

SISU

Sisu (see' soo) *noun*

Extraordinary endurance in the face of adversity - persistence, determination, guts - full of courage, tenacity, resolve, willpower and an indomitable spirit.

It is so genuinely Finnish term that it is untranslatable.

ASSOCIATION FOR FINNISH WORK aims to increase appreciation and success of Finnish work.

This campaign refreshes the “Favour Finnish” campaign and bring into discussion one’s responsibility when making purchasing decisions.

All global mega trends speaks out for favoring domestic, local and sensible consumerism.***

Still 67% of Finns would like to know more of the employment effects of their purchase decisions.*

84% of Finns favor domestic goods when ever possible.*



Only 51% of Finns claims to buy domestic produce when ever possible.**



33% of Finns in general are potential purchase power to Finnish goods and services.

HOW TO DEPLOY THE POTENTIAL?

TARGET GROUP

25–54 yrs working men and women. Est. 1 356 000. Diversity in the target group is huge when it comes to media choices, attitudes and life stages. Finnishness and consumer behavior in general differs a lot.*

INSIGHTS

They have extra money to spend and they are willing to pay more for quality or a brand.

They care a lot about their image.
Active in social media.

Influenced by others and influences others. Also early adopters.

CHALLENGE

Only 50% of the target group buys Finnish products if they can.*

Consumers don't know the value chain when it comes to their buying decision.**

SOLUTION

Convince them about the consequences when choosing Finnish products.

Locality offers tools as a basis of self branding in social media by using storytelling.***

Recruit them as micro-influencers to promote favoring of ultra-local Finnish products. ****

Encourage entrepreneurship.

**“SISU IS NOT JUST A FEATURE WE ARE BORN WITH.
IT’S A ROBUST TOOL THAT WE CAN EXPLOIT TO
REVOLUTIONIZE OURSELVES AND OUR SOCIETY.”**

Emilia Lahti, PhD of Positive Cognitive Psychology and Sisu Researcher

CAMPAIGN STRATEGY

Mission

Finns don't just prefer but actually buy and are willing to pay for Finnish products, design and services.

Briefed objectives

Create awareness about the situations when one can decide for Finnish work.

Vision

Finns acknowledge the power of their purchase decision and the consequences on the Finnish society.

SISU – SIJOITA SUOMEEN

Inspire consumers to choose Finnish products

+

Build awareness by using diverse influencers that resonate the whole TG

+

Engage by using emotional and rational content

Bigger share of Finnish products in consumers shopping basket.

THE CONCEPT IN A NUTSHELL

SISU-credits encourage to buy goods with AFW stamp** and own Sisu-media with content created by influencers and promoting Finnishness. #sijoitasuomeen



SISU-CREDIT. VIRTUAL MONEY THAT BENEFITS EMPLOYERS, EMPLOYEES AND MEMBER COMPANIES OF AFW.*

It manages employee and social benefits programs using means of payment such as vouchers, electronic cards and mobile payment. Sisu-credit encourages consumers to choose Finnish work, production, services and design.

AFW will invite selected companies to join the Sisu-credit pilot. Companies from different fields of industry that resonates to the wide TG. Such as Marimekko, Kyrö Distillery, Katri Niskanen, Makia, Valio, Finnair, Fazer.



SIOITASUOMEEN.FI PLATFORM

Campaign's own media, web page, with content produced by various influencers that tell their own point of view on working in different industries such as design, art, music, politics, business, medicine - variety of people that in total influences the whole country in order to crystallize the total impact of purchasing decisions.

Every month one influencer will take over the page with his/her own theme and topics.

SISU.FI CONTENT STREAM

The role and main purpose of the platform: emotional triggers meets rational facts about the importance of the buying decision. #sijoitusuomeen

Socially significant influencers are used as content producers

Combination of influencers with different backgrounds generating Finnish Sisu-spirit through different ages and lifestyles and promoting Finnish entrepreneurship and work.

Influencers create content and share their own point of view when it comes to Finnishness. They tell their own story why Finnish work and buying Finnish goods is such crucial for them to continue their work. Each month has it's own theme.

Describing the value chain will concretize why one's decision matters.

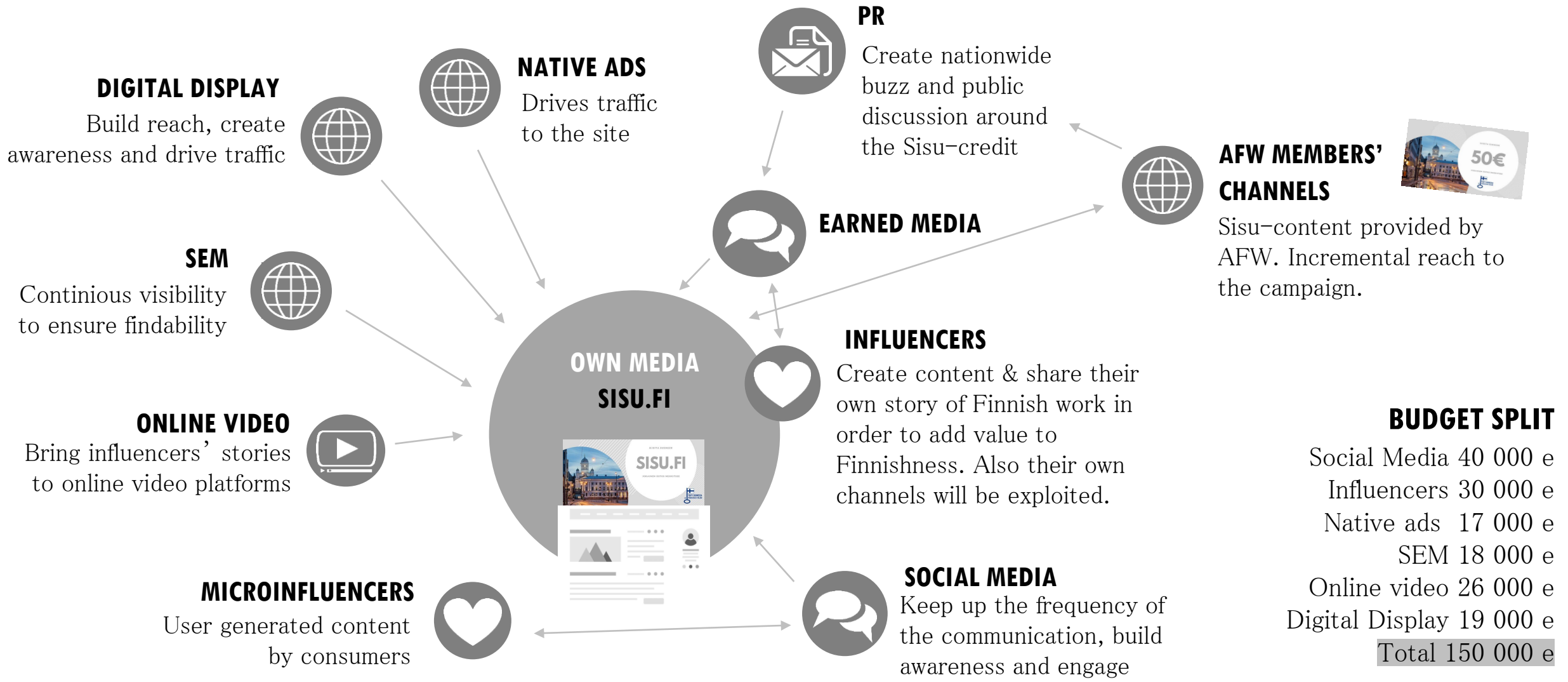
Promote the SISU-vouchers as an option to influence purchase decisions. Sisu.fi offers ongoing content to AFW member companies they can further use in their own channels and marketing. Also content about enabling wellbeing to the society.

Co-operation with Slush, Tekes and such promoting Finnish start-up-state-of-mind and entrepreneurship in general. Sisu start up clinic: Senior entrepreneurs spar juniors.



ECOSYSTEM OF THE CAMPAIGN

To change attitudes, a long term campaign is needed. This budget allocation is for set up and media budget for four months

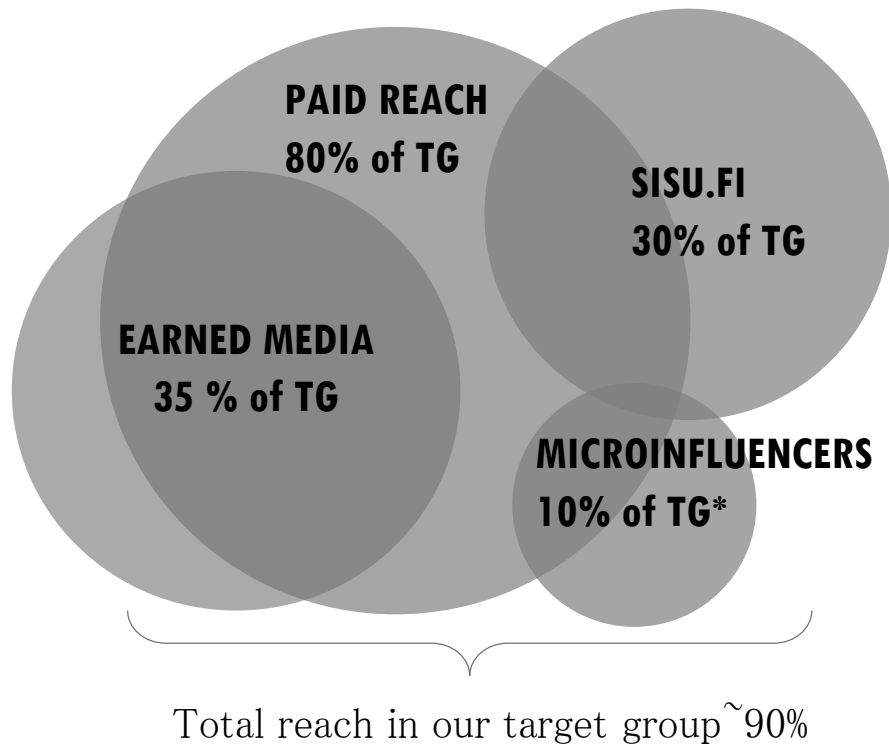


BUDGET SPLIT

Social Media	40 000 e
Influencers	30 000 e
Native ads	17 000 e
SEM	18 000 e
Online video	26 000 e
Digital Display	19 000 e
Total	150 000 e

RESULTS OF SISU.FI AND SISU-CREDITS

Sisu - Sijoita Suomeen campaign will reach the target group and all Finns in various different touch points, in order to start the journey of changing one's behavior.



Among Finns in general we have a potential of 33% to change their purchase behavior into buying Finnish goods and services. This figure scaled to our TG is about 461 000 potential.



This potential can be reached and we are on our way to change the attitudes and purchase behavior in order to increase the share of Finnish goods in consumers' shopping baskets.

*Our company's own social media Study

WHY THERE IS SO MUCH SISU IN THIS?

- Emotional triggers meets rational facts in all levels of communication. Nationwide high reach and awareness will be build to stimulate discussion around the topic with luminous influencers and company leaders.
- This is a phenomena that involve all Finns - one can recognize and identify it as part of one's own Finnishness.
- Campaign links the importance of consumer's purchase decisions as a part of whole economy.

**DO YOU HAVE SISU?
YOU SHOULD!**