

# FINLAND 2117

ASSOCIATION FOR  
FINNISH WORK



# CAMPAIGN SUMMARY: FINLAND 2117

## KEY MESSAGE:

Choosing high quality Finnish products and services has a strong impact on the future of Finland.

## TARGET GROUP:

Includes a vast amount of parents and grand parents.

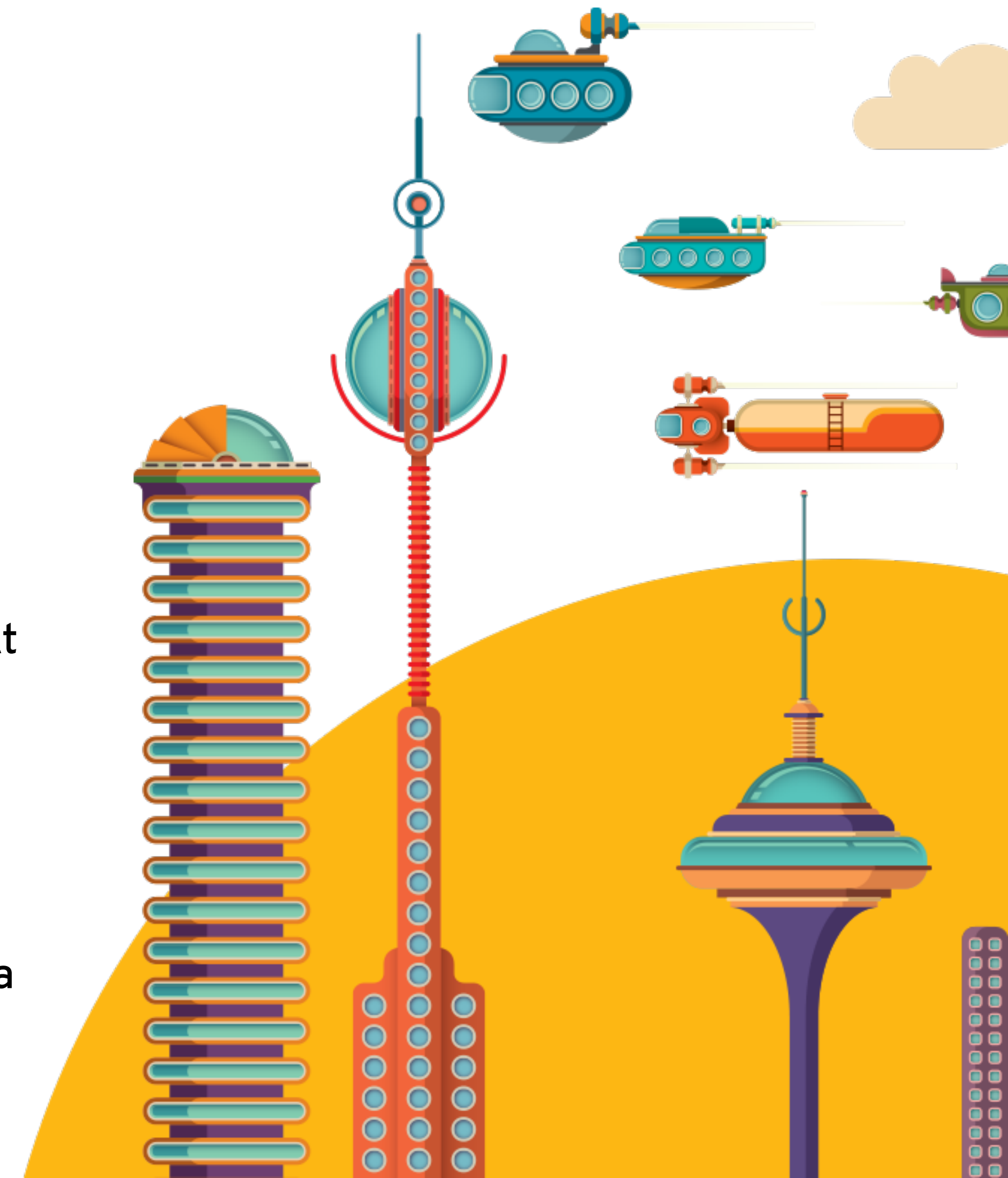
## MECHANISM:

To communicate the importance of domestic products and services, we will give tools for children to, together with their parents, visualise their future vision of Finland.

The proud parents and grand parents will be given easy ways to share the creations. At the same time they will be sharing the important message that we are now, together, building the future Finland, for us and generations to come.

## WHY:

We no longer live in a world where consumers can or should be told what to do. We are long past the phase where we educate consumers on the differences between a Spanish and Finnish cucumber.



# CREATIVE INSIGHT: PEOPLE ONLY CARE ABOUT WHAT IS CLOSE TO THEM

Let's be honest: we as people are rather selfish. We are mainly interested in what happens close to us. So let us tag onto that: the one thing that our target group cares immensely about (and loves talking and bragging about) are their children and grand children.

To help our target group understand the importance of choosing domestic quality products and services, we will let children deliver the message.

We will combine the current favourites of most children: a simple game with great visuals compatible with tablets and smartphones.

We will further use the endless pride parents and grand parents have towards children, to maximise potential for strong shareability.

Ultimately the target group will understand that by choosing Finnish quality services and products, they are building Finland for the ones they love.



# CREATIVE SOLUTION: IMAGE GENERATOR WITH VIRALITY POTENTIAL

## PRE-PHASE

The campaign starts through a co-operation with Touhula Päiväkodit where 100 children visualise the future of Finland. We will also produce video content of the children describing the future Finland.

## REACH (BOUGHT MEDIA ON FACEBOOK / SELECTED DISPLAY)

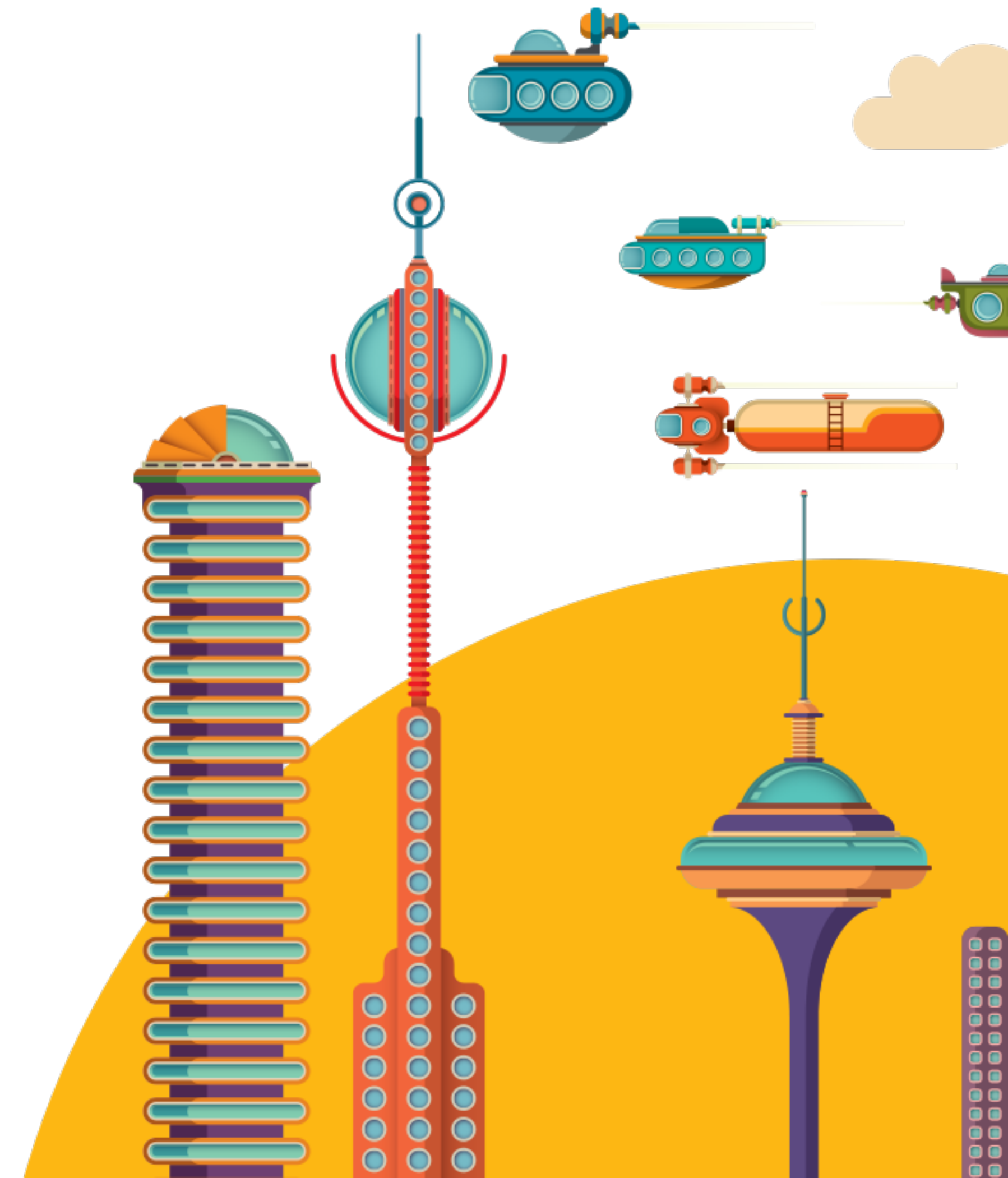
The campaign will be launched with different image and video based ad formats on Facebook and selected display. The aim of the advertising at this phase is to encourage all Finnish parents and grand parents to envision the future of Finland together with their children at our purpose-made image generator.

## ENGAGEMENT AND ACTIVATION (CAMPAIGN PAGE)

Proud parents and grand parents will then be eager to share the productions of the children on Facebook, which will generate further traffic to the campaign page.

## NURTURE (RE-TARGETING AND NEWSLETTERS)

To enforce the important message, we will communicate to the parents that visited the campaign page and generated an image.



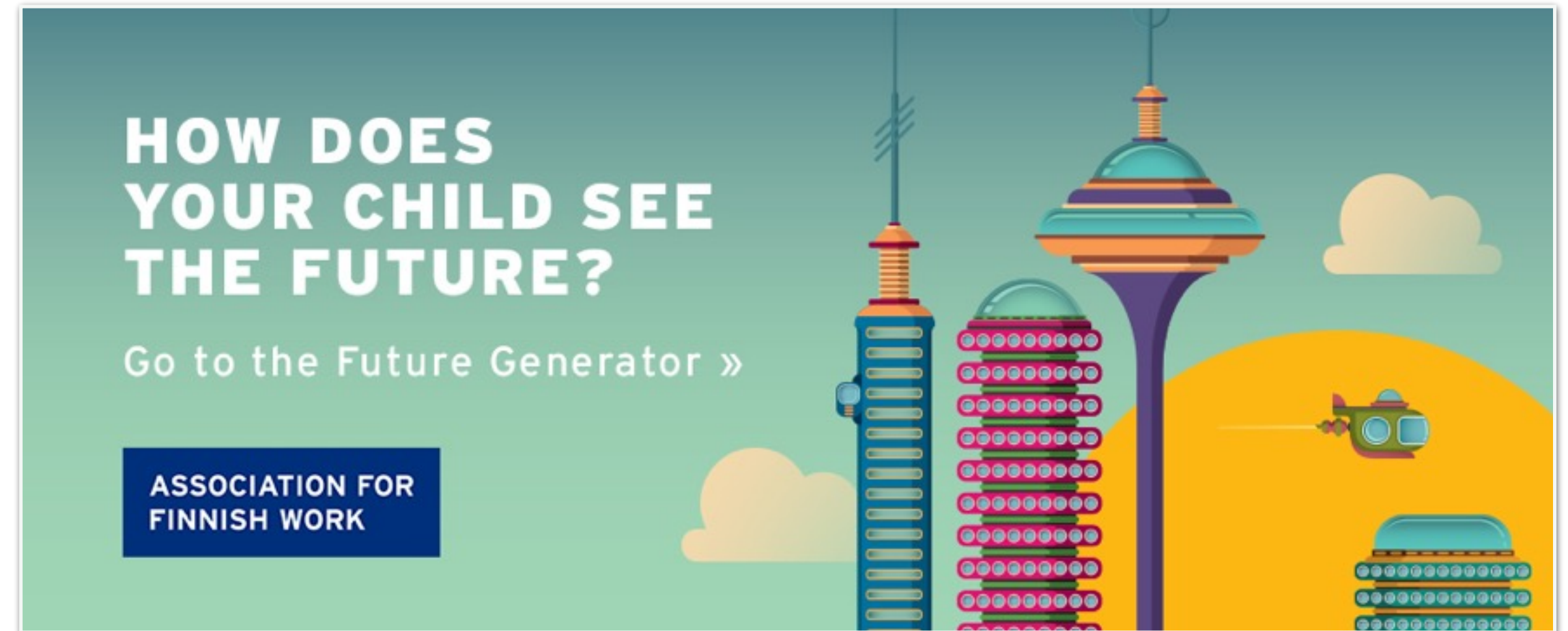
**REACH: BOUGHT MEDIA ON FACEBOOK AND SELECTED DISPLAY**



**WHAT DOES FINLAND  
LOOK LIKE IN 2117?**

We asked 100 children »

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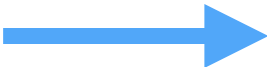
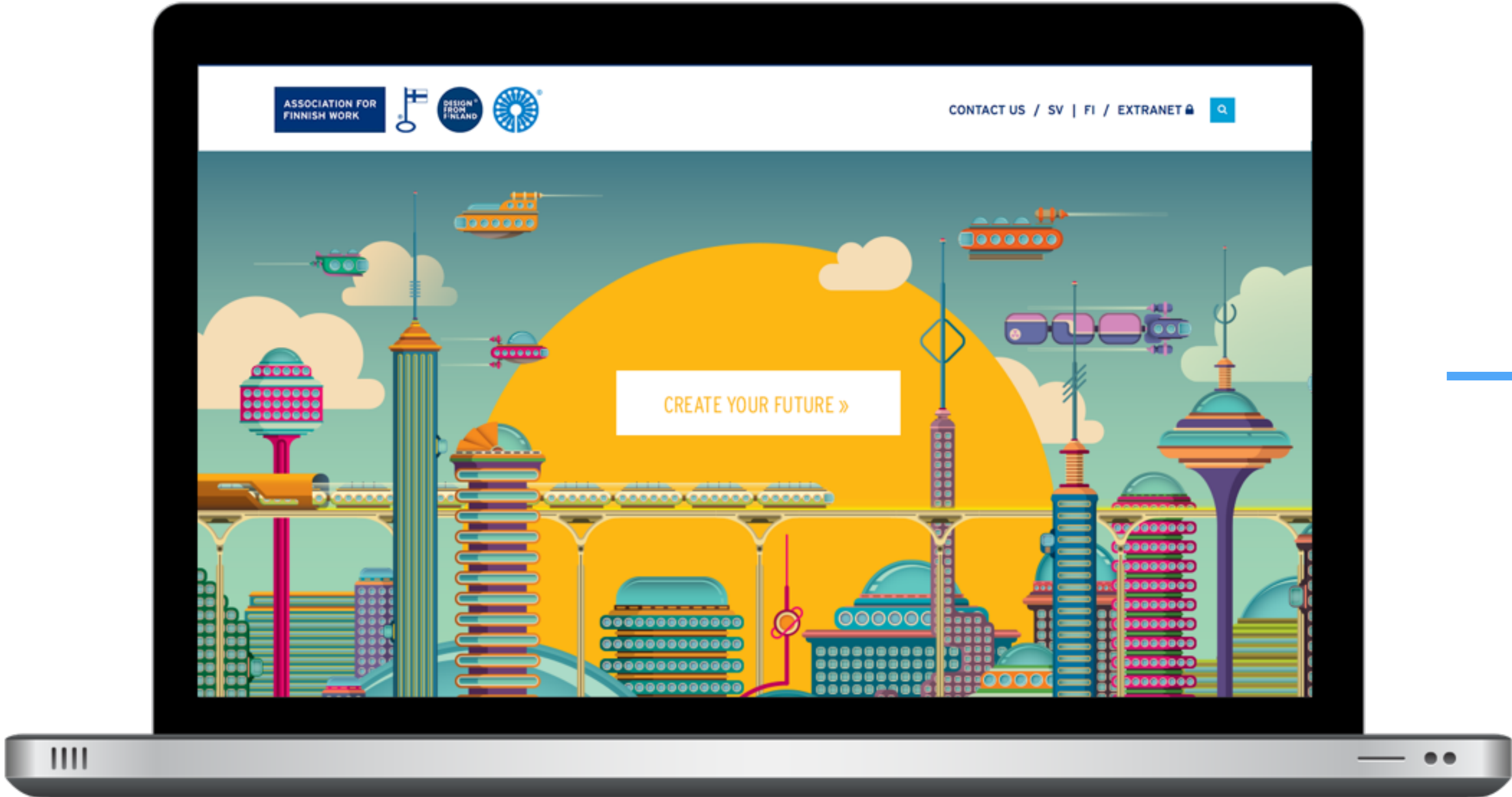


**HOW DOES  
YOUR CHILD SEE  
THE FUTURE?**

Go to the Future Generator »

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# ENGAGEMENT & ACTIVATION: CAMPAIGN SITE WITH IMAGE GENERATOR AND SHARED IMAGES THROUGH FACEBOOK



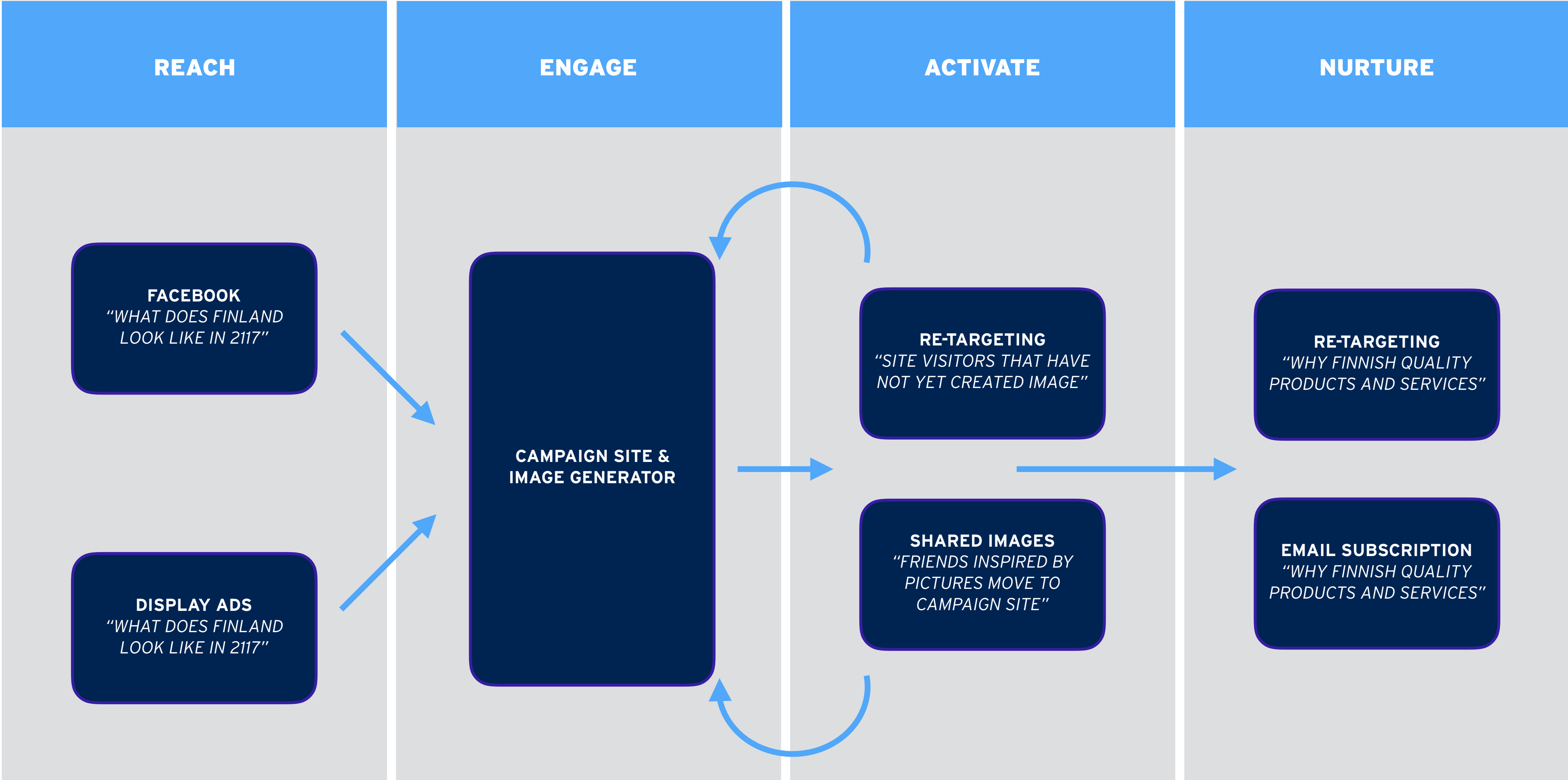
**NURTURE WITH RE-TARGETING AND NEWSLETTERS: REMINDERS TO THOSE WHO HAVE VISITED OUR SITE**

**SUPPORTING FINNISH PRODUCTS  
AND SERVICES ENSURES THE  
NEXT 100 REMARKABLE YEARS  
FOR US AND FUTURE  
GENERATIONS.**

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# THE CAMPAIGN MECHANISM





# WHY IT WORKS: DON'T FORCE CONSUMPTION BUT RATHER PAINT THE PICTURE OF THE FUTURE

We no longer live in a world where consumers can or should be told what to do. We are long past the phase where we educate consumers on the differences between a Spanish and Finnish cucumber.

Our mission is rather to open the target groups eyes to different perspectives while ultimately letting people make up their own mind.

It is clear that consumption of Finnish quality products and services has a noticeable impact on our future, **but people have to be able to realise this by themselves.**

The campaign has all the potential to work as we are showing the target group a picture of the future made by the people who they want to leave a better Finland for.

On the side, we are pushing a subtle message about Finnish products and services, but leaving enough space for imagining our next 100 years together.



# HOPE WE MEET IN THE FUTURE!

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