



A spotlight for
Finnish workers

Summary

Many of Favor Finnish campaigns have been money-centered and the focus has been quite conservative. That's why we created a completely new kind of way to communicate on the importance of Finnish services & products – with a pinch of self-irony.

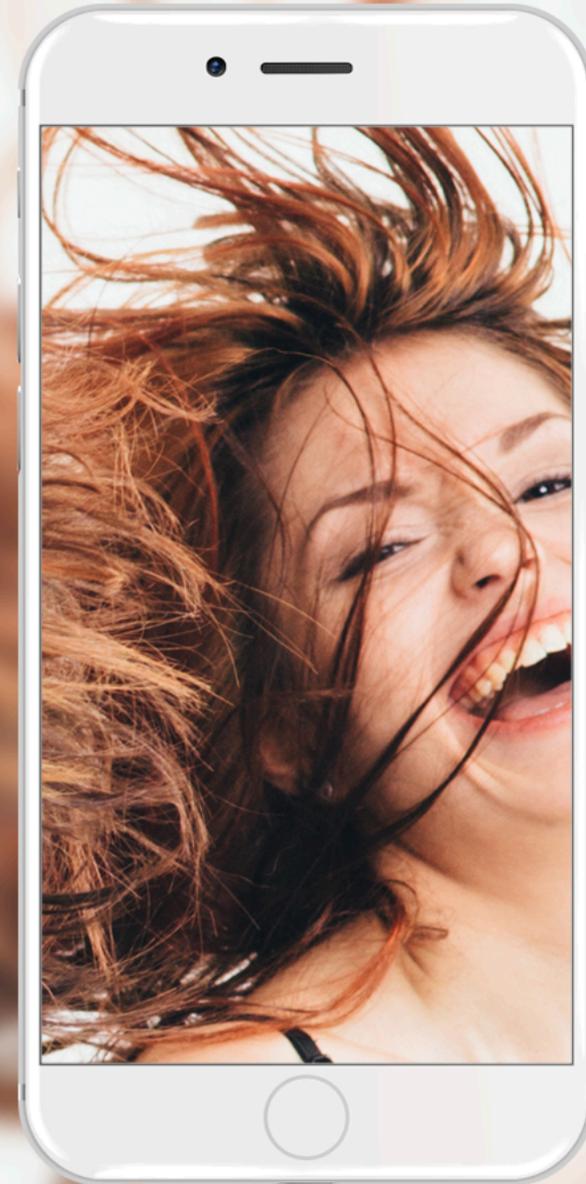
Instead of top down communication we'll let Finns themselves tell about their work: in a way it has never been done before.

We challenge Finns to create their own dance moves that portrays their jobs.

With this campaign we'll lift the appreciation of Finnish work and remind ourselves: We're all Finnish workers, we all have our own important job to do, let's support each other

We'll create a digital campaign that brings Finnish workers to the spotlight and highlights the importance of buying Finnish services and products in a funny and easy-to-approach way without falling to a patriotic rant.

Work Your Moves



Creative Insight

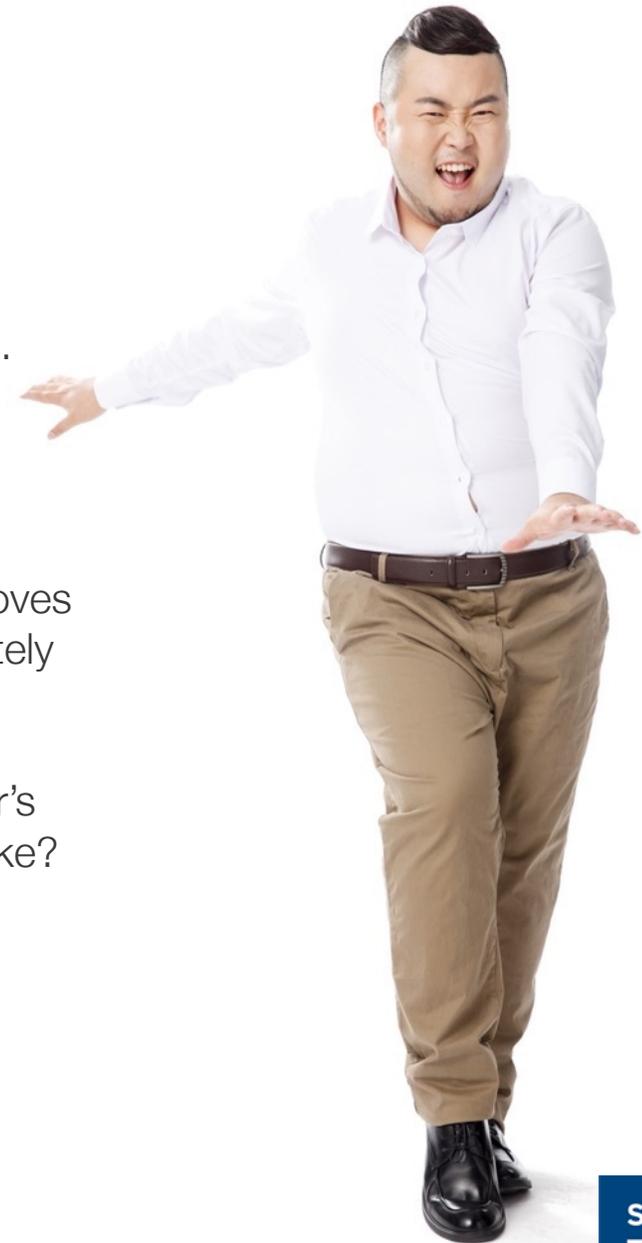
Although we are not the ones known from our cool dance moves, our ability to let loose nor our sense of rhythm, and nevertheless: We're crazy for dancing.

We love our tango competitions, we cherish our barn dance culture and we love to watch Dancing with the stars on TV.

Bars and clubs are already packed with shopping cart dancers, lawnmower moves and other a bit silly choreographies: We believe that we, the Finns, could definitely give something to the international world of dancing.

What would an engineer dance look like? How about a paramedic's or a doctor's moves – or a dentist's drilling dance? And what would a cashier's dance look like?

To lower the threshold we're asking them to record their moves as a looping Boomerang video: **one simple looping dance move.**



**SHOW US
WHAT YOU
WORKIN'
WITH.**



How does it work?

With the help of influencers we'll launch a digital campaign that utilizes Instagram's looping Boomerang video feature. These influencer videos are used as a marketing material in social media.

Our influencers will create their own dances and challenge people to record their own moves and share those with their friends on social media.

By doing this we'll bring Finnish workers to the spotlight: When you consume Finnish services & products you're not just giving money away to a faceless business, but instead you're paying for the work done by your friends and acquaintances.

All the dances are collected together on a campaign site with the hashtag **#WorkYourMoves**

A mash-up video will be produced from all the content published with the campaign hashtag.



**LET YOUR
IMAGINATION
BE AS
FLY AS YOU.**



Our Channels

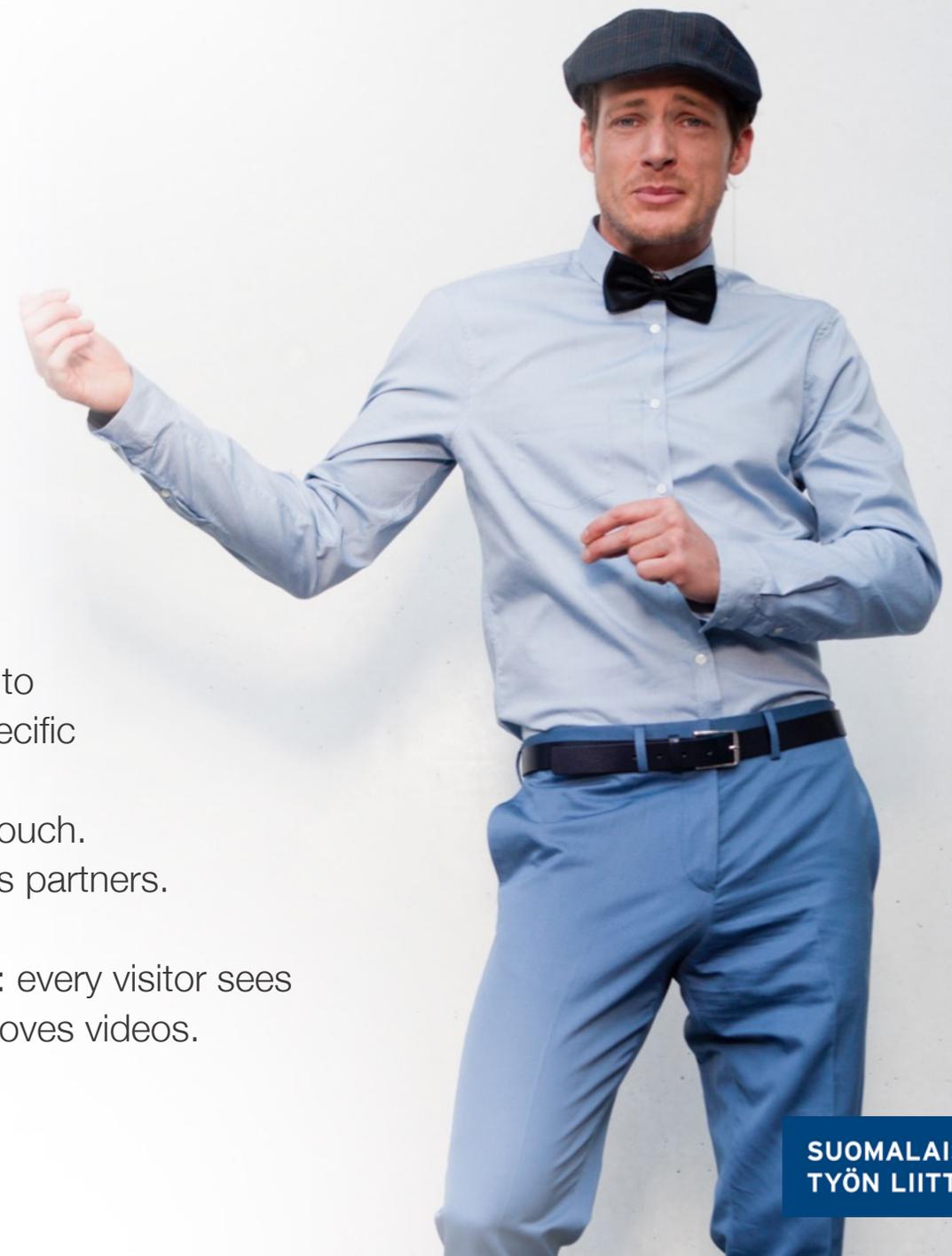
Instagram is the home and the main channel of the #WorkYourMoves campaign. Increases awareness on the importance of the Finnish work & STL.

Other channels are used to back up and strengthen the campaign message:

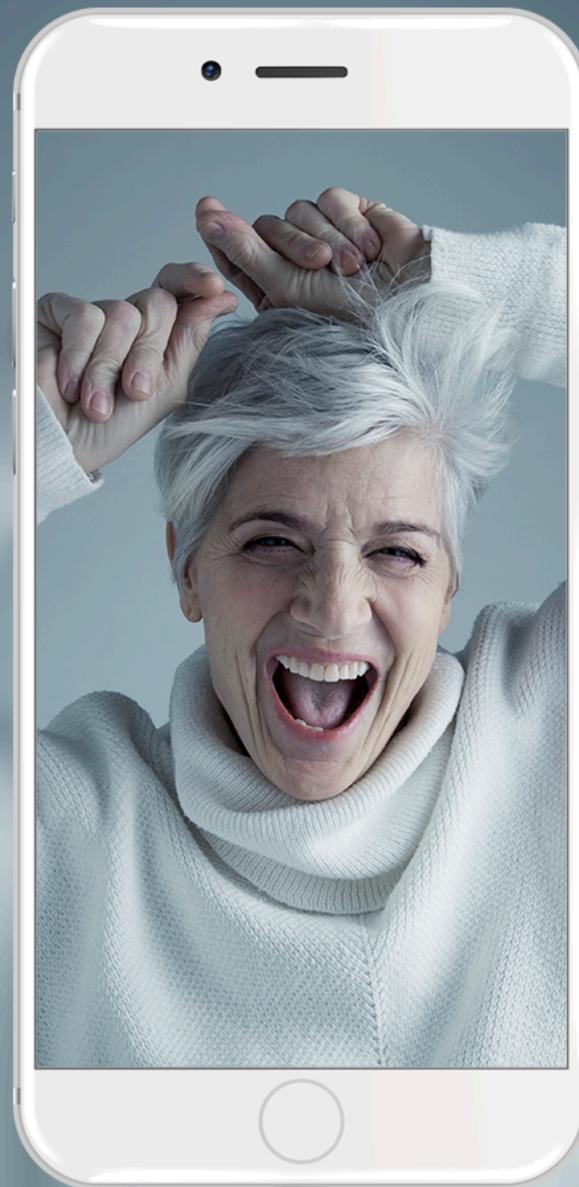
Facebook advertising for specific target groups and a channel to communicate about the campaign's goals and targets more specific

LinkedIn is used for influencer marketing with a more serious touch. It's aim is to arouse interest among businesses to become STL's partners.

Campaign site is used to gather all the content into one place: every visitor sees a unique mash-up video pieced together from the #WorkYourMoves videos. It's a channel for STL to market themselves among businesses.



**THIS IS
HOW IT
GOES
DOWN.**



SOCIAL MEDIA CONTENT

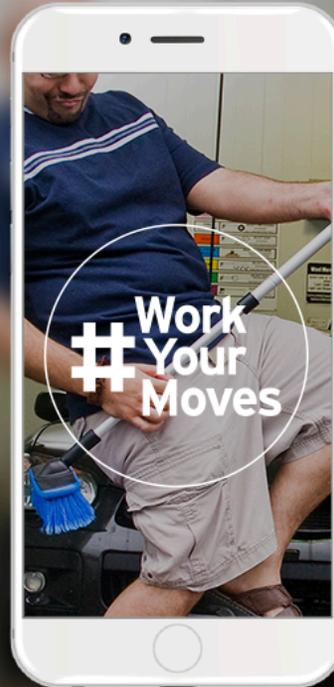
Created by users. Inspired and boosted by us.

INFLUENCERS

Dance move videos with a clear CTA:
Create your own video w/ #workyourmoves

ADVERTISING

Videos created by the influencers are used as marketing materials.



AFTER SALES

Campaign is followed by advertising: we can utilize the content created for the campaign.

EARNED MEDIA

Newsletters and influencers will drive public interest towards the campaign.

CAMPAIGN'S LANDING PAGE

Everything is gathered on the Campaign site

Thank you!

Q&A

What's a shopping cart dance?

<https://www.youtube.com/watch?v=dodGzOjBOHA>

What would a mash-up video look like?

<https://www.youtube.com/watch?v=InmMfUrhb4o>

**SUOMALAISEN
TYÖN LIITTO**