

A hand is shown tapping a smartphone screen. The background is blurred, showing a person's legs and feet. The text 'GAMIFY FINLAND' is overlaid on the screen.

# **GAMIFY FINLAND**

**What comes to your mind when you're thinking about Mobile innovation? Perhaps Pokémon Go? Or our local superstars Wolt or Supercell? The common factor with these is that they are extremely engaging and their user base ranges from children to elderly people.**

**What we are going to do next is to introduce you to a "105 years-old startup" who gamified the experience of domestic consumption via mobile**

# INSIGHT

VALUATION TOWARDS DOMESTIC PRODUCTS AND SERVICES IS THE KEY TO MAINTAINING THE **FUTURE BRIGHT**

11,30€

If every Finn would spend 11,30€ more to domestic products and services monthly

8300

We could create 8300 more jobs annually

?

Why leave it there, when we could achieve so much more?

BY GAMIFYING THE WHOLE DOMESTIC CONSUMPTION CONCEPT WE CAN FOCUS ON **ENGAGEMENT** RATHER THAN REASON AND **MULTIPLY THE RESULTS**

# IT IS THE ERA OF MOBILE

WHERE CONSUMERS ARE CONSTANTLY USING THEIR MOBILE DEVICES TO CONNECT WITH THEIR FRIENDS, TO WORK AND TO PASS TIME

65%

of target group  
(**25-54 years old**)  
uses their mobile devices  
frequently for mobile  
entertainment

THIS LARGE AND FREQUENT USAGE OF MOBILE GIVES US AN EXCEPTIONAL OPPORTUNITY TO PARTICIPATE THESE PEOPLE TO **A GAMIFIED EXPERIENCE OFF CREATING JOBS IN THE PROCESS OF “PLAYING”**

# THIS IS THE IDEA YOU'VE NEVER SEEN BEFORE

## CHALLENGE

PEOPLE DON'T SEE HOW THEIR PURCHASE BEHAVIOR AFFECTS FINNISH LABOUR

## OBJECTIVE

TO INCREASE THE APPRECIATION OF FINNISH WORK AND INFLUENCE PURCHASE DECISIONS

## AIM

VISUALISE THE EFFECT OF PEOPLES CHOISES IN REAL-TIME IN A REWARDING AND ENGAGING WAY

## SOLUTION

A COLLECTIVE GAMIFIED EXPERIENCE WHERE PEOPLE CAN SEE HOW THEY ARE MAKING A DIFFERENCE IN REAL-TIME

THE IDEA IS TO CREATE A GAMIFIED EXPERIENCE, WHICH ENCOURAGES PEOPLE TO **CHOOSE LOCAL PRODUCTS AND SERVICES**. THEY LITERALLY **CREATE MORE JOBS** BY ONLY "PLAYING" AND **SEE THEIR AFFECT IN REAL-TIME**

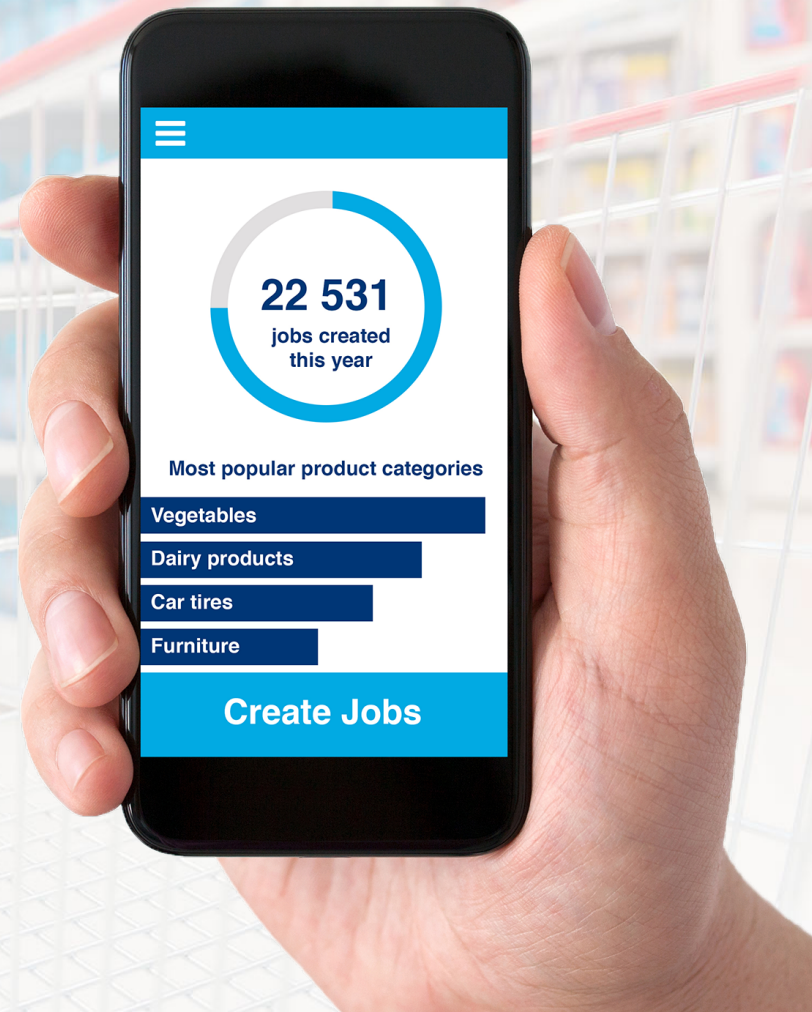
# THE IDEA IS SIMPLE, ENGAGING AND REWARDING

## Website with

- A real-time calculator on how many jobs are being created by the people due domestic consumption
- Emotional stories about Finnish companies
- A list of partners that are participating in the common cause for good
- A section for consumers to login and see their long-term effect and receive discounts from partners as a reward

## Participation via mobile

- Consumers have browser and app-based possibility to scan their products to their accounts to affect the calculator
- Consumers experience a hunt and gather feeling while scanning product barcodes in shops
- Consumers are provided with constant feedback and relevant stories based on their effect
- Consumers are rewarded with discount codes if they acquire new users



# KEYS TO SUCCESS

**RALLY  
PARTNERS**

**Empower the thousands of partners The Association for Finnish Work has to get the most out of owned media**

**LAUNCH  
THE IDEA**

**Acquire consumers to participate by assembling paid, owned and earned media**

**ENGAGE  
PEOPLE TO  
PARTICIPATE**

**Offer consumers authentic and rewarding experiences that makes them feel that they are making a change**

**ENCOURAGE  
FOLLOWERS TO  
ACQUIRE MORE  
FOLLOWERS**

**By assembling a double-edge referral program, which benefits old and new followers by rewarding them with discounts**

# ASSEMBLING OWNED AND EARNED MEDIA

COMPANIES ARE CONSTANTLY LOOKING FOR NEW WAYS TO DISPLAY SOCIAL RESPONSIBILITY

2513

Jobs created  
this month



4000 EXISTING PARTNERS ARE INVITED TO JOIN IN ORDER TO DISPLAY SOCIAL RESPONSIBILITY TOWARDS DOMESTIC LABOUR IN A FUN NEW WAY



TRACTION WILL CAUSE MEDIABUZZ LEADING TO INCREASED AMOUNTS OF EARNED MEDIA



NEW PARTNERS WISH TO JOIN DUE POSITIVE REACTIONS



FURTHER COLLABORATION OPPORTUNITIES WITH PARTNERS AND MEDIAS MERGE



Ads in partner stores, an app in collaboration with well-known companies like Supercell or Rovio, logos on the receipts of the biggest Finnish retail shops, keynote possibilities in well-known events like Slush etc.

# USING PAID MEDIA TO GET THE WHEELS RUNNING

**OOH**

**In popular Finnish shopping centers to raise the awareness**

**ONLINE VIDEO**

**To peak interest and stir emotions to encourage people to join the cause**

**SOCIAL MEDIA**

**To raise awareness and encourage participation**

**THE ROLE OF PAID MEDIA IS PURELY TO FUEL OWNED AND EARNED MEDIAS**



# SUMMARY

## PAID MEDIAS & BUDGETS:

- OOH - 40%
- Online video - 30%
- Social media - 30%

## WHY THE CAMPAIGN WILL MAKE A DIFFERENCE:

- Consumers are provided with fun, engaging and concrete experience while making a difference on a daily basis
- Companies can acquire credit for social responsibility while supporting domestic consumption, which will also has a positive impact on sales of their products and services
- Finland can get credit for using mobile technology in an innovative way which creates jobs for ordinary citizens

➔ IT'S A WIN-WIN SITUATION FOR EVERYONE

**ARE YOU  
READY  
TO PLAY?**

