

**PIENI ON**  
**SUURTA**

**Hundred great stories from Finland.**

# Campaign Summary

“Pieni on Suurta” **campaign composes the core actors** (Finnish companies, communities and individuals), **the core campaign themes** (increasing the appreciation of Finnish work and influencing on purchase decision) **and core agents** (emotional and rational factors with accentuation on CSR themes).

“Pieni On Suurta” campaign message derives from comprehensive set of an informative and emotional online-media actions on Finnish brand stories in different levels (from local to global). Our campaign’s main viewpoint’s are **inclusiveness** (creating together and maximising the influence of engagement), **diversity** (understanding the meaning of Finnish work widely and taking into account companies, products, services, individuals and communities) and **adding value** for whole Finnish community (concretizing the chain of added value from Finnish consumer to labor and economic life).

# Used media

1. **Owned media: Landing page (Collecting UGC)**
2. **Facebook (Owned, UGC & sponsored content)**
3. **Instagram (Owned, UGC & sponsored content)**
4. **Twitter (Owned, UGC & sponsored content)**
5. **Online-video advertising (Ruutu, Facebook & YouTube preroll ads)**



There's 1.4 million business sector full-time jobs in Finland. About 880.000 of them are in small & medium size companies (61% of whole business sector full-time jobs)\*

Small & Medium size companies owns 58% of business sector revenue and 40% of whole GDP of Finland\*

A person wearing a bright red jacket and dark pants stands on a dark, mossy rock in the foreground, looking out at a massive, jagged glacier. The glacier is a deep, vibrant blue color, with numerous crevasses and ridges. The scene is set in a rugged, mountainous landscape. The text "There's always a great story behind the small companies, communities & innovations." is overlaid in white, sans-serif font across the middle of the image.

There's always a great story behind the small companies, communities & innovations.

## **Hundred stories from Finland**

We are challenging people to tell Finnish stories that they are really proud of. Stories can be about Finnish companies and communities or a acts from an individual.

## **Creating modern campfire**

The short stories (videos, photos or written stories) are told in Landing Page or Social Media [#PieniOnSuurta](#) and we set a deadline for the stories. After DL we compose a list of “100 success stories from Finland”.

**10 stories will filmed and lifted to national online-video campaign**



**There's always communities, families & friends behind every successful entrepreneur. We want them to show their support.**



# Solution and Campaign Architecture



## Activating

Activating people to tell stories in landing page & social media

Online-video ads & influencers as a ambassadors

## Collecting

Collecting stories to Landing Page

Stories can be told via Social Media #100tarinaaSuomesta or straight through landing page

## Storytelling

Publishing 100 stories

Continuous Content Marketing in Social Media channels & Landing Page

## Challenging Promoting

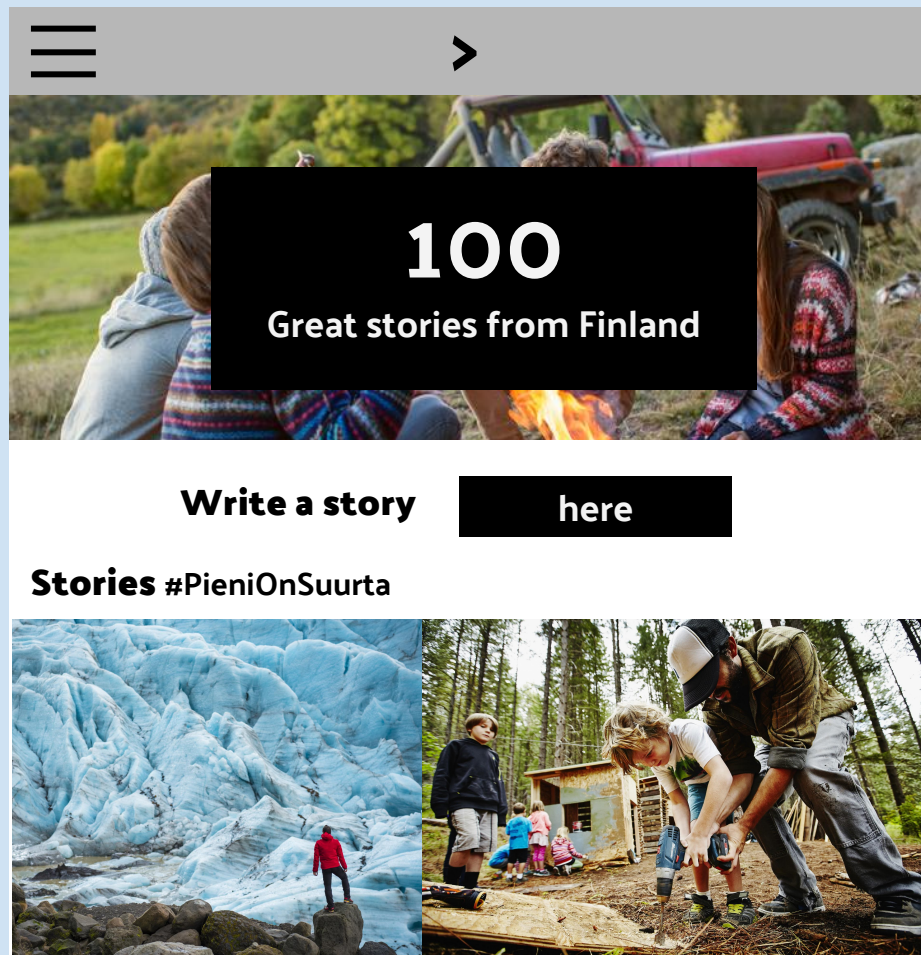
10 best stories are determined by challenging people to vote (50%) and through jury board that consist of cross sectoral professionals (e.g. from media, advertising, design, CSR, communications)

10 most engaging stories will be filmed & lifted to national online-video campaign (Ruutu, YouTube, Facebook)



# Landing Page (Website)

- Our goal is to collect 100 stories to our Landing Page
- Stories will be collected in Landing Page & Social Media via #PieniOnSuurta
- In first phase all social media stories will be seen on website
- We are curating 100 most engaging stories to the Landing Page



# User Generated Content

- Consumers can show their support by sharing stories via Major social media channels Facebook, Twitter & Instagram with #PieniOnSuurta
- Content can be Text, Photos &/ Video

# Content Marketing

- 100 curated stories will be published in Facebook, Instagram & Twitter by using native features
- It can be picture, text, video, or infographic. Main thing is easy readability & sharebility
- Content will be released daily until end of the year

# Campaign Q&A

<p><b>Briefly explain your media choices. How they support the campaign in overall?</b></p>	<p><b>We chose multichannel medias that covers efficiently TA and has great shareable features. Campaign utilizes open SoMe platforms and AVOD (Audiovideo on demand) platforms. By mixing the used medias we cover the whole TA multiple times.</b></p>
<p><b>Briefly explain your creative insight? How does all the elements merge together and create coherent campaign?</b></p>	<p><b>Creative solution is based on principles of inclusiveness, diversity and added value. These principles support both campaign architecture and campaign's brief. We believe that appreciation of Finnish work and consumer's choices are dependent on participation and engagement of individuals.</b></p>
<p><b>Explain why did you include many actors on campaign? Why it's not only company focused campaign?</b></p>	<p><b>We believe that the Association for Finnish Work is dealing nowadays with changing environment and society. Work refers not only to companies; work is done in different organizational forms from single individuals to communities. We wanted to create a campaign that reflects modern era.</b></p>
<p><b>How does CSR (corporate) social responsibility show on your campaign? How do you understand social responsibility?</b></p>	<p><b>We will underline social responsibility when creating the criteria for voting phase. We also believe that social responsibility themes will be natural parts on candidate's video / written presentation because SR themes are dealing with emotions and rationales.</b></p>