

CAMPAIGN DESCRIPTION

Kingis is an iconic Finnish ice cream produced in Sipoo since 1980, loved by Finns for its chocolate heart, cheeky communication and slogan “with a big heart”, whereas Association for Finnish Work (AFW) increases the appreciation of Finnish work.

Together we encourage Finns aged 25-44 to choose more Finnish products by depicting the value chain of Kingis and its local social impact.

With a big heart | showcasing Finns employed by choosing Kingis

- Kingis employs in Sipoo factory and all around Finland across the value chain, from marketers and R&D in Helsinki, printer-house in Lieksa, truck-driver from Vaasa to ice cream kiosk summer-worker in Savonlinna
- Campaign brings faces to people creating Key Flag product Kingis, working “with a big heart” and realizing their passion through meaningful work
- Keeping *your* community vital with jobs

People we serve

Finns aged 25-54 who know the Key Flag and buy Finnish goods sometimes. 86% of Finns recognize the Key Flag, it affects purchases of 64%. The majority recognizes the employment effect, not necessarily responsibility and doing good.

Insight

“I don’t see first-hand how products I buy benefit the Finnish society, other than the manufacturer’s profit. When I buy local produce from the farmer’s market, I see who grew them and where they come from. When shopping in the supermarket for Kingis, it’s harder to understand the full story, value chain and people behind it.”

Key message and tone | choose Kingis, employ locals

Modern, optimistic, personal - with a twinkle in the eye

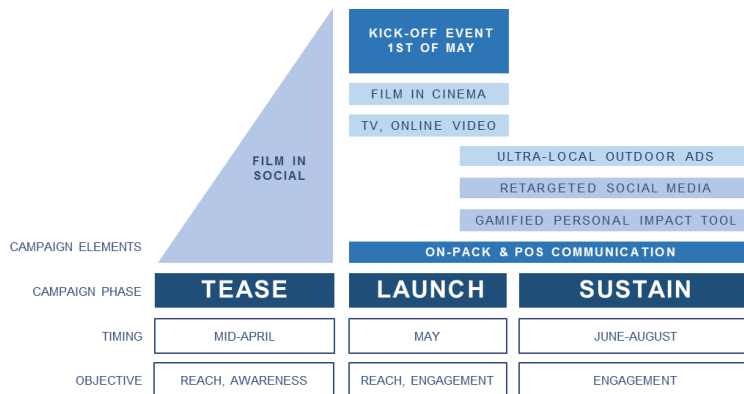


CAMPAIGN CHANNELS

Deliverables | concept for omnichannel communication

- Concept and visual identity
- Strong master video for cinema & online, three shorter cuts for social & TV
- Replicable model for ultra-local outdoor executions with contextual relevance
- Mechanism to illustrate personal societal impact in shareable format, for example based on loyalty card data
- Idea how other members of AFW can utilize campaign idea

Execution | a three-phased campaign



Start with massive reach with video to raise awareness of the societal effect and evoke feelings. To create buzz, organize a launch event on 1 May, Finnish Labor Day and start of Ice Cream season. Continue with ultra-local executions in events and outdoor to make message personally relevant. On-pack and POS communication throughout the summer to educate on local effect and to affect immediate purchase decisions.

Important to secure stakeholder commitment (e.g. trade) and utilize owned media (e.g. Ingman social media).

Budget

Concept, creative work and production 50k€, media 100k€

KPIs

- 250 jobs provided for Finns with Kingis if every Finn buys two Kingis during the campaign, other partners to replicate campaign model for providing more jobs.
- 500k impressions, 50k people engaged face-to-face
- Kingis market share +3%, sales growth +2M€
- Brand attributes to be strengthened
 - Kingis: responsible brand, made in Finland, conviction
 - Key Flag: doing good, responsibility, employment → improve purchase intent from 64% to 70%

Positive self-fulfilling cycle | choose Kingis, employ locals

