

Finland has a lot of space per person. In fact, we rank third in Europe when it comes to population sparsity. People even make fun of Finnish people and our need for personal space. But the truth is that we love our space!

We don't want to diminish the space between us, but sometimes we need to make it feel smaller, so we can find each other.

THE FINNISH SPACE





THE BRIEF & OUR APPROACH

Brief: Increasing the appreciation of Finnish work and influencing the purchase decisions

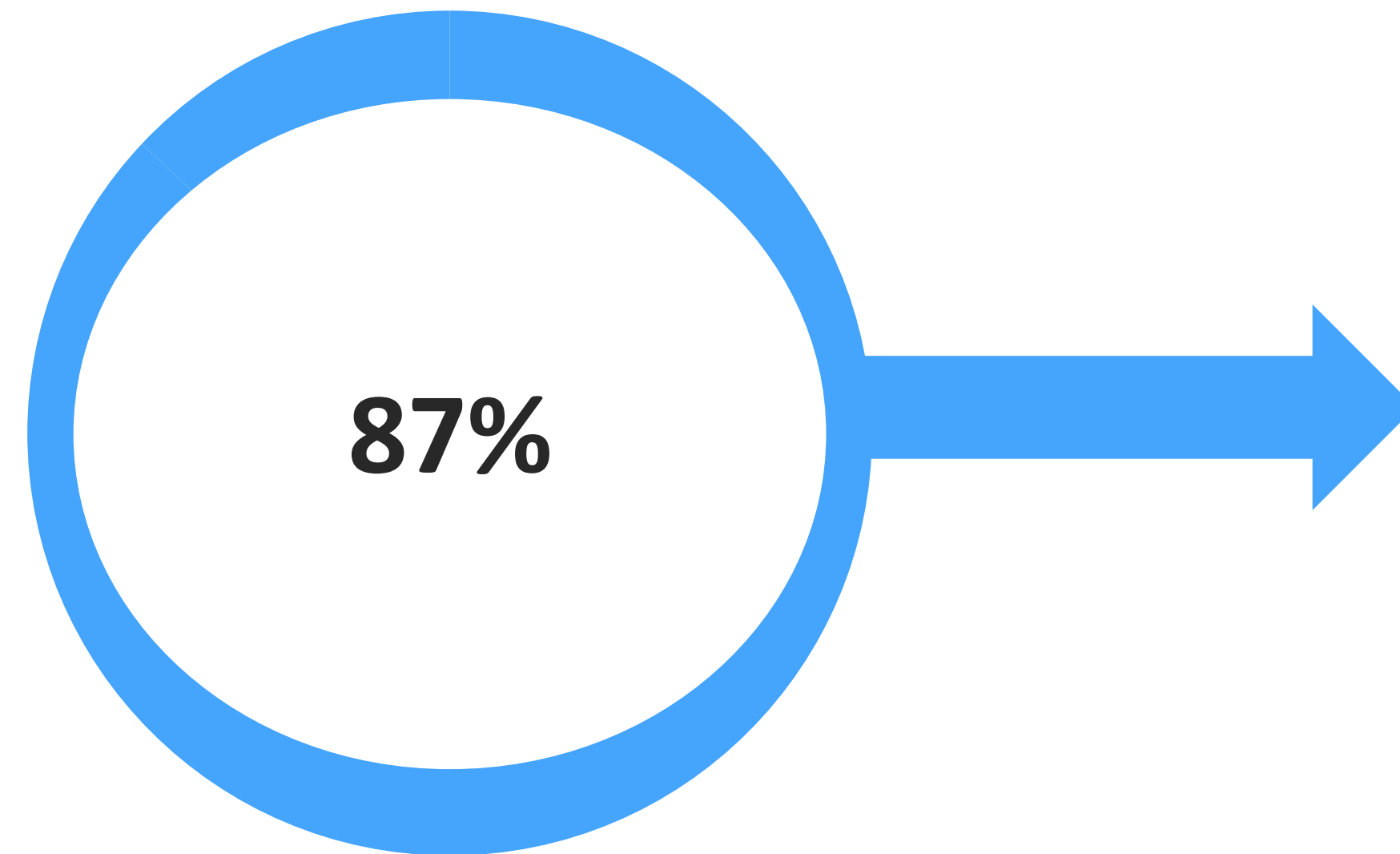
Approach: Because Finnish work is already appreciated*, and because of the consumers' enhanced power and freedom of choice we decided to take a consumer-centric approach.

The objective is to provide a win-win solution for both consumers and Finnish service providers that also supports Finnish work.

PROBLEM: VALUE- ACTION GAP

The key problem is that Finnish consumers seem to have a rather wide value-action gap.

Almost everyone feels that as a consumer it's important to support Finnish work, but they don't take action.



VALUE = 87 % feel an importance to support Finnish work via consumer choice*

Why doesn't the value concretize?

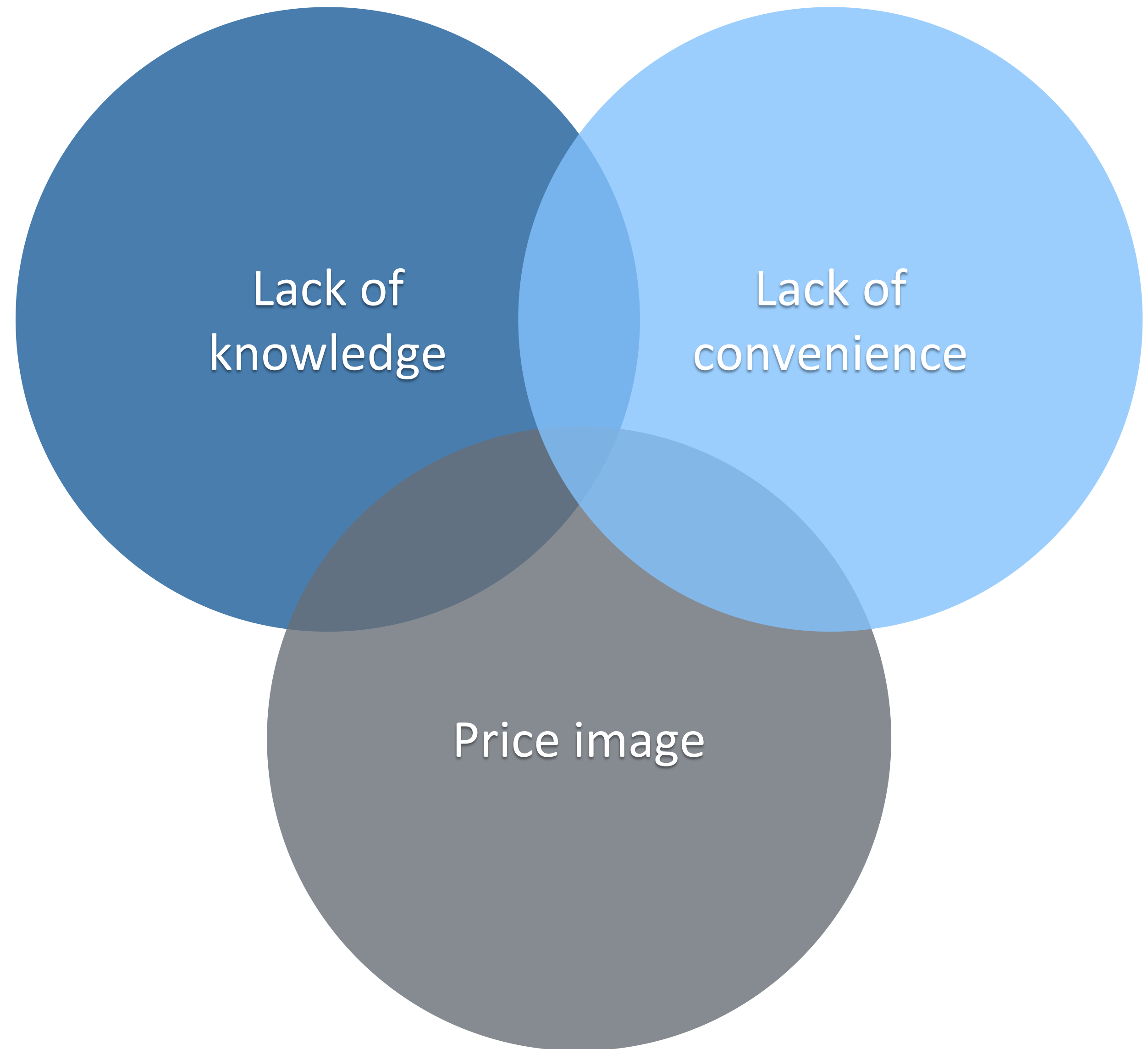
WHAT CREATES THE GAP?

Lack of knowledge: Finnishness isn't always clear to consumers

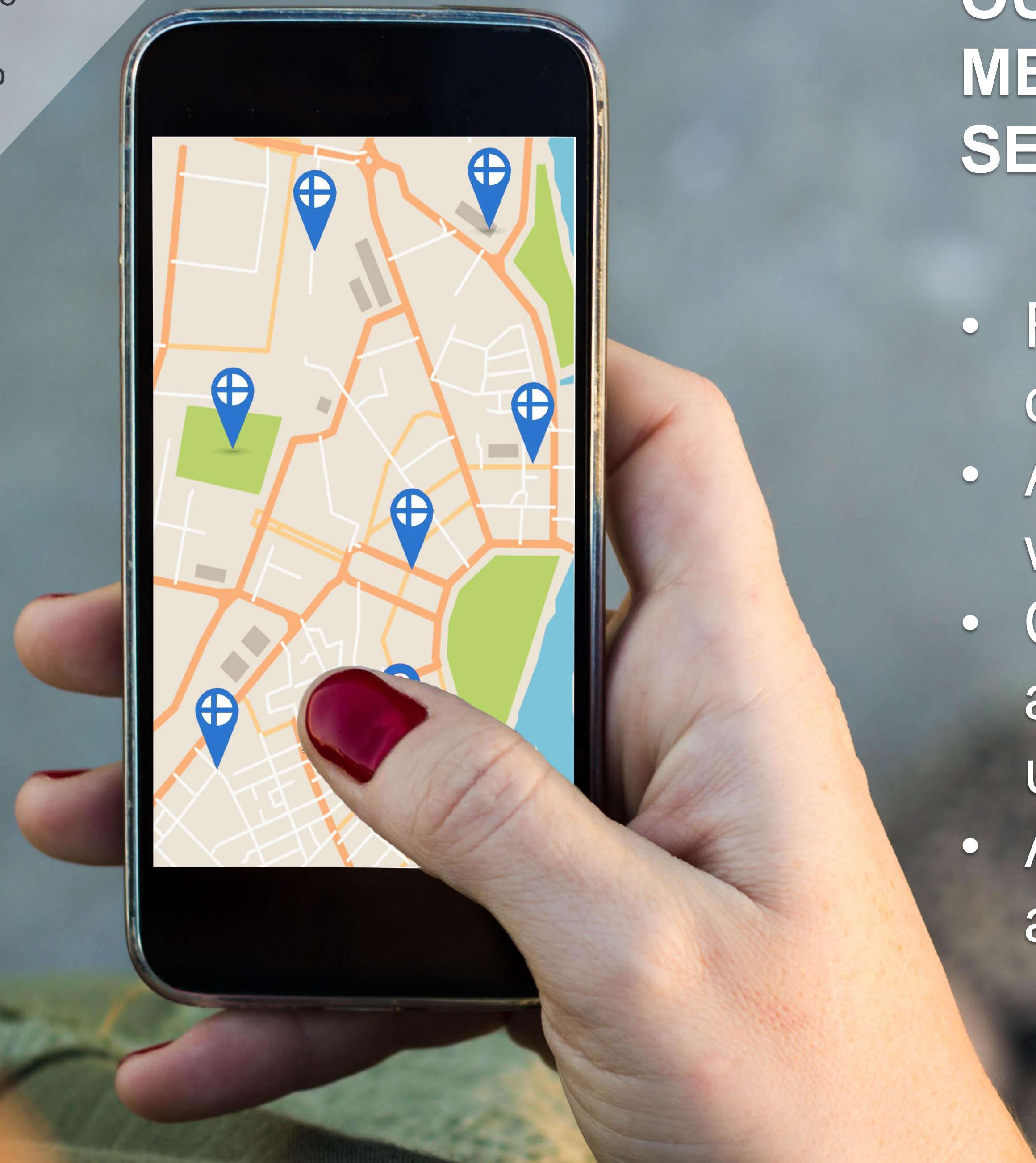
Lack of convenience: Getting Finnish isn't always as easy as possible

Price image: Finnishness is often deemed more expensive than other options

Our campaign concentrates on tackling the issues of knowledge and convenience.



To close the gap and to help Finnish consumers and companies to find each other, we decided to go **mobile** and **location first**.



OUR SOLUTION: NEW OWN MEDIA DISPLAYING FINNISH SERVICE PROVIDERS

- For the lack of knowledge and convenience
- A chatbot to assist you in finding what you are looking for
- Consumers can rate, recommend and pin the services they have used
- A map for brick-and-mortars, a portal for the Ecoms

RATIONALE

The solution involves and incentivizes both the companies and the consumers

It's as mobile as we Finns are*

It's focused on services, because 72% of the jobs are created by them** and their Finnishness isn't as easy to recognize as with the products

The Association for Finnish Work already has an existing company member network that can be utilized



Users don't know to look for the platform though:

Hmm, your search doesn't have
enough data to show here.

Please make sure everything is spelled correctly, or
try a more general term.

- kotimainen tuote
- kotimainen kulutus
- suomalaiset tuotteet
- suomalainen työ

SO THIS IS WHERE THE MEDIA, STORIES AND EMOTIONS FULLY ENTER THE FRAME.

HERO CONTENT:

Influencer collaboration

To reach the target audience and to affect their actions, the most effective media solution is to collaborate with influencers. Outcomes of the collaboration serve as the hero content of the campaign.

A wide spectrum of influencers are chosen to gain maximum reach and not only young Finns.

The influencers are engaging in a “Finnish month” challenge..



The “Finnish month” challenge

Idea: To live by only Finnish products and services for a month with the aid of the platform.

Promotion: The influencers will lead the challenge and promote the new platform to their own networks. They can share their own progress and encourage their followers to join the challenge.

Objective: To share knowledge about the topic and reach the target group by utilizing influencers’ existing networks.

FULL MEDIA CHOICES



TARGETING

Main focus on the young adults,
because they place the least
importance on the locality at the
moment*

Location-based



MEDIA

Influencer collaboration
Social Media
tyopaikat.oikotie.fi, Monster
Print: Folded old-school maps placed
within printed local news papers
Search engine optimized own media



CONTENT

Emotional videos
Mobile passbooks/coupons
Native content
Materials for the consumers and the
member companies and communities
to use and share, a specified hashtag
for social media channels

The only way to reach the Finnish audience that trusts other consumers more than brands, is to provide them information and content that is created and promoted by other consumers. This way we can help Finnish people to act according to their own existing values.



92 %

of people trust recommendations from individuals (even if they don't know them) over brands.



74 %

of consumers use social media to make purchase decisions.



47 %

of consumers use ad block technologies online. The best way to reach them is to provide content they want from people they trust.

Most of all, we can make the space between consumers and companies feel a little bit smaller.