

We aim to raise awareness of different situations where people can choose Finnish products or services instead of foreign ones

through Dream machine

Finnish work makes dreams come true.

Insight

Work creates meaning and well-being for everyone.

Everyone has dreams.

Work and well-being makes dreaming possible.

46%

of people say money is the reason they can't make their dreams happen*

Campaign idea

Finnish work makes dreams come true.

Our campaign makes Finns' dreams 'easier' by donating money to individual Finns.

At the same time, we make them aware how they can distribute the good by spending that money to local companies. Therefore, making someone else's dreams in Finland possible.

= Everyone can dream and make their dreams happen.

Campaign strategy

The target group of the campaign is all 25-54-years-old Finns.

The real 'dream machine' will be located in central Helsinki for one day. People can tell the machine their dream and machine will give a concrete list of Finnish companies that can enable their dream . People have a possibility to win and receive money immediately through an electronic money transfer to make their dream for the day come true. If they didn't win, they are encouraged to share their wish in social media for a chance to win money anyway. Giving out real money will surely be an extraordinary aspect of our campaign and raise attention.

This will work as a sky rocketing start of the campaign, creating word of mouth and PR value.

The hype of the real dream machine will continue as an electronic website based dream machine . This will function with the same logic as the physical one - possibility to win money immediately through e-dream machine. Website would offer additional materials and serve as "dreaming hub" telling stories about successful Finnish entrepreneurs like Minna Parikka and Linda Liukas. Finnish products and services featuring the Key Flag, Design from Finland and Finnish Social Enterprise brands would be divided into easily browsable categories based on different dreams. The digital dreaming hub is supported by digital advertising that drives traffic and radio campaign increasing awareness.

The campaign would engage people emotionally by celebrating our shared future and well-being through dreaming. One's different, smaller or bigger dreams offer context to make people aware of different situations where they can choose Finnish over foreign service or product.

in the core

Dream machine

”What would make you happy today? Finnish work can make it happen. Chance to win money!”

- Simply type your 'dream'
- The machine will offer you a list of Finnish service providers and products that could enable you to make your dream come true
- You have a chance to randomly win 10-200€ contribution for your dream immediately through electronic money transfer

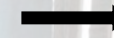
| Type your dream...

I wish to have a two-week holiday in Lapland...

Decorate my house with design products...

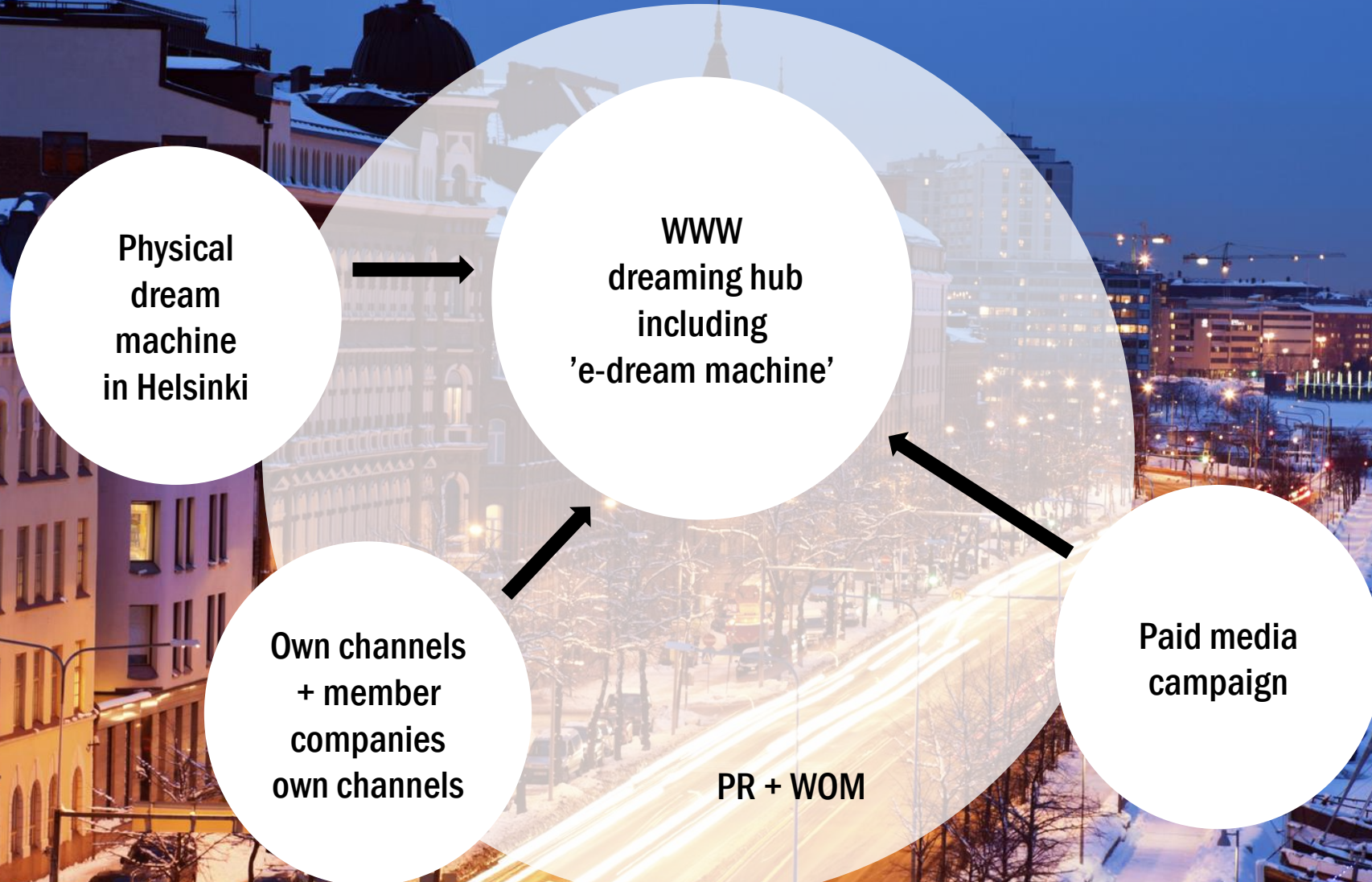
Take my friend out for a surprise date...

Have a spa day and indulge myself...



”Woah! I just received 80€ to take my friend to the amusement park ” - Anonymous

Campaign ecosystem



Media strategy

Target group size in Finland 2.1 milj.*

Channel	Role	Budget Total 150 000 €
Event	Offline event with a high attention value to support campaign launch	20 000 €
Radio	Reach users not so active on other media channels	30 000 €
Facebook	Drive users to try out the dream machine -website. Target group size on Facebook 1,8 milj. Campaign target reach 60%, frequency 4 with 3 posts .Target reach 40% frequency 1,6 per post	15 000 €
Display	Reach people through Premium media channels	20 000 €
Retargeting RTB	Activating Dream machine- website visitors to through RTB retargeting on desktop and mobile. Goal to try make people share on social media with "better luck"	5 000 €
Incentive	Funding for people to pursue their little dreams and drive customers to spend on Finnish products and services → Create WOM	50 000 €
Website	Dream machine website	10 000 €

*Statistics Finland 2016