

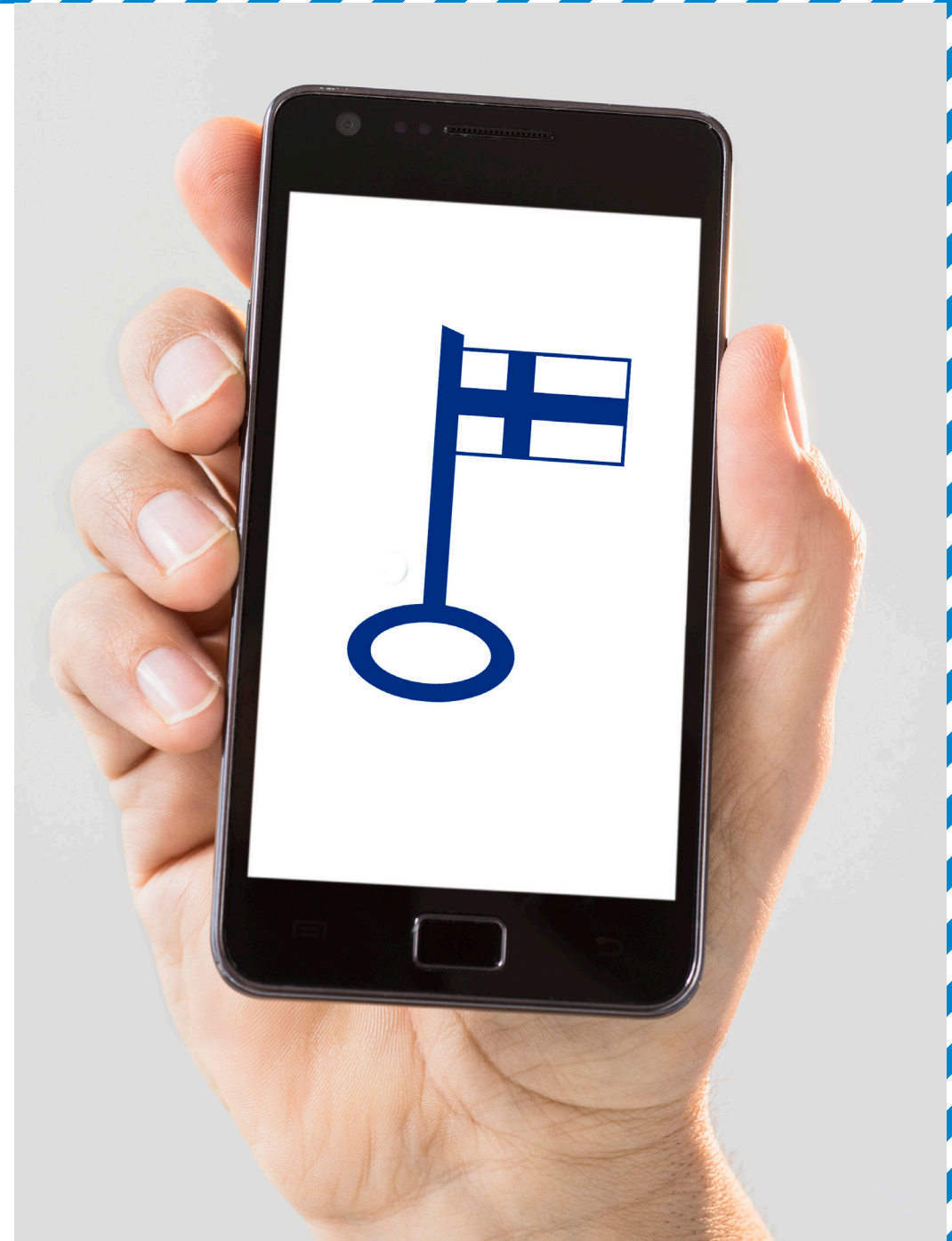
Shopemoji

Shopemoji is a simple emoji that can be tagged to your posts when you choose to buy Finnish products or services over foreign options. It is a new way of embracing Finnish work.

Insight:

Without Finnish work, products and services, there is no Finland. By choosing Finnish products and services over foreign alternatives, one creates new jobs in Finland in other words keep Finland Finland. Studies show that Finns have will to support employment with their own purchase decisions but they simply don't know how. Finns appreciate domestic services and products but do not realize the great amount and broad variety of domestic options there truly are. The worst thing is that Finns don't embrace their Finnish choices.

Social media enables the wide spread of any kind of hype. In Finland we have our own Finland emojis and they happen to be the first country specific emojis in the world. They have made us not only proud but also, they made us hype about our country publicly. Emojis have made us embrace Finnishness.



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Solution and how it works:

We partnership with the Ministry for Foreign Affairs of Finland and launch our own The Association for Finnish Work, The key Flag, Design from Finland and Finnish Enterprice –emojis. These emojis will be used in major social platforms such as Facebook, Twitter and Instagram. Finns can attach emojis to their personal pictures and posts when consuming Finnish products or services that are part of The Association for Finnish work.

We generate the amount of jobs are created in Finland from counting the amount of emojis used in social platforms and reveal this data on the website in real time. People will concretely see how many jobs they are creating in Finland in real time. And this happen to be a relevant subject to brag about. This can be shared again to the social medias.

People will see not only the borad variety of new different alternatives of Finnish products and services in interesting way but also will realize that their purchase decision is much more than just money spending. It is actually keeping Finland Finnish.



1. Ministry for Foreign Affairs of Finland launches new emojis.
2. People tag their posts with new emojis.
3. People share their shopping stories.
4. People share the output of their purchase decision.



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How it solves the problem:

The Association for Finnish Work needs to make people understand that our purchase choice makes Finland Finland. We generate positive buzz. People will see not only the broad variety of new different alternatives of Finnish products and services in interesting way in social media but also will realize that their purchase decision is much more than just money spending. It is actually keeping Finland Finnish. And is something that should be proud about for the next 100 years.

