



Good From The Neighbourhood

HOW TO CONNECT WITH PEOPLE IN A FAST PACED WORLD?

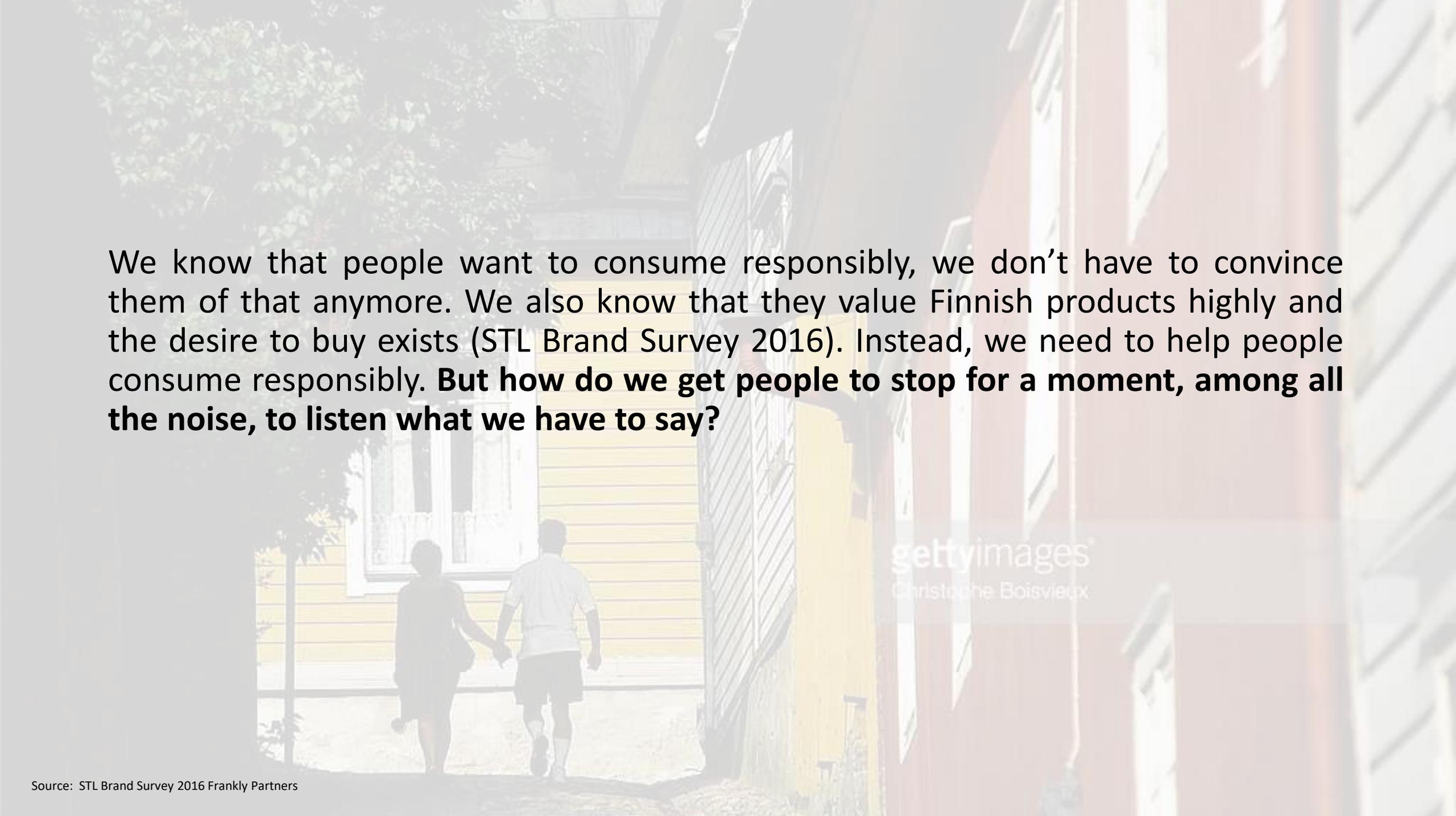
Today's uncertain global world has sparked a need in people to consume more responsibly (STL Brand Survey 2016). At the same time our lives and consumption habits have become more and more fast paced and our attention span has narrowed to seconds as we are constantly bombarded with messages. **Most Finns don't believe they have the proper information nor energy to consume responsibly even though they would want to (Torniainen M. 2010).**

In order to grasp people's attention today, brands need to find and engage with the customer at the exact time when they might be desired by the consumer.

Sources

Torniainen, M. (2010) Eettinen kuluttaminen – tieto ja asenne kuluttajan valinnoissa. University of Helsinki. <https://helda.helsinki.fi/handle/10138/16506> 12.3. 2017

TL Brand Survey 2016 Frankly Partners



We know that people want to consume responsibly, we don't have to convince them of that anymore. We also know that they value Finnish products highly and the desire to buy exists (STL Brand Survey 2016). Instead, we need to help people consume responsibly. **But how do we get people to stop for a moment, among all the noise, to listen what we have to say?**

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AFFECT AT THE MOMENT WHEN YOU ARE MOST NEEDED

In the past marketing campaigns we've asked people to support us by appealing to our rational sides. Big numbers aren't personal enough, we need to influence on a more personal level. Besides consumers shouldn't be the ones helping us – we should help them.

GOOD FROM THE NEIGHBOURHOOD –CAMPAIGN

We will create a “Good From the Neighbourhood” -concept by creating a marketing stunt encouraging local companies to perform small acts of kindness for people in their neighbourhood. Remind them of who we are at the right moment and give Finnish work a face.

We'll encourage local companies to do one good deed for someone in their neighbourhood. Find one person who you know is tackling with a chore and offer your help for them by giving a helping hand. Leave them with a “*This good came from the neighbourhood*” –card that shows the three brands behind this campaign – Key Flag, DFF, Finnish Social Enterprise. Encourage them to share the good beyond. The local companies will be marked as good from the neighbourhood –companies for one year after which they'll have to earn the title back to encourage them to do good continuously.

These moments of kindness will tap into the moments where we get the consumer's full attention. The marketing campaign will be based on sharing these short stories.

CREATING AWARENESS ABOUT FINNISH WORK IN A FRESH WAY

Digital – 90k €

The stories will be shared locally in the form of video and articles.

Social Media

Bringing local stories to life by targeting them based on the story's origin. Local stories will encourage people to share them among their neighbourhood.

Native

Telling the stories of people behind local companies.

Mobile

Being close to consumers when they are on the move and close to purchase decision.

Service search apps

Take over service search apps, such as Yelp, to reach people exactly at the decision making moment about which service to use.

OOH – 70k €

Taking over the neighbourhood streets by telling the stories to people. Reaching the consumer in between the fast-paced everyday life.

AND WHY WILL THIS WORK?

The Association for Finnish Work has over 3000 member companies. By harnessing them to engage with their local people we can reinforce the connection between the people and the companies in a convenient moment.

By giving face to Finnish work we concretize the rational benefits of consuming domestic products and services. We'll get into people's everyday lives.

Stories are shared locally bringing them close to people and making the relevant for them. Seeing a story from your neighbourhood will encourage people to share it.

To Summarize

Consumer who wants to be responsible but fails due to hectic life and inefficient resources to find information.

A company who's rational and demanding messages don't reach the consumer in their everyday life.

Finding the right moment to connect with the consumer in a right way.

Good From the Neighbourhood –concept.

Giving face to Finnish work and concretizing the rational messages with an emotional act.