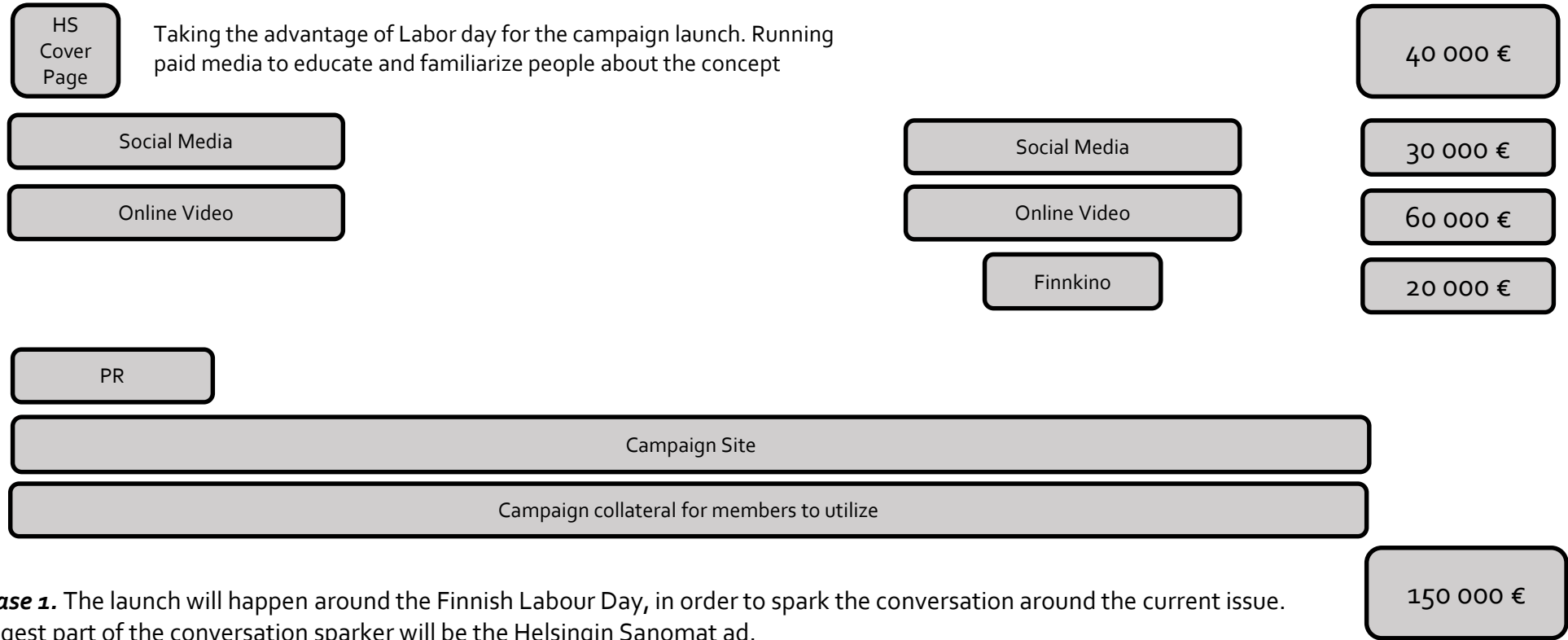
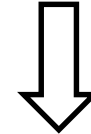
We will encourage people to share their **#HeroJoe -moments** in Social Media. To support this, the members with brick and mortar service businesses can have eg. a cardboard Hero Joe for customers to engage with.



Labour Day



100th Independence Day



Phase 1. The launch will happen around the Finnish Labour Day, in order to spark the conversation around the current issue. Biggest part of the conversation sparker will be the Helsingin Sanomat ad.
Online Video: YouTube, Ruutu, Katsomo

Phase 2. As the 100th independence day gets closer the conversation around Finland will grow and we will contribute to that conversation with the importance of supporting Finnish work.
Finnkino: Around the premiere Tuntematon Sotilas –movie at the end of October, we will show the video.

Mediaplan

Summary



**THANK YOU FOR
BEING
HERO JOE**