

Brief Young Lions 12.3.2017

Kati Nenonen, Unilever

Jenny Piitulainen, Unilever

BACKGROUND

Work made by Finland is relevant to consumers in several ways and by highlighting the importance of it we can ensure that we have work in Finland during the next 100 years too. Consumers highly value products and services made in Finland. Rationals behind purchasing products and services made in Finland are clear to consumers, but however, the emotional impact and the proudness of work made by Finland could be much stronger.

CAMPAIGN DESCRIPTION

Whose work do you value? #suosisuomalaista

Suomalaisen työn liitto, Kingis ice cream and trade partners' collaboration campaign aims at increasing appreciation towards work made by Finland. In the heart of the campaign are consumers' stories of work they highly value. The campaign targets consumers across Finland to share their thanks for the work done by a person or people whose work they value, e.g. the nurse who helped a mother to give a birth to her child or a Finnish manufacturer that designs ergonomic furniture to help people with back problems. The campaign is executed through stop, think & thank model:

1. **STOP** consumers in different locations by taping entries with Finnish flag with "Made by Finland" text written above. Chosen locations have a link to Key Flag, Design from Finland and The Finnish Social Enterprise brands. For example, grocery stores, designs shops and health care centers.
2. **THINK**. Interview people who chose to enter the entry with Finnish flag. Make them think what entering the entry with Finnish flag means to them. Ask whose work made in Finland they value and why.
3. **THANK**. Give consumers opportunity to thank the person or people whose work they value by sending Thank You Kingis ice creams.

The encounters with consumers from different backgrounds across Finland will be captured into films, which are the main tool in inspiring everyone to share their thank yous to the person or people, whose work made in Finland they value.

CAMPAIGN CHANNELS

We expect you to design visual identity and communication of the campaign so that it is emotionally appealing, but also highlighting the facts why favoring Finnish work can do a difference. Impactful stories of consumers are the heart of this campaign, so collect stories from all corners of Finland by using The Stop, Think & Thank model. Unilever will contact partners from trade to join the campaign and request them to offer a place where people are made to stop.

The success of the campaign will derive from the stories of consumers, which are collected into films of different length. The films and media plan (TV, social media & outdoor) planned by you, should inspire consumers to share their thank yous for the work made by Finland they value. Also, important part of the film is to capture the gratitude of the people who are receiving the thank you. As we will launch Kingis ice cream *thank you* promo pack, we expect you to design the pack and the supporting communications. The connection between Kingis and ***Whose work do you value #suosisuomalaista*** should be very clear and prominent.

With this campaign we target 25-54 year old consumers to thank for the work made by Finland and to raise public discussion of appreciation towards the subject in media. We aim at getting 10k thank you -posts under ***#suosisuomalaista*** hashtag in social media and earned articles. The commercial target for Kingis ice cream is to increase market share and penetration in 2017.

MEDIA BUDGET: 150k€ for the campaign media plan incl. Kingis ice cream thank you promo