



# PERMISSION TO BE PROUD



## CHALLENGE

Finnish products and services could be consumed significantly more on a daily basis to support Finnish work.

How to make this clearer to consumers?

## CONSUMER INSIGHT

For Finns today Finnishness is not a guarantee of quality nor added value. We have travelled the world and seen what is out there compared to past generations. And with the help of digitalisation we are closer to the rest of the world and its offering.

The word Finnishness has suffered inflation.

Then we have this thing called low self-esteem and we lack national pride. We tend to belittle ourselves and put ourselves down even when there is no need to do so.

We don't take pride in Finnishness and it is not appealing, instead it might have a negative ring to it.

We get proud when ever other countries acknowledge us and we enjoy the feeling of #suomimainittu.



## INSIGHT

We Finns have a low self-esteem and we are not proud of our accomplishments and our work before we are acknowledged outside Finland.

## SOLUTION

We argue that Finns are well aware of the Finnish purchase option but Finnishness is just not strong enough driver.

We need to make Finnishness cool and get freaking excited about it as people outside Finland do.

How? Let's ask the rest of the world's opinion on us to boost Finland's self-esteem and ego.

## STRATEGY

The Finns opinions of Finnishness are always negative and drastically differs from the opinion that the rest of the world has of us. Bringing the differences next to each other for comparison to reveal how poles apart we are.

Illustrating the absurdity and self-irony of the situation, where valuing Finnishness is actually done by foreigners and not by Finns themselves, the change can begin. Finns must first see the paradox to be able to change their mindset.

One's mindset about Finnishness has to come from within, it cannot be changed by preaching. We already have the pride buried deep down inside of us, but we need to dig it up with a little help from our friends abroad.

Even though we Finns need a self-esteem boost from abroad there is one thing only another Finn can understand. The Finnish humor. We sure know how to laugh at ourselves and the way we put ourselves down, that being the cornerstone of our humor.

Combining these two aspects we can shift the label of Finnishness from shame to fame and give ourselves a permission to be proud.

# EXECUTION



## Step 1.

Innovative live video call network between Helsinki and five European cities is created by transforming the JCDecaux's digital outdoor screens into connection platforms.

## Step 2.

Questions about Finnishness are presented in all cities to showcase how the perspective changes outside Finland.

## Step 3.

Finns answer the question first and are then presented the other view of the matter by people elsewhere.

## Step 4.

The live video calls allow real connection that ignites emotions with surprising outcome.

## Step 5.

These real live encounters are filmed, subtitled and transformed into sharable videos which are distributed in Facebook, Instagram and YouTube.

# THE ROLES OF CHOSEN MEDIA ENVIRONMENTS

## COMMUNICATION

Creating impact

## COMMUNICATION

Build reach and raise awareness.

Build emotional connection through Finnish humor.

## MEDIA ENVIRONMENTS

JcDecaux digital outdoor screens.

Using this existing digital outdoor format as a smartphone by implementing live video call in the digital screen. Connecting Helsinki to another European city via digital touch screen in a way that has never been done before.

## MEDIA ENVIRONMENTS

Facebook, Instagram and YouTube enables smart and cost-efficient reach.

The chosen social media platforms are selected based on their strength in video. Consuming, sharing and engaging videos are at the heart of these platforms. These mediums offer the best combination of both reaching and targeting.

Targeting based on demographic, interest, intent and Youtube search result factors, allow us to find the best suitable touch point for each view. The videos can be sequenced to ensure the optimal frequency level.

## KPI'S

Awareness, engagement.

## KPI'S

Views, shares, engagement.

## EXAMPLE OF THE CREATIVES



## WHY THIS WILL WORK?

A woman in a red and yellow superhero costume with a yellow star on her chest and a yellow mask stands next to a man in a green and gold superhero costume with a yellow lightning bolt on his chest and a green mask. They are both holding tablets. They are standing in a modern office with large windows overlooking a city skyline. A desk with a laptop and a lamp is visible in the foreground.

Real insight based on nation understanding not just consumer insights.

Kick-ass concept and content.

The winning media combination of innovative thinking and effective media use.

Measurable KPI's.



## SUMMARY

Finns are well aware of the Finnish purchase option but Finnishness is not a strong enough driver.

It needs to become a driver.

To become one, Finnishness needs to be a positive attribute.

For it to become a positive attribute, Finns need to change their negative mindset about Finnishness.

The Change comes within when we have a permission to be proud.