

Dream on

ASSOCIATION FOR
FINNISH WORK

AN AUGMENTED REALITY EXPERIENCE THAT REVEALS A FUTURE FINLAND THAT'S WORTH INVESTING IN

Our campaign shows everyday consumers, in a fresh, exciting and shareable way that they have the power to make our nation's dreams come true, simply through choosing to buy Finnish work.

Insight

Consumers want to make smart buying decisions. Companies' want to highlight the impact of their work so that they're seen as the best choice, for both your wallet and conscience. We're connecting these two needs to showcase how investing in Finnish work will power the dreams of Finns for the next 100 years.

Experience

'Dream ON' hotspots can be found in all Finnish cities. When you find a hotspot it can be scanned using the 'Dream ON' app. The screen shows you that dream through an augmented reality experience. As the user moves around they discover more about the dream and can take a photo of themselves in it, to share directly onto Facebook. Once the experience is over the screen will show the companies and services that 'power' this dream and the user can go straight to their websites or find out more from the Dream ON campaign site.

