



Bringing Finns together

Choosing Finnish brands should be easy and convenient

Ease of choice

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The **ease of consumption** will be emphasised in the future. Easily purchased products or services are often **humane brands** close to the individual consumer

Starting point

We know based on a research conducted on Finnish consumption behaviour, that majority of Finns feel that it is important to support Finnish companies.

We also know that simplicity and ease of choice drives consumers on purchases.

Currently Finnish brands are in silos and that doesn't support emphasizing "Made-in-Finland" –brand it self..

- Finnish consumers values
 - Quality 95%
 - Fairness 86%
 - Domesticity 86%
- Finns feel importance to
 - Support finnish work 87%
 - Companies who create social wellness 88%

CONVENIENCE



Simplicity has become a hygiene factor and main driver especially for millennials, but also increasingly for parents. The product or service must meet the most demanding requirements, but transactions must always happen more and more smoothly.

HUMANE BRANDS



Reaching people is more difficult than before. Contact is made easier via a genuine and more humane grasp. A humane brand always gets close, is present wherever the consumer is, and has a face.

→ An abstract international - or a humane domestic? The key flag is in part a humane choice.

Challenge

Even though Finns value domestic products and services, **we are still not supporting enough Finnish brands.**

In January 2017, there was approximately **242 000 Finns unemployed.**

We know that **we can get 10 000 more jobs annually** if every Finn would spend 10€ more each month on Finnish products and services.

To increase the consumption of Finnish brands, we need to bring Finns to a platform where they can share their positive experiences with Finnish brands.



We know that people already love to share content related to Finland



- We conducted a small research to see that **Finns already share millions of posts** related to Finland and Finnish brands.
- Finns love hyping Finland, but **sharing the experiences on their own isn't enough to have an impact** on supporting these brands.
- The solution would be to build a **centralized platform that aggregates all the discussion in to one place** where people can share these experiences.

#designfromfinland 8,395 posts	#avainlippu 3,074 posts	
#suomi 1,138,426 posts	#pirkka 11,823 posts	#marimekko 612,037 posts
#suomi100vuotta 16,254 posts	#suomi100 57,166 posts	



Reach from Twitter with #suomi100



1,103,846
REACH



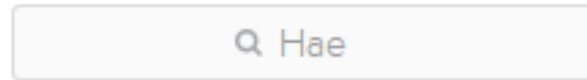
1,460,617
IMPRESSIONS

A platform to celebrate Finnishness

- We need to develop a platform where consumers can share their positive experiences of Finnish products and services (User-generated content)
- Consumers can also search for a specific brand to find related user-generated content
- This is an ideal platform for Finnish brands to share experiences on Finnish products, services and design



#suomi100

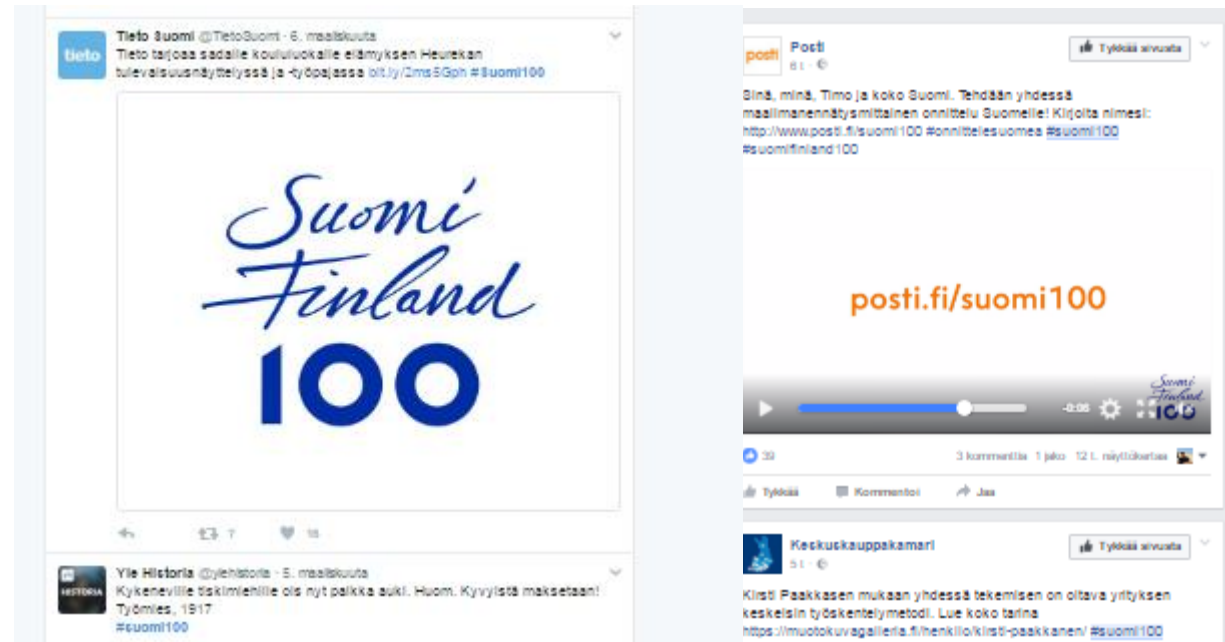
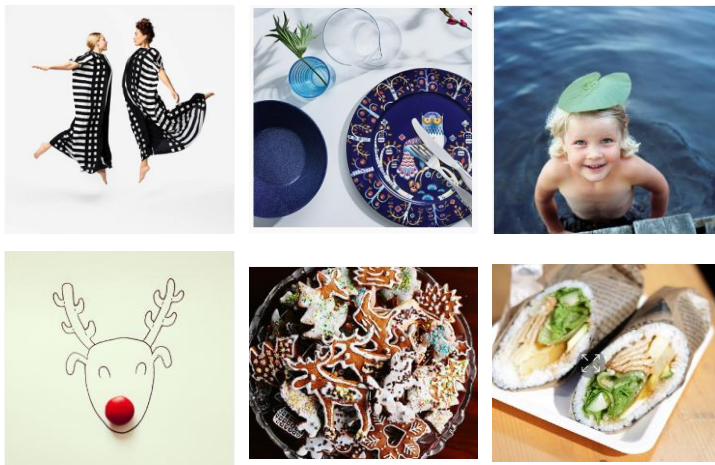


#suomi100vuotta



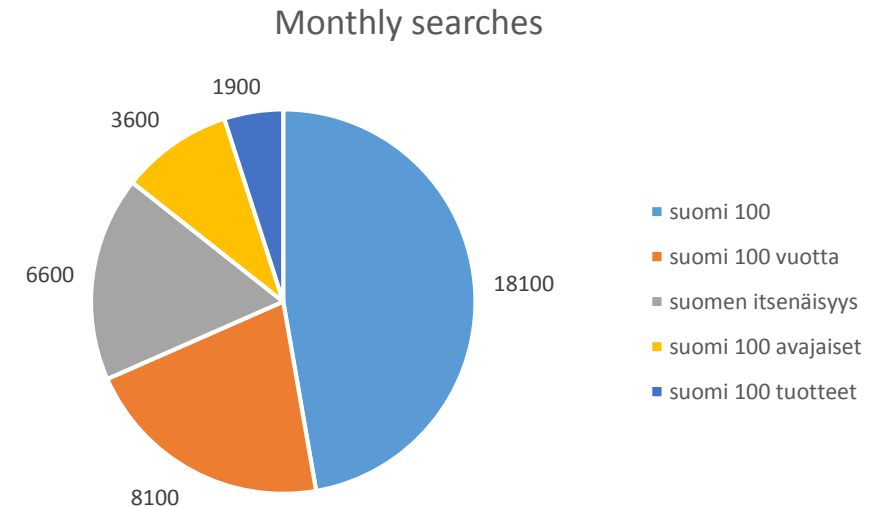
#tuesuomalaisuutta

Instagram



Building awareness for the platform

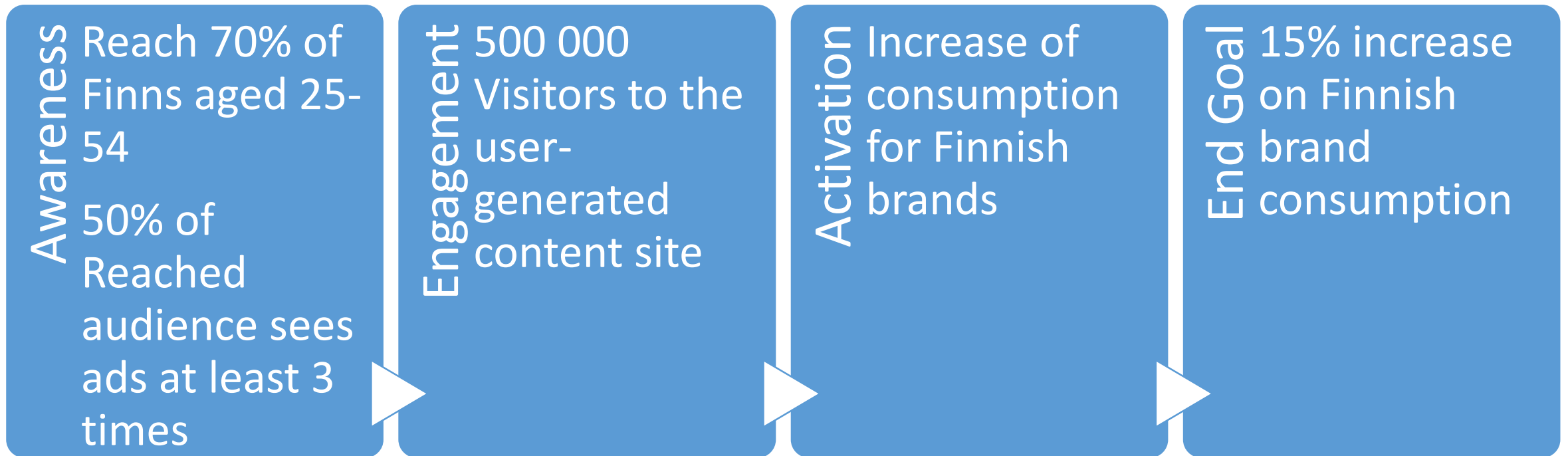
- To get people to use the platform and find the site, we need to build awareness to the site.
- We noticed there are close to 200 000 searches related to Finland each month, and with the Suomi100vuotta –theme, there is a lot of hype around Finland at the moment.
- We have a countdown of 100-days until Finnish independancy day 6.12. Where Finland turns 100 years old, and the campaign is built around this.
- We noticed that Finland-related queries are conducted over 200 000 times per month, especially related to "suomi100" –theme. We expect the searches to peak near December, and want to be present with all these searches.



Media channel roles and budgets

CHANNEL	ROLE	HOW? WHAT?	KPI
Online Video	Raising awareness and interest	Create a positive image on Finnish brands through relatable user generated content, and getting people to share their own content	Increased queries, awareness, Increase in consumption of Finnish brands
Programmatic and Social advertising	Raising awareness and generating engagements	On-going visibility to ensure reach on 25-54 year olds. Datadriven targeting emphasized on "social enthusiasts"	Increase in shares and engagements, traffic to site
OOH & DOOH	Raising awareness and interest	Creating positive image on Finnish brands. Showing tailored user-generated content on DOOH channels to create relatable effect on the campaign	Increase in shares and engagements, traffic to site
SEA & SEO	Driving traffic to site and generating engagements	Combining advertising and optimizing to be present with related queries and driving traffic to site.	Traffic, engagements

Results



Summary

- Insight – People already share content on different channels related to Finnish products and services
- Idea – Build a platform that aggregates all shared content through a channel that helps raise awareness of Finnish products through relatable content
- Activation – Build awareness to the platform through different channels.
- Results – Increase in Finnish Brand consumption and increasing employment rate