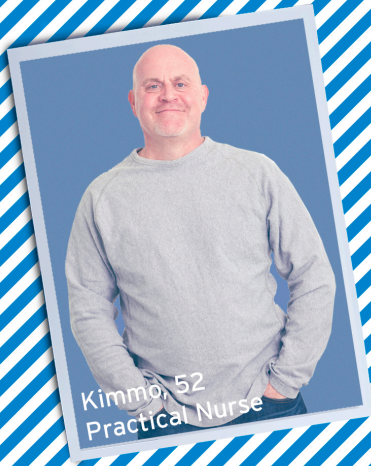


Meet your colleague.

How to make consumers and employees alike to understand the diversity of Finnish work and appreciate it to new heights?

A digital campaign description

ASSOCIATION FOR
FINNISH WORK



Meet your colleague.

The way we talk about work lacks sense of belonging. In our political climate, creating connection and understanding between individuals aspiring from different backgrounds is vital.

Meet your colleague digital campaign aims to find this connection. It reveals how the work efforts of different individuals together build the value the Finnish consumer so greatly appreciates. This is done by breaking down the value chain and showing the full spectrum of work needed to accomplish a shared goal, resulting as the final product or service for the consumer.



The first point of contact is through an targeted ad presenting a worker persona relatable (age, gender, field of work) for the user. The ad directs to the landing page, which reveals the whole value chain and its individuals. The campaign guides the audience from their social bubble into a path towards a sense of community. Through this, the campaign aspires to create an emotional driver for consumers to choose the result of Finnish work in their daily decisions.

Campaign rationale

Rational matters guide the Finnish consumer. Domestic origin and corporate responsibility are the key influencers in the decision-making process of a Finn. Still, the total effect of one's daily choices remains fuzzy. 67%* of Finns would like to know more of the employment effects of their purchase decisions.

In 2010s, 70 % ** of the value of the product or service comes outside production. 70 %*** of the GDP comes from services. By letting the consumer realize the diversity of individuals working on the Finnish products and services, we create an emotional connection between the companies, employees and consumer.

The campaign celebrates the individuals in the Finnish value chains and invites the member companies of The Association for Finnish Work to join the movement. By providing a tool for companies to create their own shareable content, we empower the Finnish workforce to be proud of their impact on the society.

** Suomalaiset ja työnteko & suomalaisuuden merkitys tuotteissa ja palveluissa (Kopla Helsinki 2015) / ** Työn murrokseen vaikuttavat monet globaalit muutosvoimat (deskstudy 2013) / *** Uutta arvoa palveluista. ETLA B 256 (2012)*



Key message

Time to say Hello to the thousands of your colleagues.

Together, we are the doers of the Finnish Work.

Join the movement by sharing your story.

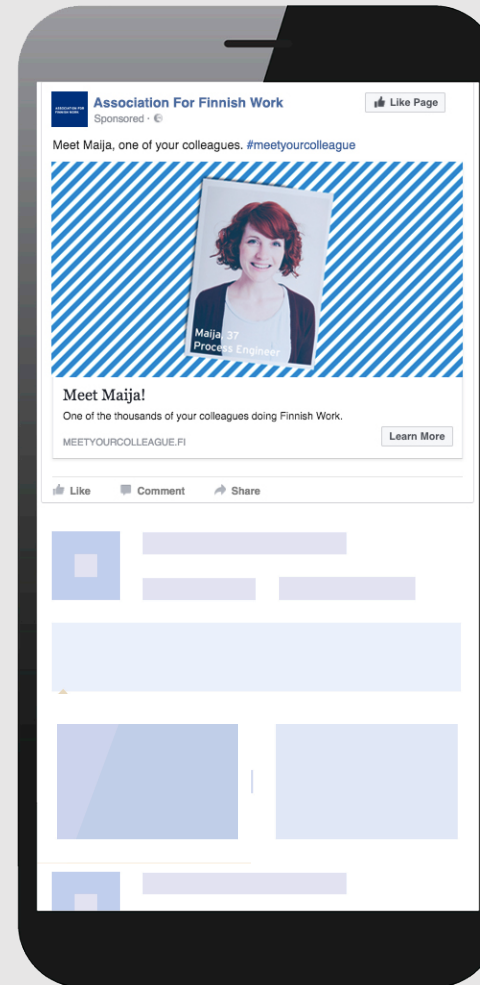
#meetyourcolleague

Campaign elements

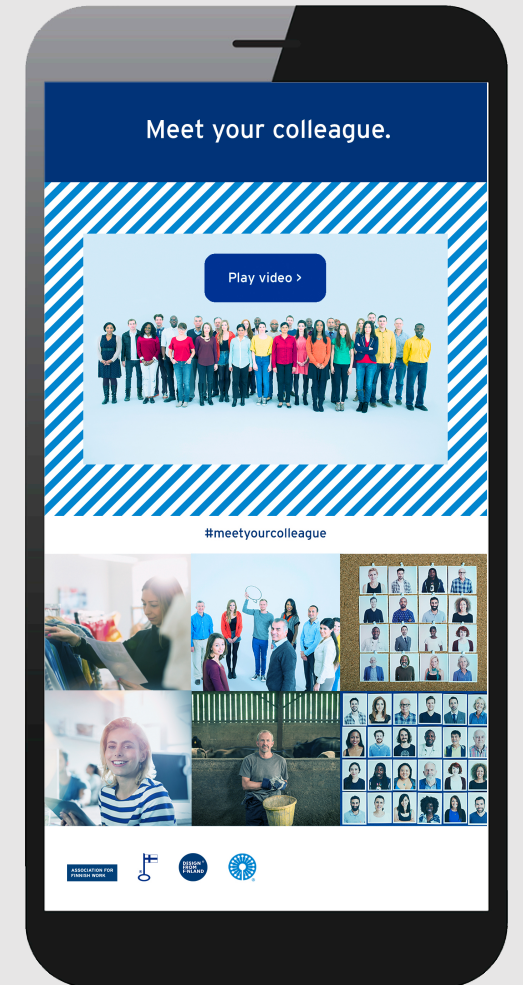
Social media advertising is the first encounter with the campaign, used to drive traffic to the landing page. Different creatives are produced for targeting the different audience segments.

The **landing page** is the focal point of the campaign. It consists of **seed videos**, a feed of content created by the **member companies** and a **campaign toolkit**.

FACEBOOK AD



LANDING PAGE



In the seed videos, the individuals of a value chain gather together to discuss the meaning of work, revealing how our colleagues are not just the ones we see in our own workplace. The videos aim to evoke positive emotional discussion about work instead the current productivity discourse. The videos are produced for the campaign, acting as the main tool for delivering the campaign message and as inspiration for activating the member companies.

EXAMPLE OF A SEED VIDEO SCRIPT

Scene 1. A montage of short sceneries in different workplaces, including:

A woodcutter in his coffee break, lounging on a bench. A truck driver.

A carpenter. A sewer. A warehouse worker. A designer working on her laptop:

Group of office workers together. A sales man. An accountant. A CEO.

A sales associate. A delivery man.

Scene 1 voiceovers: "I get a chance to use my full potential.", "For me, it has always been about following my instinct. And now I am here.", "I feel so privileged for being able to work on my passion every day."

Scene 2. All of the previously filmed persons, gathered together on a studio setting. Some looking a bit overwhelmed, everyone looking exited. Bubbly discussions and getting to know one another. Finding out the shared goal of one's works.

Scene 3. A class picture like portrait of the group laughing together.

VO: Time to say Hello to thousands of your colleagues.

Together, we are the doers of the Finnish Work.

The downloadable toolkit of the landing page includes the campaign elements (brand guidelines, logos etc.) for member companies' use. The member companies are encouraged to create and share the stories behind their own value chains, scaling the reach of the campaign to a new level.

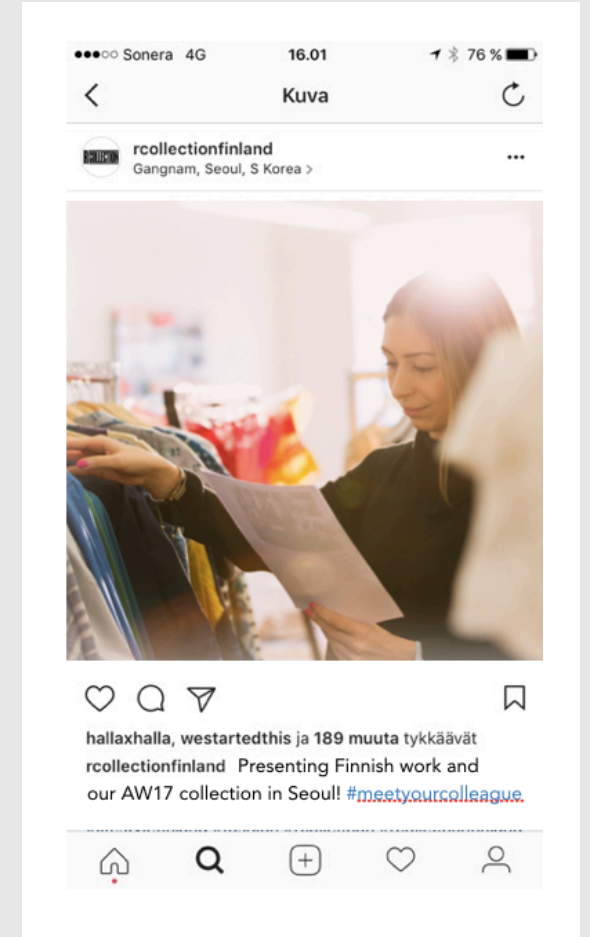
The shared stories are present also in the member companies' own social channels. The message is spread across the followers of the 4 000 granted brands, creating a powerful movement celebrating the diversity of Finnish work.

The content is shared with the campaign tag [#meetyourcolleague](#)

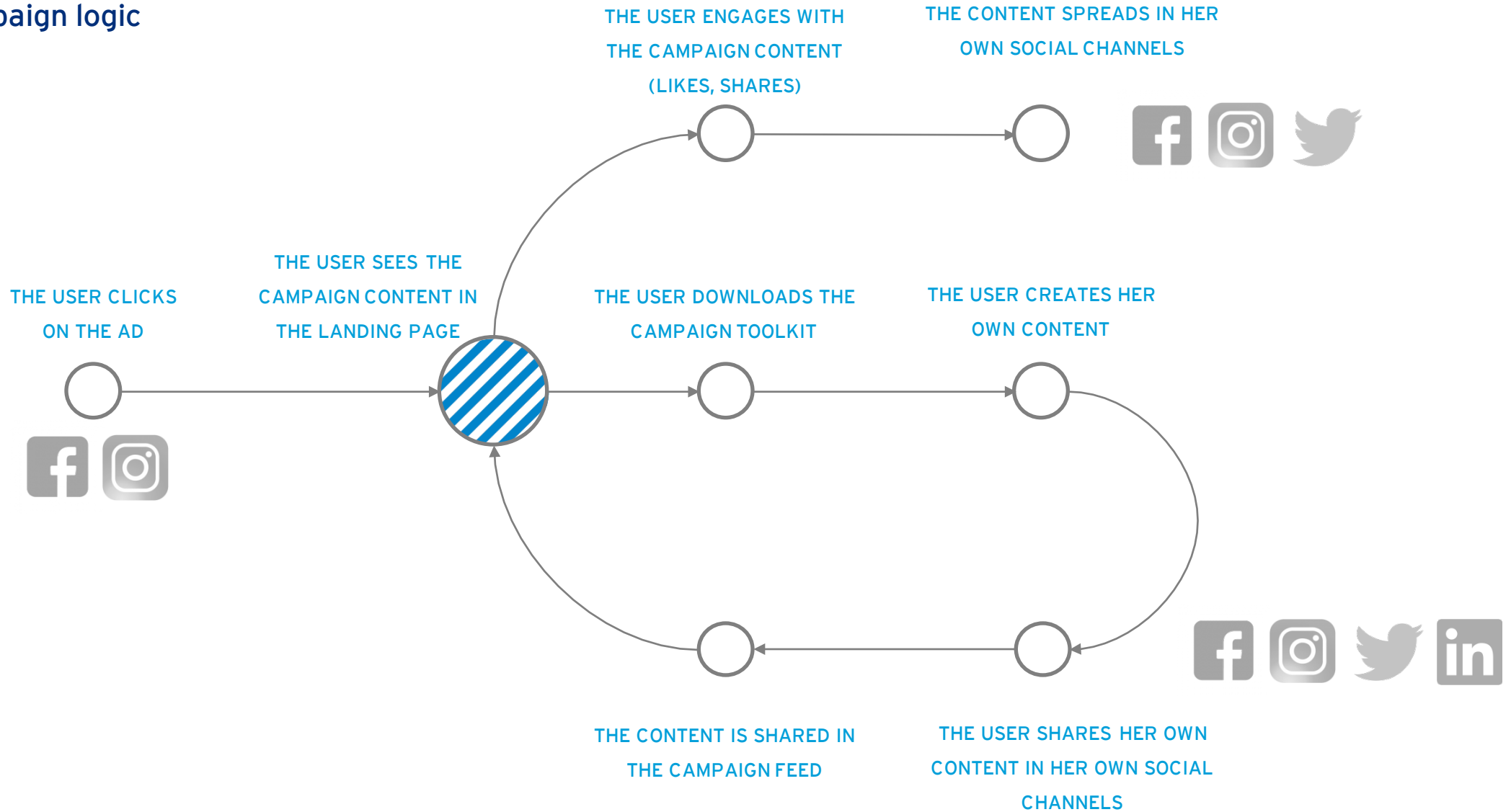
STORY SHARED BY A MEMBER COMPANY (VIDEO)



STORY SHARED BY A MEMBER COMPANY (INSTAGRAM POST)



Campaign logic



The impact

The campaign offers the member companies a well-thought concept for their own marketing. It creates a positive cycle of participation, which in turn creates more content for enriching the campaign. It is inclusive for all the member companies, since the participation can range from a tweet to professional video content.

In addition, the campaign concept opens up an opportunity for earned media. It pushes The Association for Finnish Work along with its member companies to join the general discussion about the meaning of work for the Finnish society in an authentic way. The campaign is a call to action to appreciate not to just the work we do, but our increasingly diversified home country and all of its people. It shows how work bonds individuals with different backgrounds together with the most unexpected ways.