



FIVE MILLION REASONS

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REASONS

OUR SOCIETY IS BUILT UPON WORK

Finnish work affects all of us; we're a nation more than 5 million people to contribute in our society at some point of our lives.

Amazing Finnish work is done in Finland in many different areas; production is important, but equally important is immaterial work. Each citizen contributes the best they can. Everyone's input is important and valuable, yet we often only see a small fraction of the vast network of people collaborating to build our society. This shouldn't be the case.

We want to bring the people behind every product and service in to the spotlight and increase the visibility of Finnish work—and people behind it—so that it gets the appreciation it deserves.

**FIVE MILLION
REASONS**

INSIGHT

**THERE ARE MORE THAN FIVE MILLION
REASONS TO SUPPORT FINNISH WORK**

FIVE MILLION REASONS

#FIVEMILLIONREASONS

In this campaign businesses are just the context – people are what matter the most. The campaign aims to awake positive discussion among working aged Finns about Finnish know-how through a Youtube series and by harnessing people to recommend their favourite Finnish businesses and people.

Youtube series of micro documentaries focuses on the people behind Finnish work. Each episode showcases someone's story with a playful twist; not just the work, but one's personal life and consumption habits as well, and how their lives are tied around Finnish work.

Even though the time for traditional "Favour Finnish" campaigns may be over, we're a country full of quality products and services. With a small tweak, Association for Finnish Work brings phrase into this century and invites people "Endorse a Finn" by simply asking: What are your reasons to support Finnish work?

FIVE MILLION REASONS

Explore Videos

Endorse a Finn

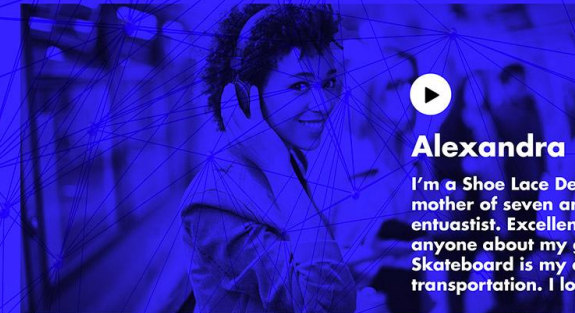
SUOMALAISEN TYÖN LIITTO

TALES FROM HÄRMÄ

How did a girl from Espoo found her way to work in Nuorgram?
How about the story behind the products and services we consume every day?

Explore the tales

Most recent ▼



Alexandra

I'm a Shoe Lace Designer in Nuorgram, mother of seven and climbing enthusiast. Excellent home chef (ask anyone about my green ginger curry). Skateboard is my choice of transportation. I love daydreaming.



Maria

I'm a nursery student, working half-time at gas station. I love encounters with people from different backgrounds and generations. On weekends I help at a local refuge center.



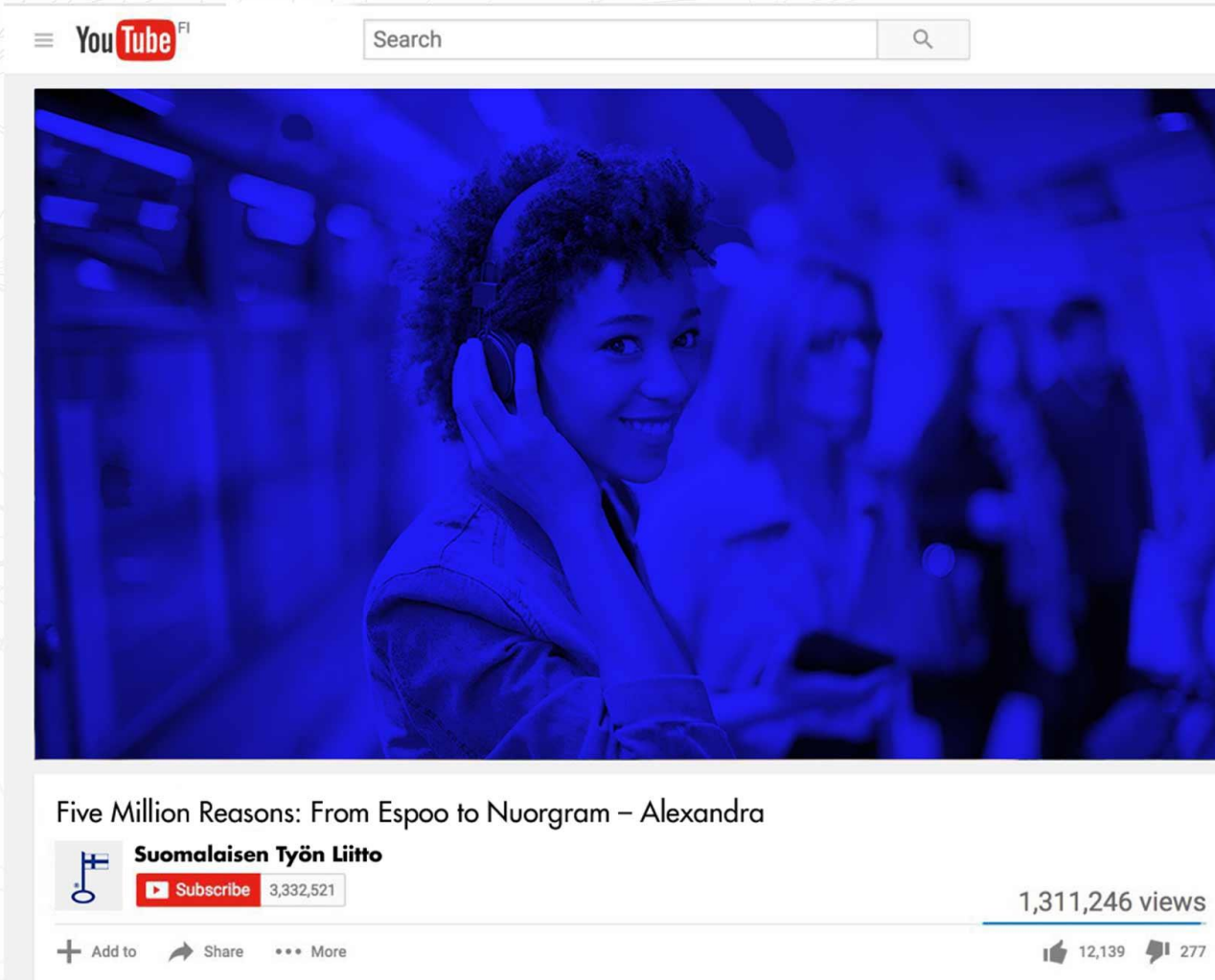
Pedro

Farmer in five generations. Crazy about all kinds of plants, herbs and flowers. I want to have my own botanical garden when I grow old.

FIVE MILLION REASONS

FINNS <3 YOUTUBE *

The campaign's home is on Youtube. That is where the videos are hosted and shared to campaign site (fivemillionreasons.fi) and other social media channels, such as Facebook and Instagram.



The screenshot shows a YouTube video player interface. At the top left is the YouTube logo with a 'fi' domain indicator. A search bar is located to the right of the logo. The video thumbnail shows a woman with curly hair wearing headphones, smiling, in a blue-tinted setting. Below the video, the title 'Five Million Reasons: From Espoo to Nuorgram - Alexandra' is displayed. The channel name 'Suomalaisen Työn Liitto' is shown with a profile picture icon and a 'Subscribe' button next to the subscriber count '3,332,521'. The view count '1,311,246 views' is displayed in blue text. At the bottom, there are icons for 'Add to', 'Share', and 'More', along with like and dislike counts: '12,139' likes and '277' dislikes.

* iprospect.com/fi/fi/blogi/youtube-on-suomen-6-suurin-media

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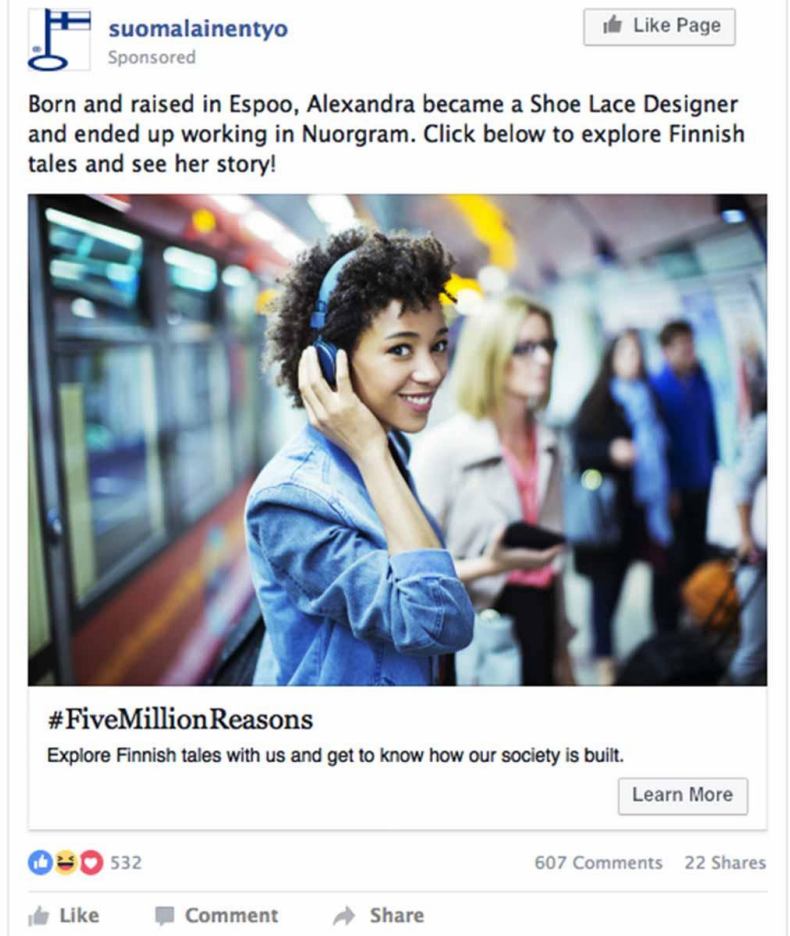
LET'S EMBRACE THE ONES WHO MAKE OUR SOCIETY

As video will account nearly 70% of all consumer internet traffic during 2017*, it is an obvious choice for our main media.

Inspired by Humans of New York, Vice Documentaries and a Finnish vlogger Jaakko Keso, campaign videos—micro documentaries—are starred by the normal Finns; people like you and me. As the videos are rather short and shared online, they're easy to consume and brought to people.

The micro documentaries paint a picture of Finnish work and people from unexpected perspective and showcase the authentic everyday life of Härmä; funny yet emotional, low-cost yet professional.

* cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/complete-white-paper-c11-481360.html



suomalainentyo
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Like Page

Born and raised in Espoo, Alexandra became a Shoe Lace Designer and ended up working in Nuorgram. Click below to explore Finnish tales and see her story!

#FiveMillionReasons
Explore Finnish tales with us and get to know how our society is built.

Learn More

532 607 Comments 22 Shares

Like Comment Share

FIVE MILLION
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LET'S MAKE IT SOCIAL

It's a well-known fact that recommendations from friends are most credible form of advertising – in fact, more than 80% say they trust the recommendations of friends and family.*

Association for Finnish Work invites people endorse a Finn with a simple question on social media: What are your reasons to support Finnish work?

All individuals can contribute the campaign on social media channels by using hashtag #fivemillionreasons and via campaign site.

* nielsen.com/eu/en/press-room/2015/recommendations-from-friends-remain-most-credible-form-of-advertising.html

