



MUN SUOMESSA ON TÖITÄ

My Finland provides job opportunities

**FINNISH
EXCELLENCE**



CHALLENGE:

How to get people to buy more Finnish work and awake positive discussion of Finnishness and Finnish know-how.

MISSION AND VISION:

Make buying Finnish work everybody's business.

People feel proud of Finnish know-how and support Finnish work.

INSIGHT:

The "Favor Finnish" slogan can be strongly associated with the traditional, outdated and patriotic idea of Finnishness. The next century of Finland needs a united and fresh image of Finnishness. In order to evoke emotional drivers, people have to relate to the problem at hand.

THE IDEA:

Launch a new campaign "*Mun Suomessa on töitä*" (My Finland provides job opportunities) which illustrates the benefits of buying Finnish work. The campaign emphasizes the new refreshed image of we as multicultural Finland, standing for this same cause and presents "My Finland" from different perspectives.

Finnish population has for a long time been describable by homogeneous looks and religion. However, this **traditional idea of Finnishness is a bit outdated** and today it should stand for a lot more. **Now every tenth 25-44-year-old is of foreign origin and in Helsinki Metropolitan area every fifth¹.** These numbers don't even include the multicultural half Finnish people.

Many multicultural Finns feel Finnish pride, but don't relate to the patriotic idea of Finnishness. **Every third foreign origin young Finn identifies themselves with both Finnishness and their country of origin** that they might only know based on the stories of their parents².

The Association for Finnish Work has provided a lot of rational reasoning for supporting Finnish work but the **emotional aspects have been slightly neglected.** By presenting the "Favor Finnish" in a new, unexpected way, bringing out emotion and providing people something to identify with, the theme will generate more discussion and cause action³.

¹Joka kymmenes 25-44-vuotias on ulkomaalaistaustainen, Tilastokeskus, 2016; ²Joka kolmas ulkomaalaistaustainen nuori samaistuu sekä suomalaisuuteen että taustamaahansa, Tieto ja Trendit, 2017; ³Many examples; Felix tuntee suomalaisen maun: Josephine, 2016 & HOK-Elanto #joulurauhaa, 2015

MUN SUOMESSA ON TÖITÄ

My Finland provides job opportunities

TARGET GROUP:

Working aged people in Finland
(25-54 yrs. 2,1 million¹)

- Native Finns² with minority groups; Sami people, Swedish-speaking Finns and other bilingual Finns (half Finnish)
- Finns of foreign origin³
- Foreigners of which the biggest groups are Estonians, Russians, Swedes, Chinese, Somalians, Thais, Iraqis, Indians, Turkish and Vietnamese¹

WE AS FINNS:

Finland is no longer only populated by white native Finns

- Also people from other cultures that strongly relate themselves as Finns

Bringing the population together working for the same cause – the future of our beautiful country

- Creates cohesion and refreshes the outdated idea of Finnishness

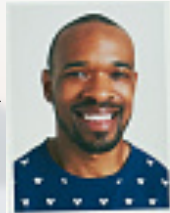
EMOTIONAL REASONING:

My Finland brings emotional vibe to the rational reasoning

- Evokes feelings that we all can and should contribute to the future of the country
- The best aspects of the traditional Finnishness and multiculturalism
- No exclusion, but enhancement of different voices
- The pride of Finnish know-how

¹Suomi lukuina, Tilastokeskus, 2016; ²At least the other parent has born in Finland; ³Both parents or only known parent have born abroad

EXECUTION



ENCOURAGING AND INVOLVING VIDEO CONTENT:

- The videos will expand from the multiframe setting into one frame and one person's story.
- Every story begins with the slogan "My Finland provides job opportunities" and is followed by the inspiring reasons why this person supports Finnish work. In the end, one of the logos related to the content is provided.

OWNED:

- Web site to provide more detailed information about the benefits of buying Finnish work
- Facebook and Instagram profiles for the campaign to share more inspiring content

PAID:

- Lux Helsinki Light Festival 30k
- TV 80k
- Targeted programmatic video and social media advertising 40k

EARNED:

- Visibility on mass medias
- Discussion on social media and discussion platforms

LAUNCH - LUX HELSINKI:



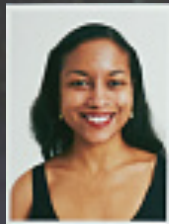
- The campaign will be kicked off right after Finland 100 celebrations at the end of 2017.
- The campaign launch takes place in Lux Helsinki Light Festival
 - The majority of the working aged people live in the Metropolitan Helsinki area¹
 - The event also draws national attention
- The multiframe setting of diverse Finnish faces is the basis of the light installation. The videos will play on loop with sounds to create the maximum effect. Logos not included – ensuring the artistic vibe.
- The “art piece” includes an interactive part to add engagement – budget balance illustrating the effect of buying Finnish work.

¹Suomi lukuina, Tilastokeskus, 2016



TV & INFLUENCERS:

- TV campaign follows Lux Helsinki and will be used to reach mass audience.
- TV spot creatives will be produced in the style of Lux light installation by adding the logos and “this is how you recognize the Finnish work” in the end.
- In addition to the ordinary Finns, influencers are also used to deliver the message.
 - These include both well-known native Finns and those with foreign background
 - Paula Vesala, Arman Alizad, VilleGalle (Ville-Petteri Galle), Anna Abreu (Anna Heiskari), Seksikäs-Suklaa (Luyeye Konssi)



TARGETED PROGRAMMATIC VIDEO AND SOCIAL MEDIA ADVERTISING:

The videos that include stories of traditional native Finns, Sami people, Swedish-speaking Finns, other bilingual Finns (half Finnish), Estonians, Russians, Swedes, Chinese, Somalians, Thais, Iraqis, Indians, Turkish and Vietnamese are targeted to Finnish working aged people based on demographics and interest. Targeting allows us to increase the hit rate that is harder to accomplish on TV.

Demographic targeting – making it easier to relate

- Based on provided data on social media and other online behavior
- Ethnic groups and Finnish region groups

Interest targeting – providing more relevant content

- The Key Flag: employment, locality, quality products and services, consulting, education
- Design From Finland: design, art, fashion, decoration
- Social Enterprise: charity, social responsibility, healthcare, environment, climate change

OUTCOME +20 % CONSUMPTION OF FINNISH WORK

OWNED:

Facebook and Instagram profiles: Likes and comments on posts will provide additional visibility to the campaign.

Campaign site: All the online advertising will be directed to the campaign site that provides additional content to engage people with the topic and includes an interactive budget balance illustration (imitating the one at Lux Helsinki) to make the effects of one's purchasing decisions more concrete.

PAID:

Lux Helsinki: Over 0,5 million visitors in the event and visibility in Lux Helsinki marketing, stakeholder events and after-movie.

TV: Reach 75 % (A25-54) and influencers to strengthen the impact of the message.

Targeted programmatic video and social media advertising: High hit rate, reach 50 % (A25-54) and insights on the effectiveness of different targeting and media environments.

EARNED:

The buzz about Lux Helsinki: Hundreds of articles in earned media and extremely satisfied visitor feedback¹.

The new image of Finnishness creates discussion by bringing out the value of buying Finnish work in a new light and making it important for all of us.

WHY THE CAMPAIGN WILL WORK

- New image of Finnishness **stimulates discussion** (see examples¹).
- **Unexpected approach** to “Favor Finnish” campaigning brings the topic to a new light and makes it relatable to everyone.
- Demographic and interest-based targeting **ensures relevancy**.
- **Finnish know-how is emphasized** with inspiring stories.
- Owned medias; campaign site, Facebook and Instagram provide more rational material and supporting content.
- Campaigning **allows continuity and provides as many opportunities** for the video and story production as there are Finns.
- Analyzing programmatic targeting provides **invaluable data for the future** of where and of which content the people want to learn more about the topic. The campaign study will in turn provide more detailed insight of which type of content actually leads to conversions.
- The members of The Association for Finnish Work can use the content most relevant for them and **leverage the buzz** of the campaign.

¹Felix tuntee suomalaisen maun: Josephine, 2016 & HOK-Elanto #joulurauhaa, 2015