DON'T BE SHY

BE PROUD

DESIGN FROM FINLAND ®

TEHTY SUOMESSA
MADE IN FINLAND ®

SOCIAL ENTERPRISE ®

01 | CHALLENGE — AWARENESS OF HOW CONSUMERISM HAS AN IMPACT ON THE FINNISH LABOUR

02 | MISSION — LET'S GO FROM "THEM" TO "US" TO HELP CONSUMERS RECOGNIZE THE HUGE IMPACT THEIR CHOISES HAVE FOR THE FUTURE JOBS IN FINLAND

03 | VISION — CONSUMERS DON'T WANT TO MAKE THE WORLD A BETTER PLACE – THEY WANT BRANDS TO DO THAT FOR THEM. WE WANT TO ELEVATE THE IMPACT ON CHOISES WE MAKE EVERYDAY, BY INCREASING THE FINNISH NATIONAL SELF-PRIDE

04 | TARGET GROUP INSIGHT — 67% OF PEOPLE WOULD LIKE TO KNOW MORE OF THE EMPLOYMENT EFFECTS OF COMPANIES, SO THAT THEY COULD INFLUENCE WITH THEIR PURCHASE DECISIONS

05 | STRATEGIC THEME — DON'T BE SHY, BE PROUD

CHALLENGE

BACK IN THE DAY FINLAND WAS HEAVILY MANUFACTURING BASED SOCIETY, BUT HAS QUICKLY EVOLVED TO MORE SERVICE BASED. THE APPRECIATION TOWARDS VALUE CHAIN AND PRODUCT MANUFACTURING IN FINLAND HAS LOWERED, BUT THE APPRECIATION CONCERNING BRAND VALUE HAS TRIPLED FROM THE 70'S

THIS IS OF COURSE LARGELY EFFECTED DUE TO THE FACT THAT THERE HAS BEEN MANY NEW BRANDS MERGING TO THE MARKET FROM ABROAD, WITH CHEAPER PRICE BUT NOT NECESSARILY QUALITY. THIS HAS GIVEN CONSUMERS MORE OPTIONS TO CHOOSE FROM.

FOR CONSUMERS THE IMPORTANCE OF QUALITY AND LOCALNESS OF BRANDS HAS INCREASED, AND WE FEEL THIS IS STILL NOT COMMUNICATED EFFICIENTLY ENOUGH.

67% WOULD LIKE TO KNOW MORE OF THE EMPLOYMENT EFFECTS ON COMPANIES. MEANING THE AVERAGE CONSUMERS WOULD LIKE TO KNOW BETTER HOW THEIR PURCHASE DECISIONS HAVE AN EFFECT ON COMPANIES AND THE FUTURE JOBS.

WHAT IT MEANS TO BE A FINN?

TODAY'S FINLAND IS A MULTICULTURAL SOCIETY, WHERE EVERYONE IS REGARDED AS AN EQUAL INDIVIDUAL.

VARIOUS BACKGROUNDS FORM THE PEOPLE IN TODAY'S FINLAND. IN THE FUTURE THIS MULTICULTURALISM WILL INCREASE EVEN MORE.

FINNISH IDENTITY IS DIFFERENT FROM THE PAST – WE'RE MUCH MORE THAN WE USE TO BE.

WE ARE BEST OF MANY THINGS, BUT MANY TIMES OUR TYPICAL FEELING OF OURSELVES IS THAT THE OTHERS DO IT BETTER.

Source: Hall, S. 2002, 48-50 Identiteetti. Tampere: Vastapaino;
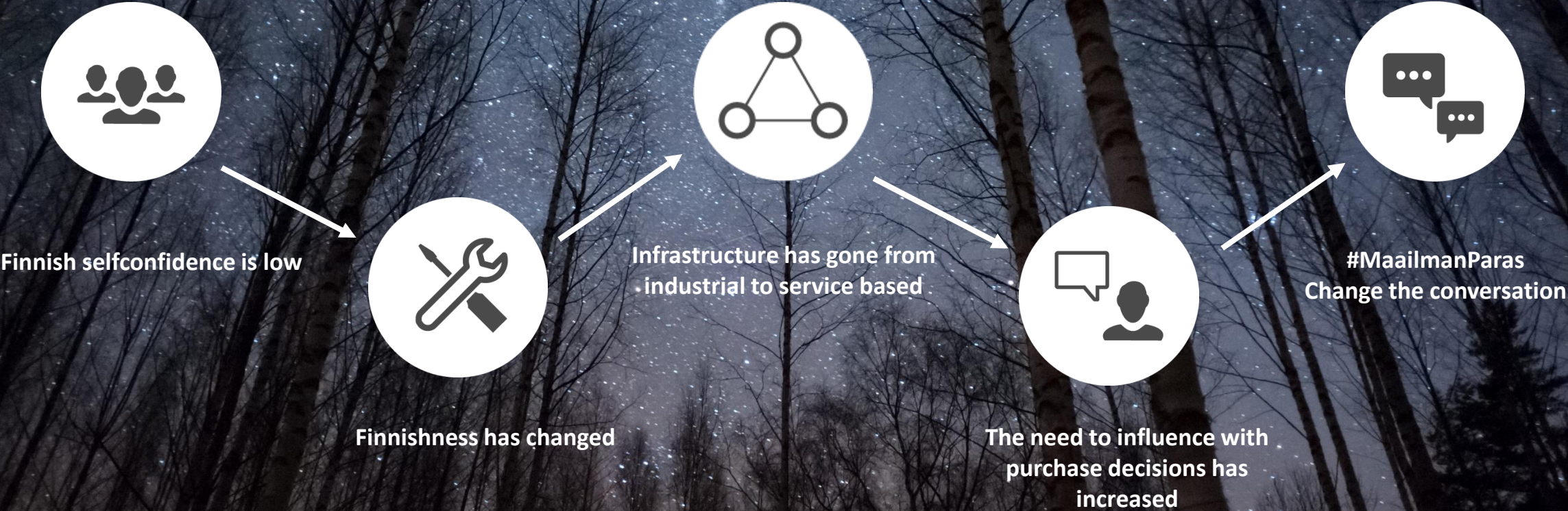Tilastokeskus – Väestöntutkimuslaitos 2014

INSIGHT

FINNS WANT TO FAVOUR LOCALITY – AND TO DO SOMETHING GOOD AT THE SAME TIME. MAIN GOAL IN THIS CAMPAIGN IS TO BUILD THE BRIDGE BETWEEN BRANDS AND CONSUMERS.

QUALITY IS REQUIRED AS THE MOST IMPORTANT FACTOR IN RATIONAL CONSUMERISM.

SURVEY MADE 2016 IMPLIES

THAT OVER 50% OF FINNS ARE NOT PROUD OF FINNISH LABOUR.

LET'S GO FROM "THEM" TO US

Finnish selfconfidence is low

Finnishness has changed

Infrastructure has gone from industrial to service based

The need to influence with purchase decisions has increased

#MaailmanParas
Change the conversation

CAMPAIGN STRUCTURE

PAID

DOOH
Social
Influencer as a forerunner for the campaign

EARLY ADAPTERTS

Influencing
Inception

EARNED

WOM
PR

VIRAL

National wake up call
Rethinking

#MAAILMANPARAS

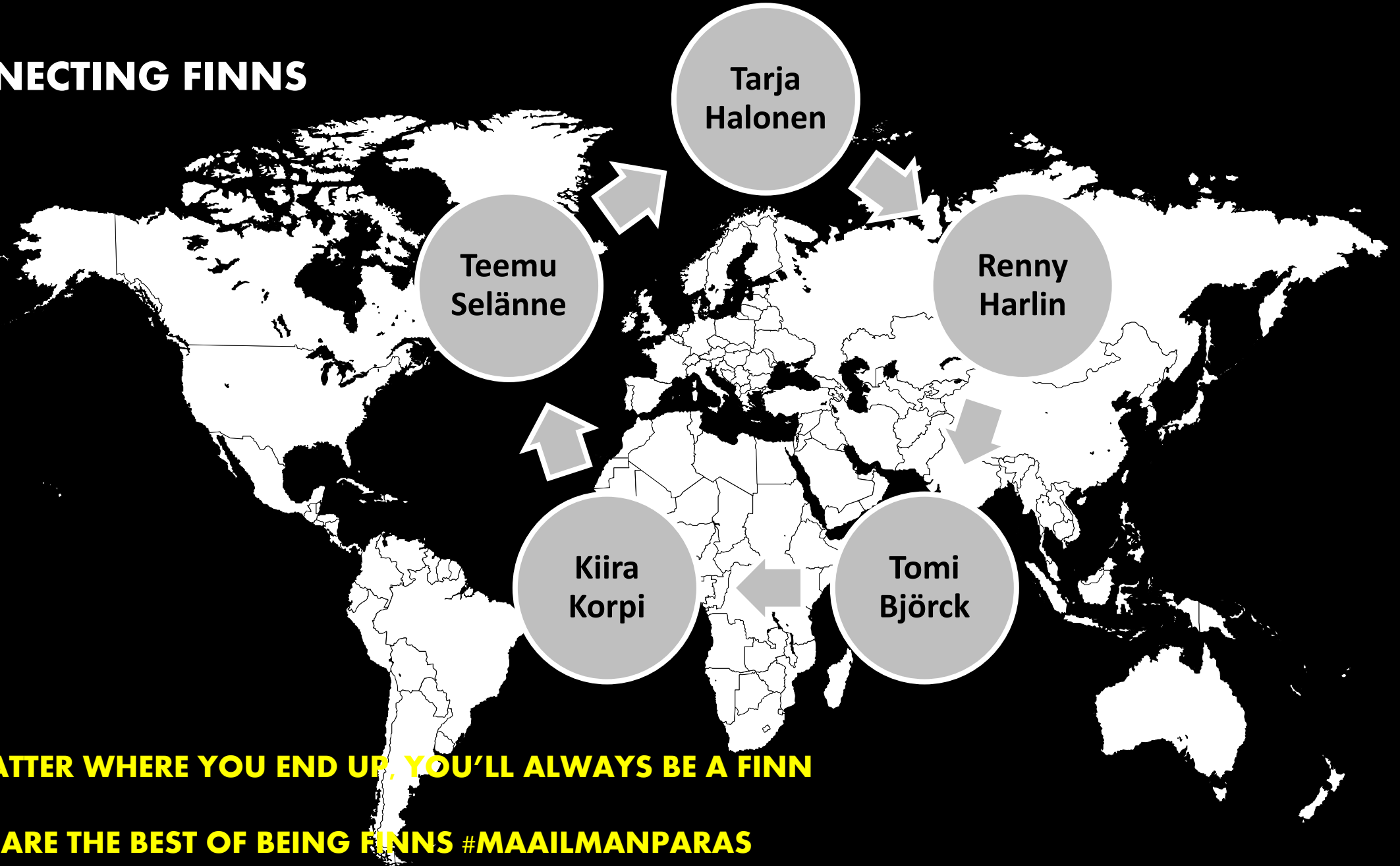**FINLAND IS THE MOST STABLE COUNTRY IN THE WORLD**

WE ARE THE SAFEST COUNTRY IN THE WORLD

WE ARE IN TOP FIVE OF THE HAPPIEST COUNTRIES IN THE WORLD

WE'VE BEEN FIRST MANY TIMES BEFORE, IN SPORTS, TECHNOLOGY OR IN EUROVISION SONG CONTEST, THERE IS NO REASON TO BELIEVE THAT WE AREN'T THE GREATEST OF BEING US, FINNS.

Source: Tilastokeskus; Finland among the best in the world, 2017

CONNECTING FINNS

Tarja Halonen

Teemu Selänne

Renny Harlin

Kiira Korpi

Tomi Björck

NO MATTER WHERE YOU END UP, YOU'LL ALWAYS BE A FINN

FINNS ARE THE BEST OF BEING FINNS #MAAILMANPARAS

WHAT TO BE EXPECTED

OUR BIG IDEA IS TO ENGAGE THE FINNISH CONSUMERS TO CELEBRATE ABOUT BEING ABOVE AVERAGE INDUVIDUALS, JUST BECAUSE THEY ARE FINNISH

OUR STRATEGY IS TO GET WELL-KNOWN FINNISH HEROES TO START THE CONVERSTAION ON SOCIAL MEDIA.

AND THEN GET THE ORGANISATIONS THAT ARE PART OF FINNISH ASSOCIATION FOR WORK TO SPREAD THE POSTS AND MAKE THEIR OWN AS WELL

ADVERTISING WILL SUPPORT CARRYING THE MESSAGE ALONG WITH DOOH AND SOCIAL
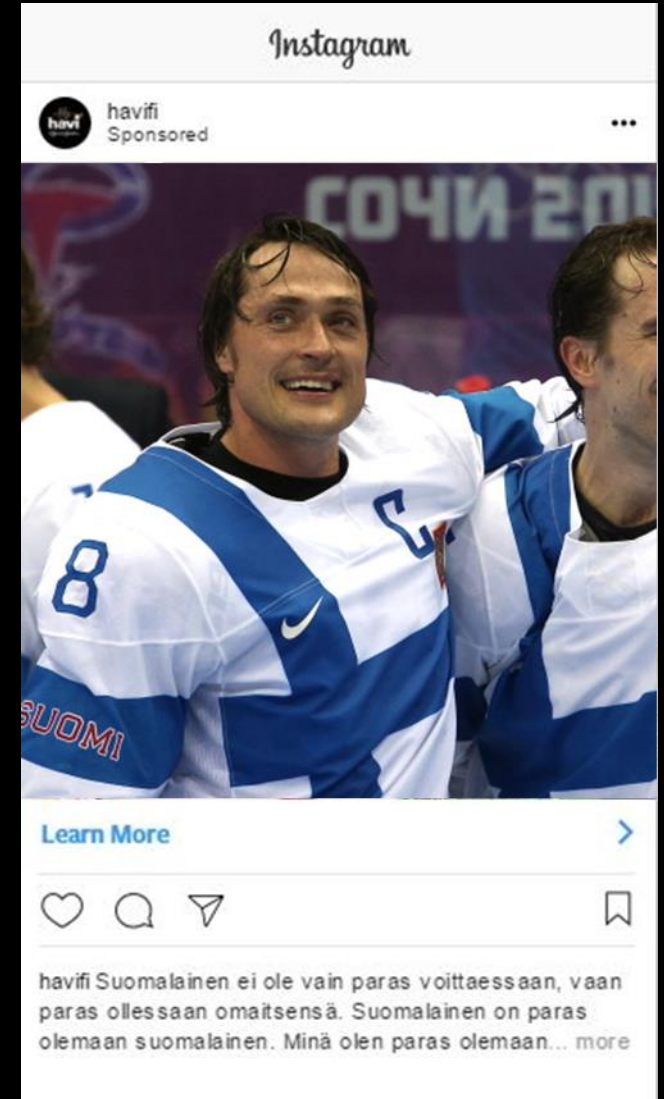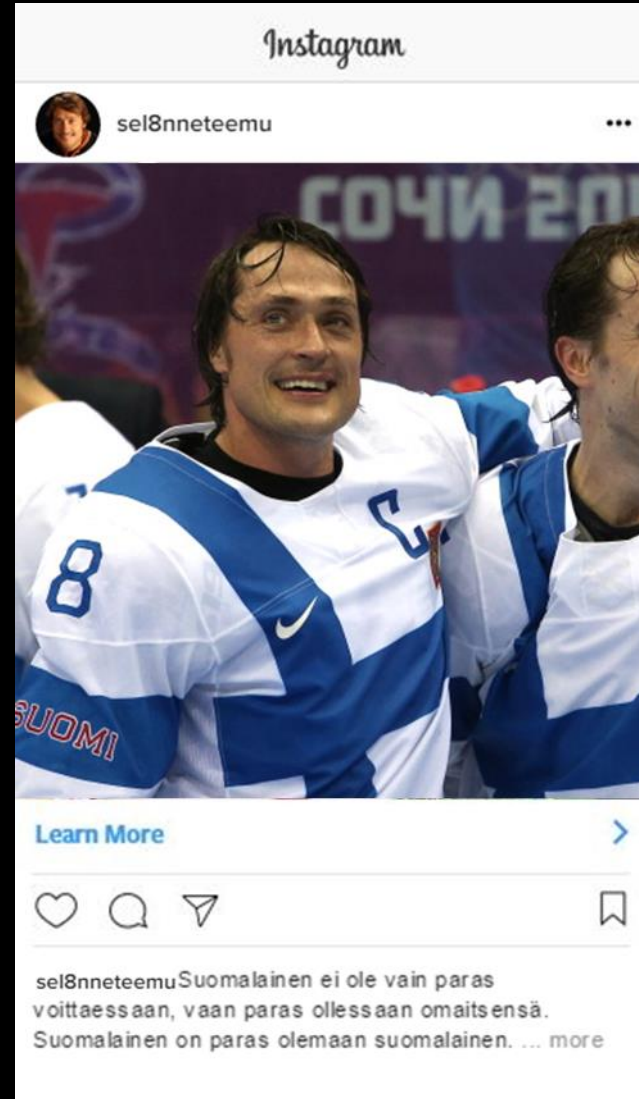
"Suomalainen ei ole vain paras voittaessaan, vaan paras ollessaan omaitsensä. Suomalainen on paras olemaan suomalainen. Minä olen paras olemaan Teemu Selänne. #MaailmanParas #Suomalaisentyönliitto #avainlippu"