

SUOMALAISEN
TYÖN LIITTO

Kingi's

WHOSE WORK DO YOU VALUE?

#suosisuomalaista

INCREASE APPRECIATION OF FINNISH WORK
AMONG 25-54 YEAR OLD CONSUMERS THROUGH
MAKING THEM THANK FOR THE WORK THEY VALUE

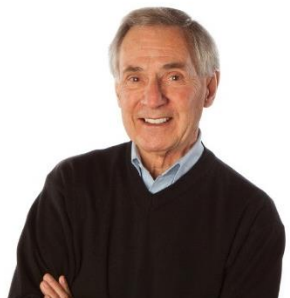
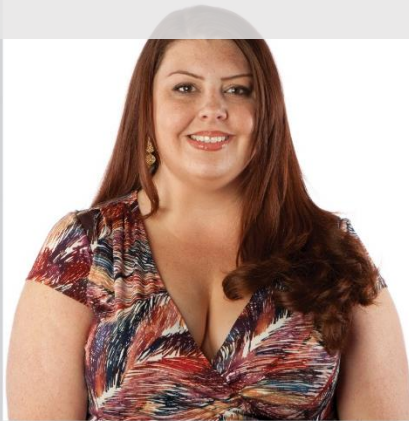


BACKGROUND





THEIR STORIES



WHOSE WORK DO YOU VALUE?

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CAMPAIGN MAKES CONSUMERS TO

STOP

STOP CONSUMERS IN RELEVANT LOCATIONS WHERE SERVICES OR PRODUCTS SOLD ARE MADE BY FINLAND

THINK

MAKE CONSUMERS THINK WHOSE WORK MADE BY FINLAND THEY VALUE

THANK

MAKE CONSUMERS TO SHARE THEIR THANK YOU FOR THE PERSON WHOSE WORK THEY VALUE



KINGIS ICE CREAM PROMO

IN PARALLEL WITH THE WHOSE WORK DO YOU VALUE – CAMPAIGN

PACK WITH THANK YOU AVAILABLE IN SUMMER 2017



MADE BY FINLAND

STOP

WHAT IS YOUR CHOICE?





THINK

WHOSE WORK DO YOU VALUE?

NUTRITION FOR YOUR CHILD?



ERGONOMIC FURNITURE FOR YOU AT WORK?



HELP FOR YOUR MOTHER'S ILLNESS?





Kingi's



THANK
SHARE YOUR APPRECIATION
FOR FINNISH WORK WITH KINGIS

TRIPLE WIN



PARTNERS ALL AROUND FINLAND

- ✓ INTEREST TO JOIN THE CAMPAIGN TO WIN THROUGH HIGHLIGHTING PRODUCTS OR SERVICES MADE BY FINLAND



FINNISH WORK ASSOCIATION

- ✓ AIM IS TO RAISE APPRECIATION TOWARDS WORK MADE IN FINLAND



SUURELLA SYDÄMMELLÄ

KINGIS ICE CREAM

- ✓ MISSION IS TO SHARE HAPPINESS
- ✓ PRODUCT MADE BY FINLAND

BRIEF FOR YOU

DELIVERABLES

- ✓ DESIGN THE CAMPAIGN AND KINGIS PROMO VISUAL
- ✓ COLLECT THE "WHOSE WORK DO YOU VALUE" STORIES IN RELEVANT LOCATIONS ACROSS FINLAND
- ✓ CREATE FILMS OF THE STORIES: E.G. 3-5MIN & 15-30S
- ✓ BUILD AN OMNICHANNEL MEDIA PLAN
 - ✓ TV, SOCIAL MEDIA, OUTDOOR
- ✓ PLAN COLLABORATION WITH PARTNERS. UNILEVER CONTACTS THEM.
 - ✓ E.G. KESKO, DESIGN SHOPS, HEALTHCARE

CAMPAIGN BUDGET: 150K€

SPIRIT & TONE OF VOICE

- ✓ INSPIRATIONAL
- ✓ EMOTIONALLY APPEALING
- ✓ PROUDNESS TOWARDS FINNISH WORK

KPIS:

- ✓ EARNED MEDIA: 10K THANK YOU POSTS UNDER #SUOSISUOMALAISTA
- ✓ EARNED ARTICLES IN HS PRINT, MARMAI, SUOMEN KUVALEHTI

SUMMARY

OBJECTIVE

INCREASE APPRECIATION OF FINNISH
WORK MADE BY FINLAND

INSIGHT

TOGETHERNESS THROUGH STORY-TELLING
HEALTHY PRIDE OF WORK MADE BY FINLAND

CAMPAIGN

WHOSE WORK DO YOU VALUE? #suosisuomalaista
KINGIS THANK YOU PACK 2017

SHARED VISION OF ALL PARTNERS

