

# THE FINNISH WAY

A wide-angle, low-perspective shot of a two-lane asphalt road that stretches straight into the distance. The road is flanked on both sides by dense, lush green forests of tall evergreen trees. The sky above is overcast with soft, grey clouds. The road has a yellow double line in the center and white lines at the edges. In the far distance, a small white vehicle is visible on the road.

**FOR FINNISH  
WORK**

# SUMMARY

The campaign aims to motivate Finnish consumers towards making purchase decisions favorable of Finnish products.

This is attained by making the consumer part of a bigger journey to a greater common goal of letting the world know about the excellence and know-how we have in Finland.

This is what we call **The Finnish Way**.

The way to being known for what we excel in.

The way to a shared pride of what we do in this country.

# INSIGHT

We Finns tend to be quite shy and humble. We don't mention being the best country in the world, because that would be bragging. But when we get noticed abroad, when Finland is mentioned, we scream "Torille!" like we mean it.

We see Finnish products everywhere in Finland. We like them. We buy them. But what we absolutely LOVE is to see Finnish products abroad. We love seeing **our brands** sold in stores abroad and we are ecstatic when Vogue writes about what we already knew – our beloved Kalsarikännit totally beats Danish Hygge.

This is our fuel. Let's give people the chance to take their favourite Finnish products abroad for the whole world to see! When the project is owned by all of us, so is the pride.

# SOLUTION

We will gather dreams of Finnish Avainlippu companies as causes and inform consumers that by purchasing their products they are contributing to their cause.

The dreams are newsworthy stunts that showcase the Finnish way and the quality Finnish work.

The causes are hosted on FinnishWay, a crowdfunding style website (Image 1). Instead of fundraising, FinnishWay communicates the story behind the cause and calculates how close a cause is to reaching its funding goal. The funds are actually collected by the products sold.

In stores, Avainlippu products can be scanned with an augmented reality app developed for this campaign. When scanning a product's sticker, potential patrons can read about the cause and see how close the goal amount is (Image 2 & 3).

After viewing causes on FinnishWay or in the AR app, consumers will be retargeted by Instagram and Facebook ads that communicate the cause's progress (Images 4 & 5).

# HOW IT WORKS

By presenting the dreams of companies as causes, consumers have a concrete reason to tweak their purchasing behaviour. A reason to make the domestic choice is manifested in the cause.

The FinnishWay website is a simple way to present the causes to consumers and doubles as a marketing platform for Finnish work. The AR app is a way of communicating the cause at a point of sale, further motivating to the Finnish choice.

Through social media we can reach the desired consumers and openly communicate the progress that the causes they have contributed to are making. At the same time Finnish products are kept on top of mind.

When causes are realized, the international attention will act as a catalyst for further pride in Finnish work. When we all contribute, we all own the glory.



# IMAGE SUMMARY

Image 1.



## Explore causes

Filter causes

Cause 14



**Finnish gin pop-up shop in London**

We want to take this award winning Finnish gin to the heartland where it has been distilled for centuries. Pop...

Cause is 71 % complete



Cause 83



**Host womens health seminar in Mali**

Womens health issues, like access to feminine hygiene products and contraceptives, and education on fa...

Cause is 85 % complete



Cause 55



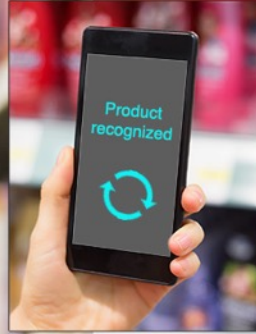
**Liquorice tasting for Justin Trudeau**

Justin Trudeau might be the only thing dreamier than the amazing taste of our liquorice. However, people outsi...

Cause is 92 % complete!

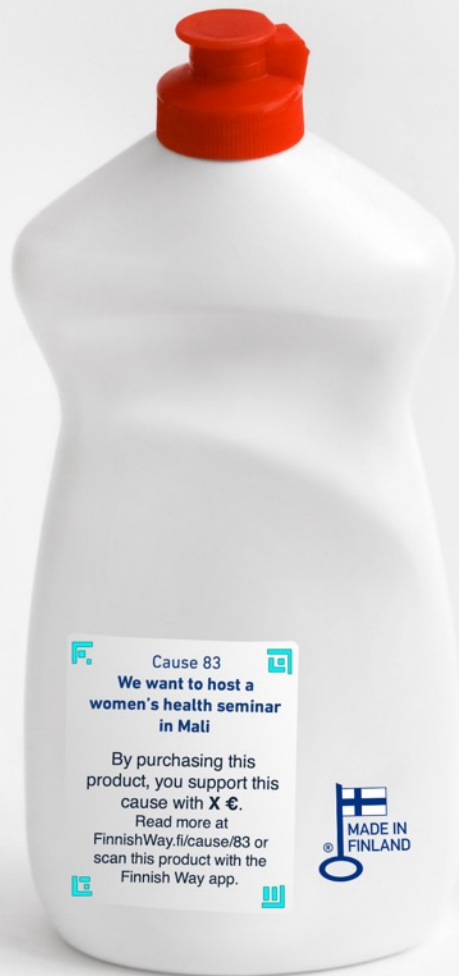


Image 2.

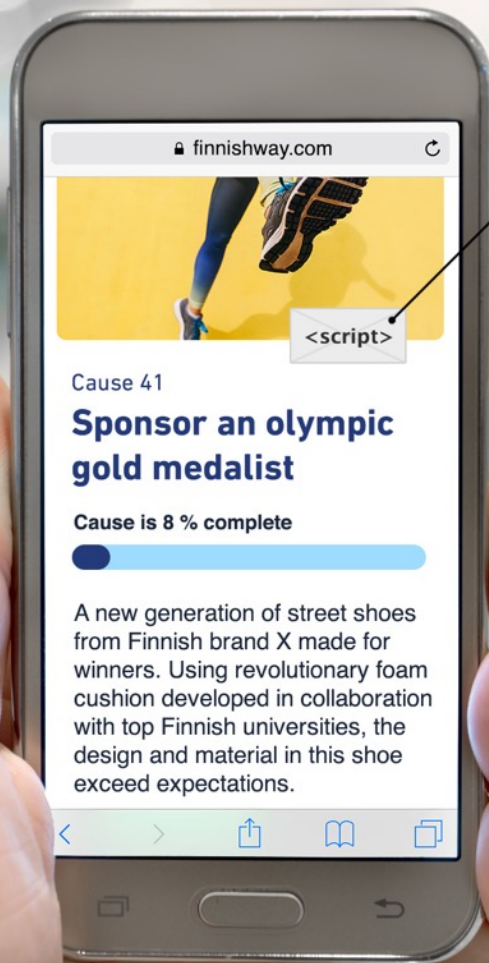


Scannable  
call-to-action

Image 3.



## Image 4.



Targeting pixel




Retarget audience



**fw** Finnish Way

Sponsored · 🌐

Cause 41 is making great progress on its way to realize its dream! Will we see Finnish shoes on highest podium stand at the next olympics?

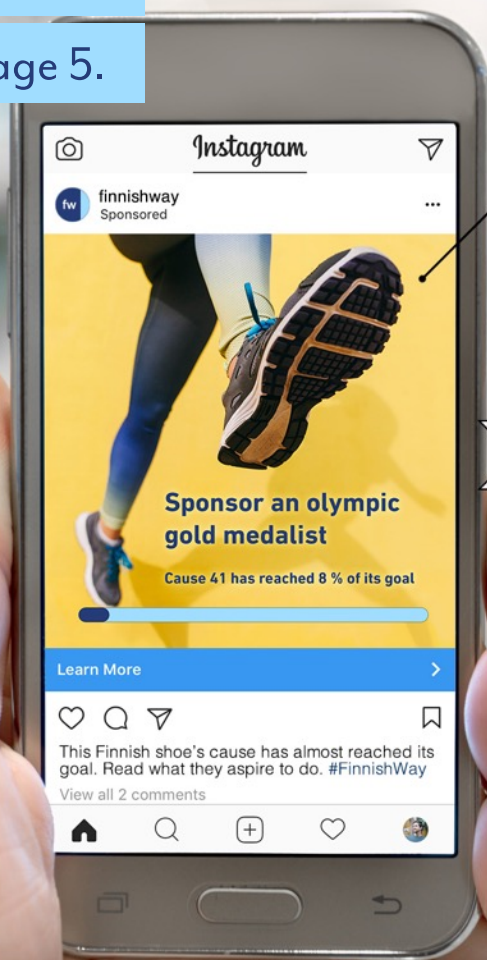


**Cause 41: Sponsor an olympic gold medalist**  
86 % done! This dream is close to coming true

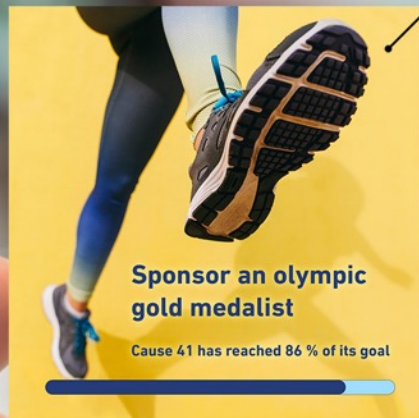
👍 😄 28 9 comments 5 shares

Like Comment Share

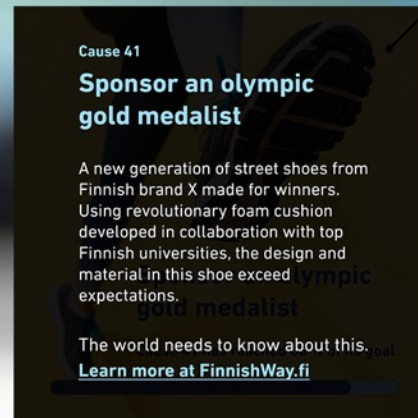
## Image 5.



Video at  
0 sec



Video at  
1.5 sec



Video at  
3 sec



**TORILLA TAVATAAN!**