

# OVERVIEW

## PROBLEM

- Finnish people don't appreciate Finnish work enough
- "Favour Finnish" campaigning is outdated
- Finnish people aren't aware of the situations where one can decide for Finnish Work

## OBJECTIVE

- To update the traditional campaigning
- Raise awareness of situations one can decide for Finnish work

## INSIGHT

- Finland has quality work and it's appreciated but doesn't get the recognition it deserves. For Finns being noticed abroad is the ultimate validation (Saara Aalto, "Torilla tavataan").

## IDEA

- Raise the level of appreciation of Finnish work domestically and internationally by achieving a prestigious international acknowledgement.

# THE HAPPINESS REPORT – Global measure of a nation's success

The World Happiness Report\*\* published yearly by the United Nations takes into account several good aspects that have a clear indication to domestic production in the national economy.

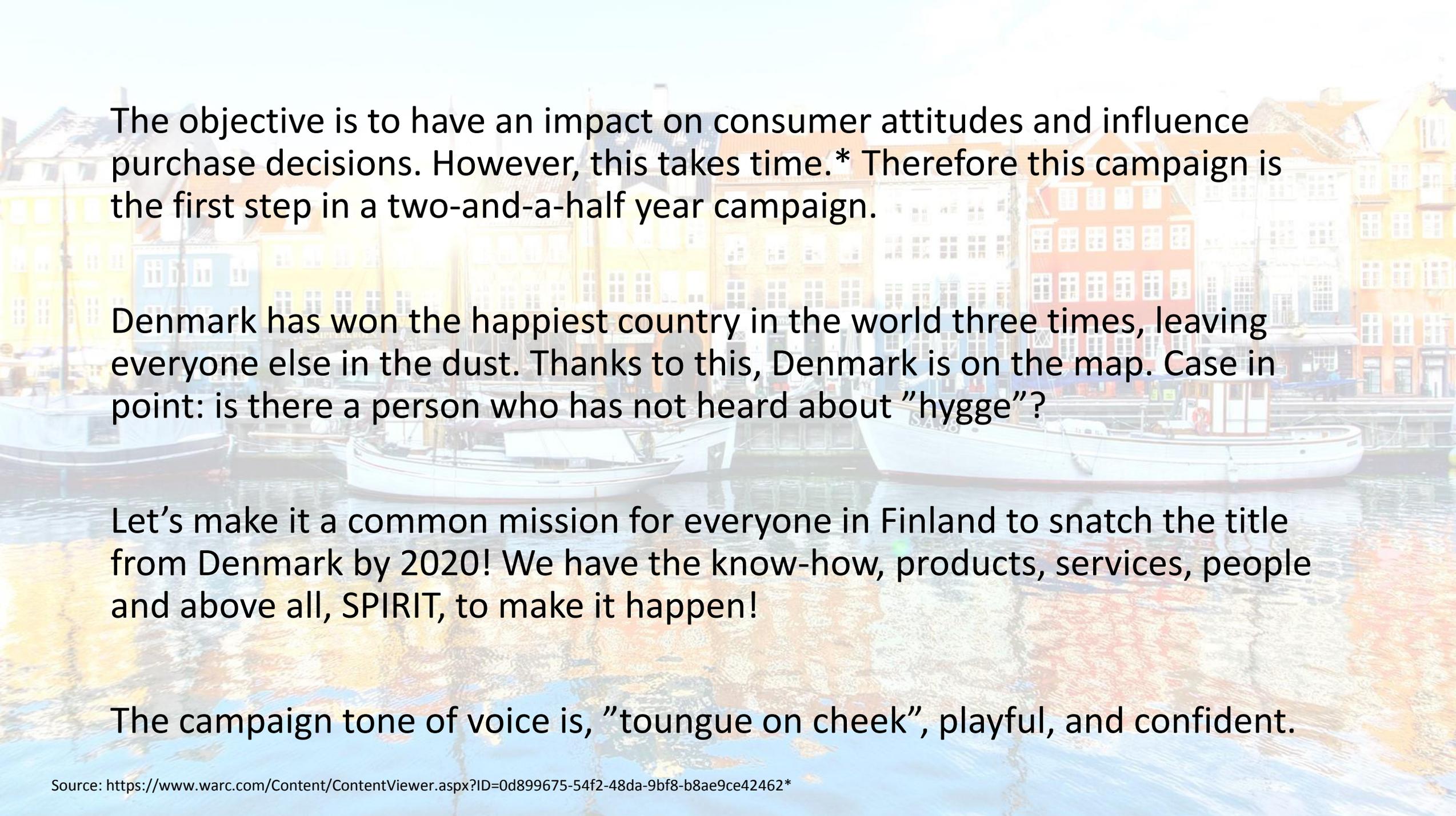
We are quietly proud of Finnish accomplishments and work but sometimes need acknowledgment from somewhere else before celebrating it with grand gestures (“Finland mentioned”).

When asked, we often describe ourselves as introverted, sort of quiet and awkward – a characterization not applicable at all! In fact we are warm, trustworthy, talkative and a happy nation.\*

We ourselves can change the image we give out so lets take the appreciation of Finnish work a few steps further: Lets make Finland the happiest country in the world!



**FINLAND –  
THE HAPPIEST COUNTRY IN THE  
WORLD 2020**

The background of the slide is a vibrant, painterly illustration of a harbor scene. In the foreground, several white boats are docked in the water, which reflects the colorful buildings in the background. The buildings are multi-story and painted in various bright colors like yellow, orange, red, and blue. The overall atmosphere is bright and cheerful, typical of a Scandinavian coastal town.

The objective is to have an impact on consumer attitudes and influence purchase decisions. However, this takes time.\* Therefore this campaign is the first step in a two-and-a-half year campaign.

Denmark has won the happiest country in the world three times, leaving everyone else in the dust. Thanks to this, Denmark is on the map. Case in point: is there a person who has not heard about "hygge"?

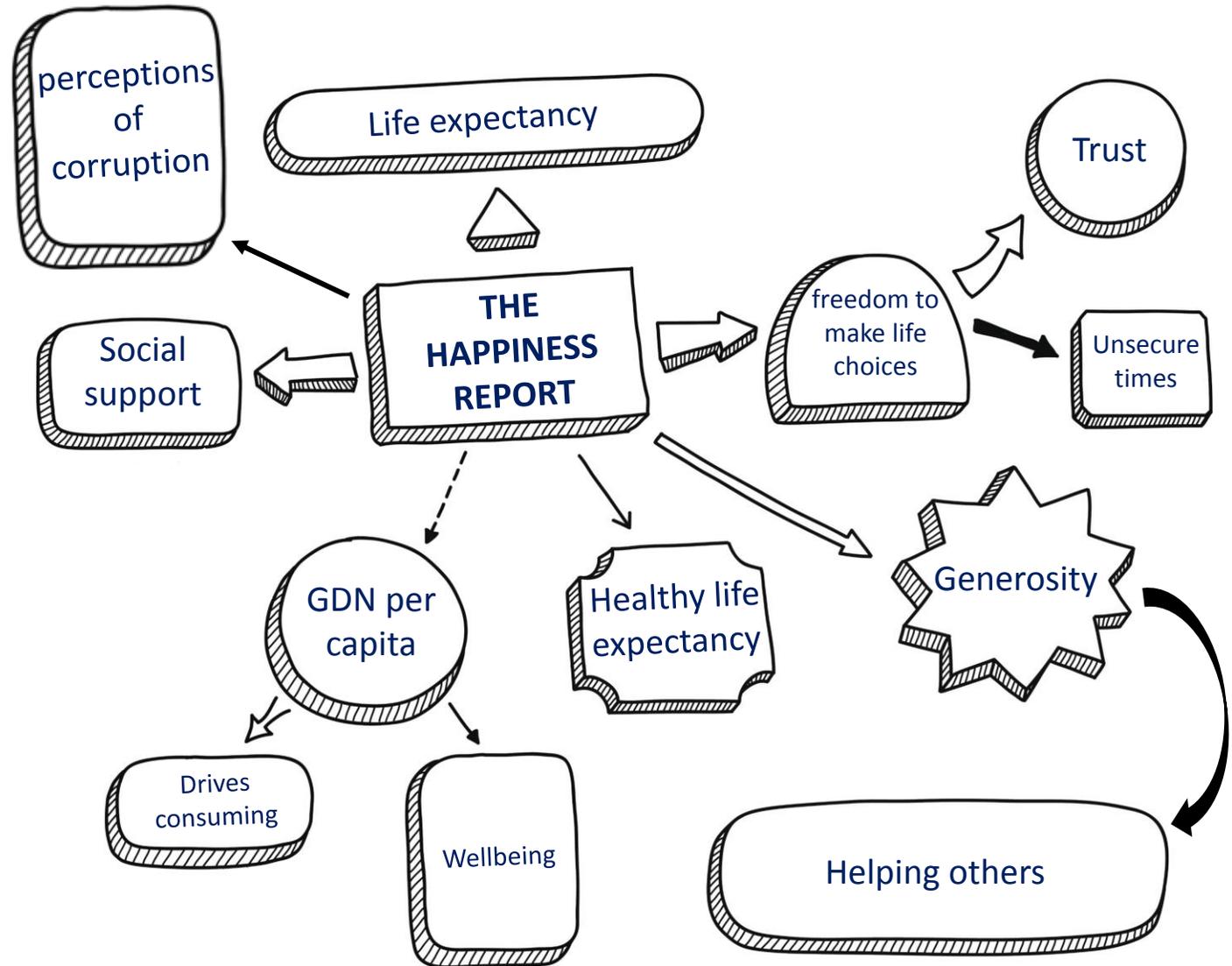
Let's make it a common mission for everyone in Finland to snatch the title from Denmark by 2020! We have the know-how, products, services, people and above all, SPIRIT, to make it happen!

The campaign tone of voice is, "tongue on cheek", playful, and confident.

The Happiness report looks into several aspect of the country's well-being.

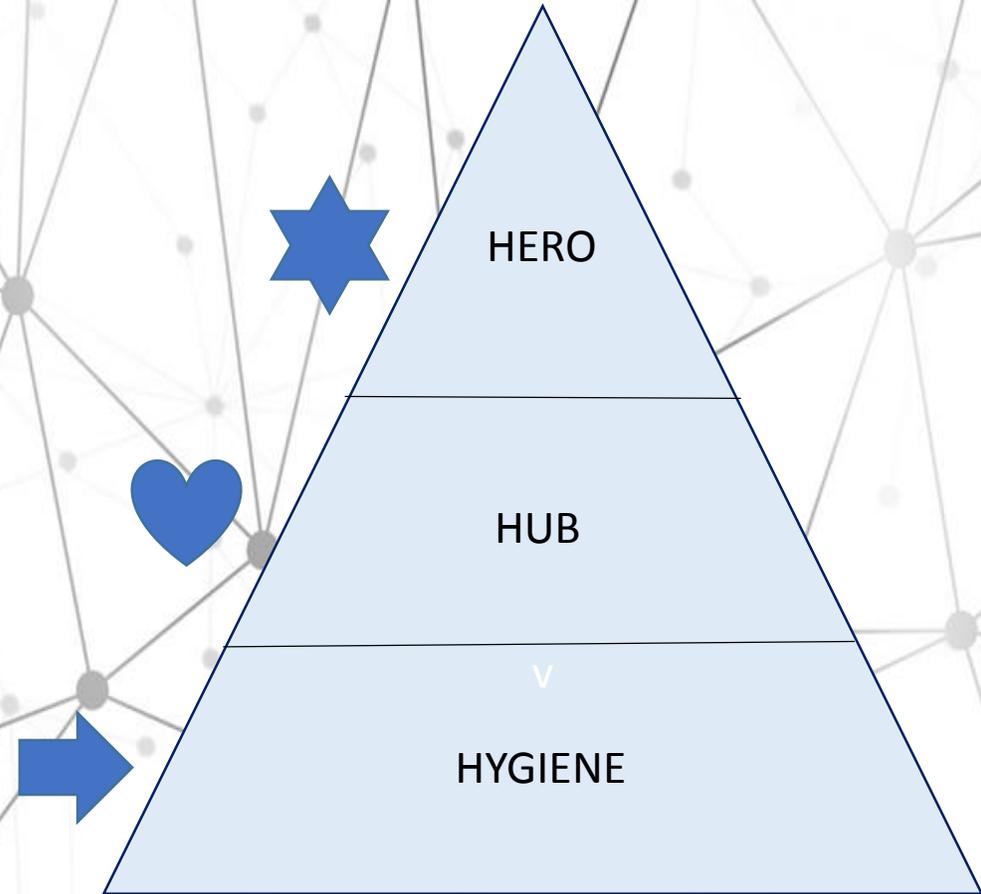
These aspect link directly to Finnish companies, workforce and of course, consumers.

By finding ways to increase the overall happiness of people, we manage to increase productivity, buying power and through healthy Finnish pride, product preference.



# CAMPAIGN STRATEGY

- The Hero content will raise awareness about the importance and quality of Finnish work. Possibility of high earned media.
- Continuous content and smaller scale activations. F. ex. Sanoma collaboration and material through own channels. Using the Finnish Work Facebook page as an active communication channel. Community management = customer service and proactive, positive discussion.
- The Association for Finnish Work website offers in depth information about Finnish work and companies that support it. Concrete ways to choose Finnish.



# MEDIA



## Politiken

The core idea of the campaign is to spark international conversation about Finland, Finnish work and mentality. A humorous print ad in a popular Danish newspaper will achieve this.

Denmark has a high number of newspapers per capita.

An ad in a prestigious newspaper, Politiken, will spark national and International conversation.

Objective:  
Earned media

BUDGET:  
35 000 €

## Sanoma

Sanoma has an amazing variety of credible medias. 96 % of Finns spend time with Sanoma Medias during the week.

We see this as an effective partnership when creating a brand campaign that impacts attitudes.

Objective:  
Awareness, Reach

BUDGET:  
40 000 €

## Youtube

46 % of our target group uses Youtube daily. It is the second largest search engine.

Takeover for the day marks a noticeable start for the campaign. Takeovers are rare in Finland and therefore adds to the attention gained.

Longer visibility increases awareness about The Association for Finnish Work and provides information in a light, approachable way.

Objective:  
Earned Media, Reach

BUDGET:  
40 000 €

## Google

Important to come up high in search results.

The campaign aims to improve the attitude towards Finnish work and brands.

This does not happen over night.

Search Engine Optimization has a key role in the campaign, being the most efficient tool for conversion in the chosen medias.

Objective:  
Awareness, Conversion

BUDGET:  
20 000 €

## Facebook

Facebook is the home for the campaign Hub material.

Over 70 % of our target group uses Facebook daily.

We can use creative solutions that reach a lot of people cost efficiently, create awareness and educate people through informative content and upbeat community management.

Objective:  
Awareness, Reach

BUDGET:  
55 000 €

TOTAL MEDIA BUDGET FOR 2017: 150 000 €

RECOMMENDATIONS FOR 2018: INCLUDE TV – STILL VERY EFFECTIVE AND COST EFFICIENT. STILL, REQUIRES A LARGER BUDGET. MORE INTERNATIONAL ADVERTISING.

# CAMPAIGN TIMELINE



YouTube takeover



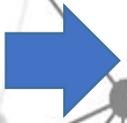
Politiken print ad



YouTube advertising



Facebook content and advertising



SEO and SEM



Sanoma Network

March 2017

December 2017

# RESULTS/EXPECTATIONS

- We expect this campaign to spark national and international conversion that improves the attitude towards Finnish work, know-how and products.
- Affecting to preference towards Finnish work and products by a sense of common healthy proudness.
- Increased visits to the Association For Finnish Work website.
- Complete change to the traditional "favour Finnish" campaigning