



King's

**FOR FINNISH
WORK**

YOUNG LIONS FINLAND 2017 | MARKETERS
HILLA SUHONEN & JUHO MIKKONEN | UNILEVER

Kingis



EVERY FINN EATS ONE KINGIS EVERY YEAR
97% BRAND AWARENESS

ASSOCIATION FOR
FINNISH WORK

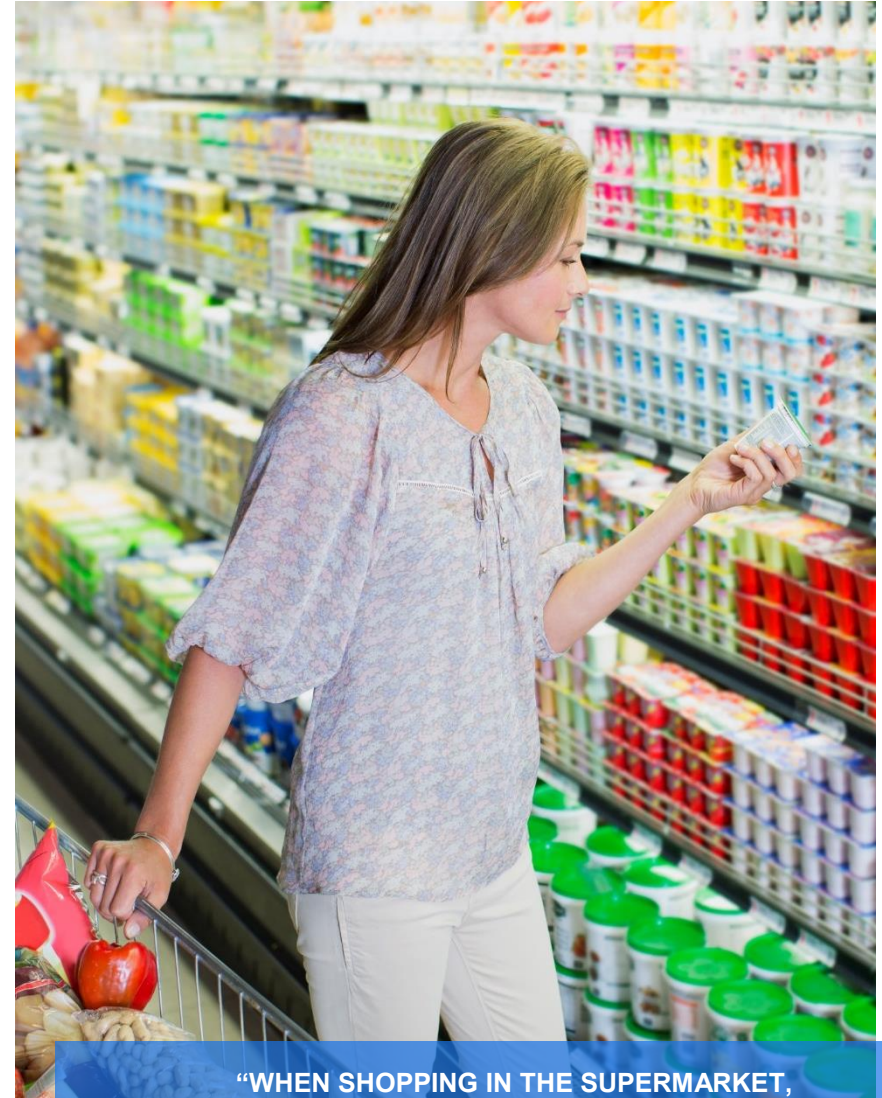


KEY FLAG BRAND KNOWN BY 86% OF FINNS
3500 GRANTED BRANDS

“I DON'T SEE FIRST-HAND HOW PRODUCTS I BUY BENEFIT THE FINNISH SOCIETY, OTHER THAN TO 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, IT'S HARDER TO UNDERSTAND THE FULL STORY, VALUE CHAIN AND PEOPLE BEHIND IT”



DAIRY FARM
MARITA
KEMI



ICE CREAM KIOSK
SAMI
MUURAME



LOGISTICS
VILLE
VAASA



WRAP PRINTER
SARI
LIEKSA



MARKETING
JUHO & HILLA
HELSINKI



R&D
ANNUKKA
SIPOO



PRODUCTION
JOUNI
SIPOO



WITH A BIG HEART FROM US

MUURAME

Suurella Sydämellä
Samilta



KEMI

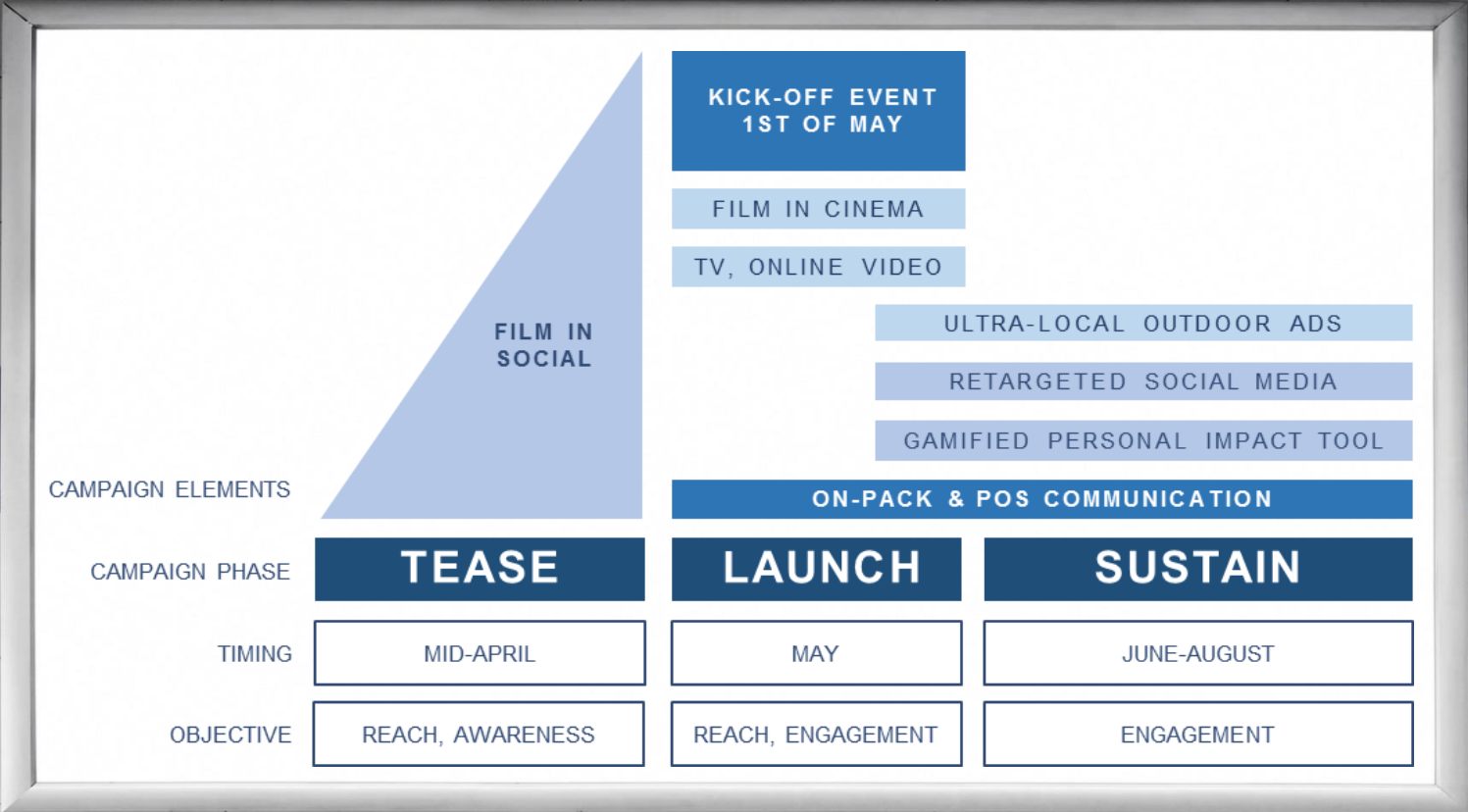
Suurella Sydämellä
Maritalta



SIPOO

Suurella Sydämellä
Jounilta





CAMPAIGN ELEMENTS

CAMPAIGN PHASE

TIMING

OBJECTIVE



KICK-OFF EVENT
1ST OF MAY

FILM IN CINEMA

TV, ONLINE VIDEO

ULTRA-LOCAL OUTDOOR ADS

RETARGETED SOCIAL MEDIA

GAMIFIED PERSONAL IMPACT TOOL

ON-PACK & POS COMMUNICATION

TEASE

LAUNCH

SUSTAIN

MID-APRIL

MAY

JUNE-AUGUST

REACH, AWARENESS

REACH, ENGAGEMENT

ENGAGEMENT

Budget

Concept
Creative work
Production
50k€

Media
100k€

KPIs

+2 Kingis per Finn = 250 jobs

- 500k impressions
- 50k people engaged face-to-face
- +3% Kingis market share
+2M€ sales growth
- Brand attributes:



*responsible brand
made in Finland
conviction*



*doing good
responsibility
employment
purchase intent 64% → 70%*



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