

THE DON'T CAMPAIGN.

It might make you think.

TO THE POINT.

Finnish consumer attitudes has been researched that individual consumer decisions are significant to the nations economy – one’s own choices have an effect on jobs remaining in Finland. The problems central to the birth of making a purchase choice is avoiding a bad conscience and guilt and anxiety pertaining to abundance.* Finnish work and design has been advertised before by referring to Finnish nature, hard work and locality. The problem with this is that the ccs statistics of 2016 show that only 25% of men and 34% of women actually respond to “doing everything they can to protect the environment. Around 55% of the consumers tend to consider all options before making a purchase decision. 45% is a lot of people to get to think about the other options, especially the Finnish ones.

*STL-brand survey
2016, Frankly Partners

OUR TAKE.

The Don't Campaign is meant to be everything that the current Finnish identity is not: bold and proud of what it is. The way the campaign is trying to reach people is by reverse psychology, where instead of telling people to buy Finnish products and services, we tell them not to.

You might be thinking, how does this work? Simple: people don't like to be told what to do and therefore they do the exact opposite. Throw in a bit of sarcasm and people know we are not serious with our statements.

OUR TAKE.



**DON'T
KEEP UP THE
EXCELLENT WORK.**

As we look back at history — in this celebratory year of Finnish independence — we can, with good reason, establish that the current well-being of Finland has been built on work. In the future, the following hundred years, well-being of Finland will be built on work as well.

   YHTEIS
KUVALLINEN
VRITTVS



**DON'T
KEEP UP THE
SUSTAINABILITY.**

There are growing numbers of Finnish startups developing products and services for a more sustainable world. Finland ranked as the greenest country in the world in the environmental performance index 2016.

   YHTEIS
KUVALLINEN
VRITTVS

OUR TAKE.



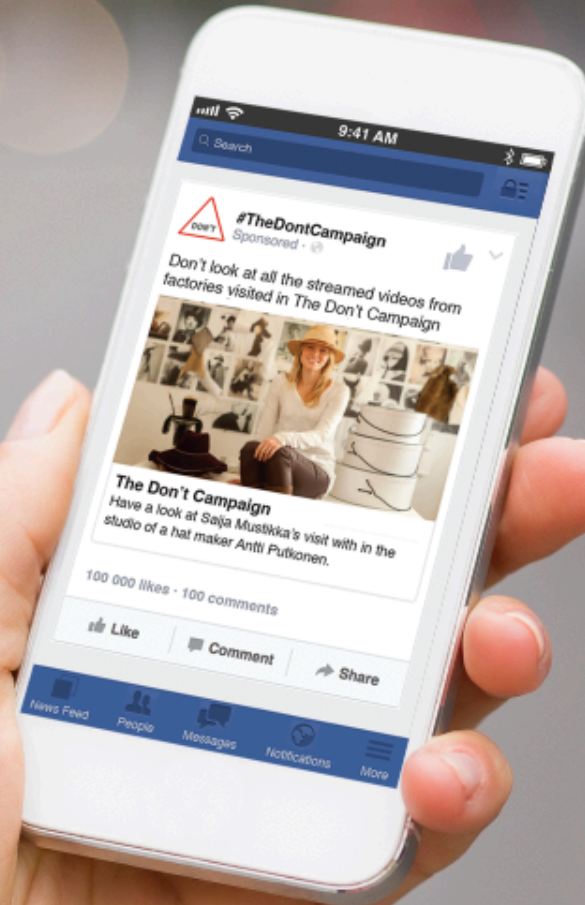
QUICK FIX.

Why the bold colors and not just the traditional blue and white, you ask? Because the blood of the target consumers is already colored after the Finnish flag, we decided to introduce a bit of eye-catching colors inspired by the Finnish nature.

Using promotional workers and speaker/microphone equipped digital-out-of-home screens in public areas, we broadcast live footage from factories. The crowd and the shop worker can communicate and the latter can participate the viewer to i.e. pick a color for a product, which is then produced and sent. This feature allows many other concepts such as spontaneous tours where people get invited to visit a factory and be broadcasted on the DOOH screens. Best experiences are shared experiences, right?

SOCIAL MEDIA.

A Facebook site for the campaign is created. The site is used to post filmed and live streamed videos from factories and their personnel.



WHAT'S IN IT FOR YOU.

By standing out, our campaign remains in consumers mind helping them to think about Finnish work; to bring out their inner feelings for the values it stands for and to further help them to consider the Finnish option next time they are making a purchase decision.

CAMPAIGN IN SHORT.

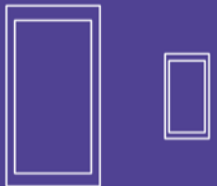
Brand Activation



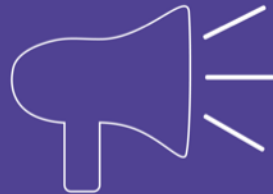
Social media



Digital Advertising



CAMPAIGN



Target Group



Updated Brand Images



Raised Brand Awareness



Earned Media



CHEERS FOR THAT!

...and see you at the market square!