



#WHAT THE FINLAND

A CAMPAIGN FOR THE ASSOCIATION
FOR FINNISH WORK



CREATIVE INSIGHT

73% of Finns say they want to support local employment and 67% would like to know more about the employment effect their purchases have.

But the modern Finnish consumer is rational: 80% say that they'll only buy for a good reason and necessity.

What if you didn't have to always buy things to support the local – what if you could sponsor the local instead?

**WHAT IF, INSTEAD OF HAVING A SPONSORED CHILD
(SUOM. KUMMILAPSI), FINNS COULD SPONSOR LOCAL
ENTREPRENEURS AND WORKERS?**

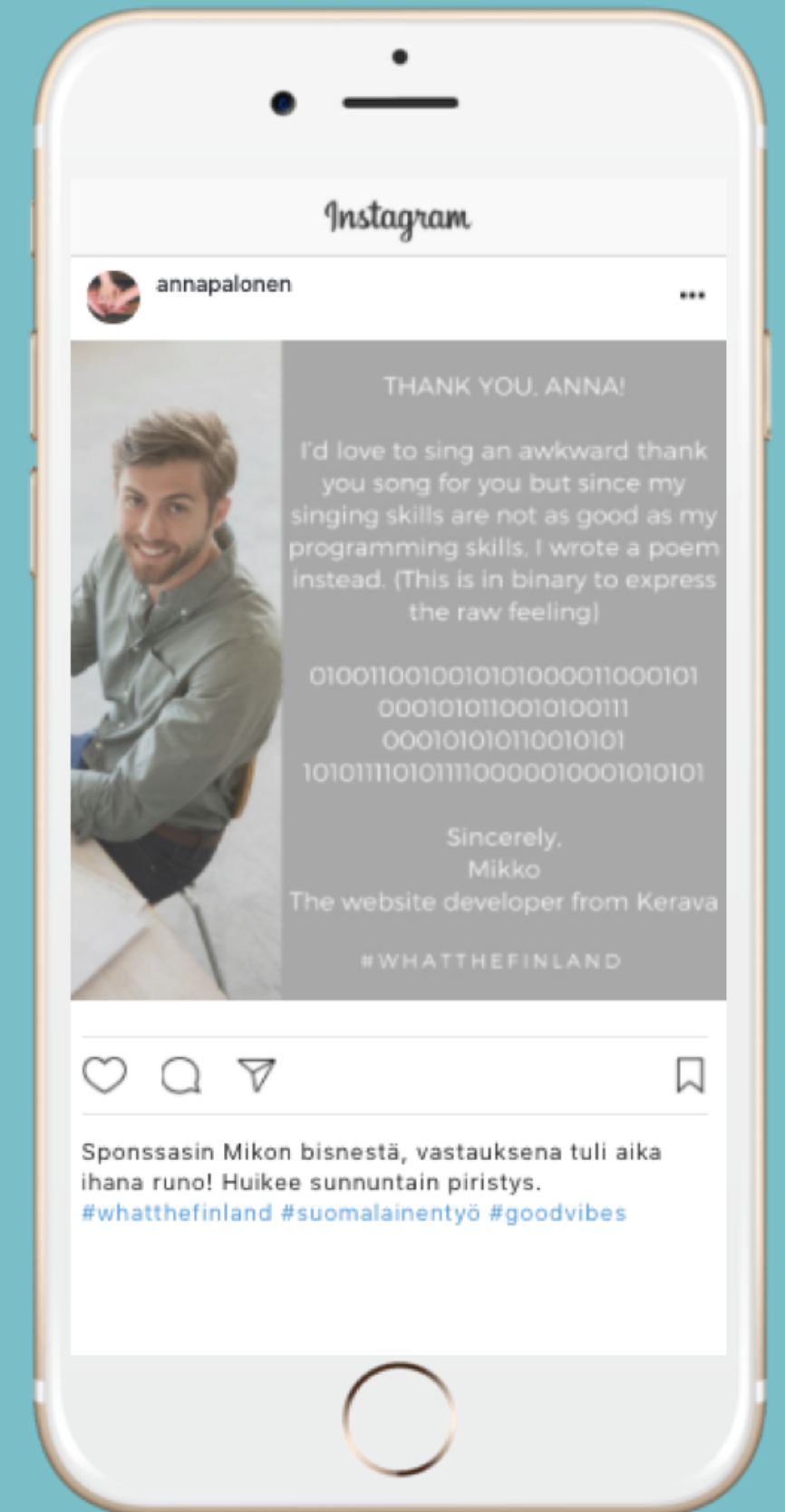
SUMMARY

#WhatTheFinland is a campaign that is designed to upgrade the way in which Finnish work is seen by bringing the local people, their work, passion and stories to the spotlight.

The idea is to connect the audience with actual people that represent the Finnish work by allowing them to have their own sponsored entrepreneurs and workers, in the same way as they would sponsor children in less developed countries but in a modern way!

The sponsoring takes place on the campaign website and social media content focuses on featuring the stories of the people.

Supporting will also allow people to spread the message on social media when they proudly tell their networks who they have chosen to sponsor.



OUR SOLUTION

#WhatTheFinland is an integrated digital campaign that has two cornerstones: website and social media. The social media channels aim to share the real stories and faces behind the local work and the website serves as a platform where one can easily show their local love.

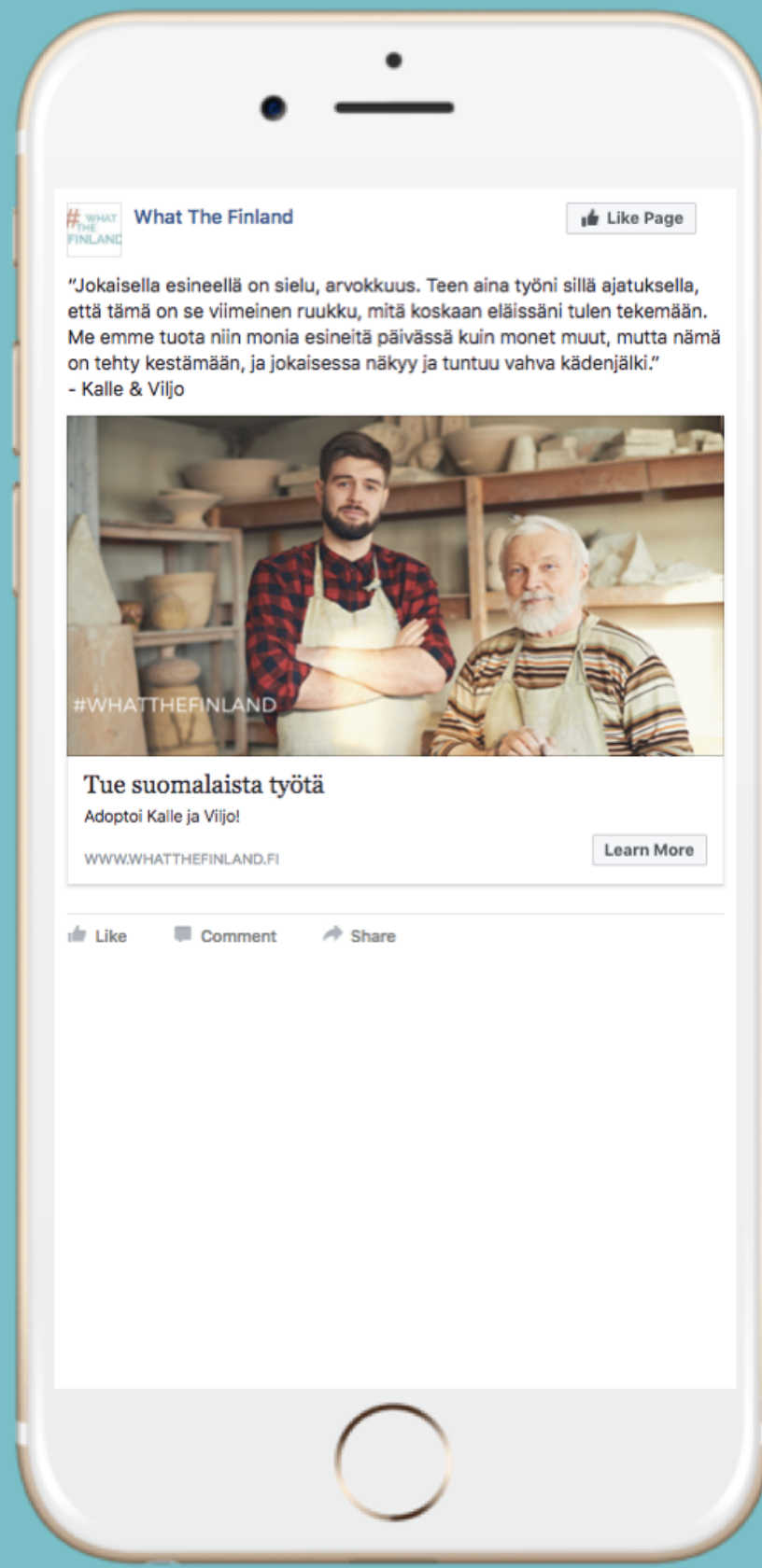
Everything is linked: The Instagram Story about local gardening entrepreneurs takes you directly to the website where you can read their full story, and since they're people with huge passion but you don't really need another plant to your windowsill, you simply give them your support.

What do you get in return?

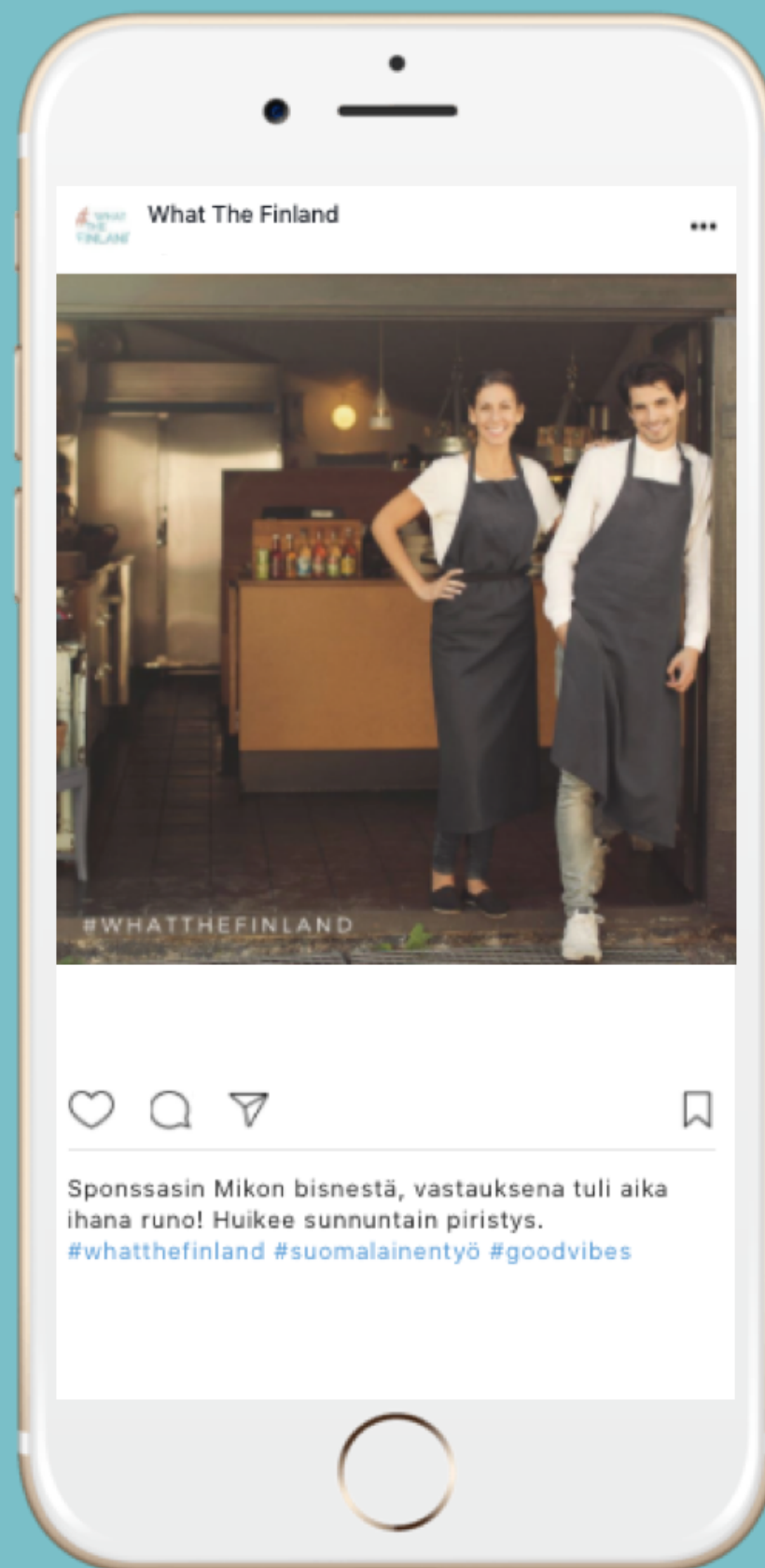
Great mood for supporting local – and a direct thank you message from the local workers themselves that can (and is just too good not to) be shared in social channels.

Good deed of the day, done!

FACEBOOK

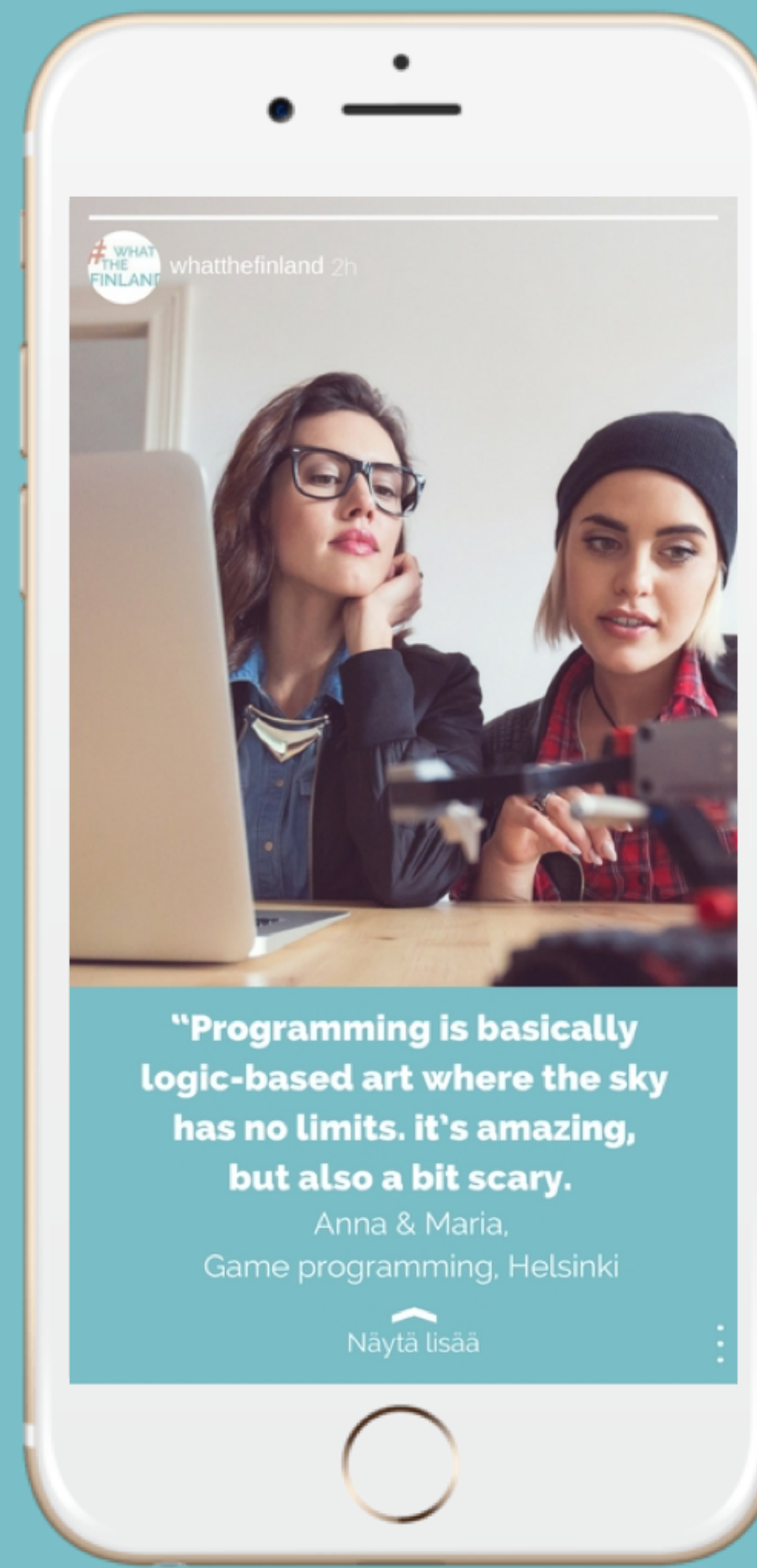


Sponsored post example



Organic post example

INSTAGRAM



Organic post examples



WEBSITE

[Home](#)[About](#)[Services](#)[News & Updates](#)[Contact](#)

WHAT THE FINLAND

CONNECTING THE WORLD TO FINNISH WORK

DISCOVER

Search

CITY

INDUSTRY

Family Fransén Catering Business



"It's all in the people. The people are what distinguishes a great restaurant from good ones. They're the delicious aftertaste that makes you come back for more."

Vaasa

Support

Anna & Maria Game Programing



"Programming is basically logic-based art where the sky has no limits. And it's amazing, also a bit scary. Everything happening around us stimulates what we do."

Helsinki

Support

Kalle & Viljo Pottery



"Every item has a soul. I make each one thinking it's the first and last I'll ever make. We might make less items than someone else, but every piece is unique and made to last."

Kuopio

Support