



FINDING FINNISH WORK

Inducing a sense of community and togetherness by redefining how we contribute to one another's lives through work.



The Finding Finnish Work-campaign sheds light on the value chains of Finnish work and bring us closer to all the work behind Finnish products and services.

Our solution consists of a web application, a mobile solution designed to reach the consumers at the point of purchase, and a docutainment series all illustrating how our choices impact the lives of many.

This way we **enhance a feeling of community and togetherness** and highlight the various alternatives of choosing Finnish work.

A light blue circle containing the text "CREATIVE INSIGHT" is centered over a blurred background of architectural blueprints. A white line extends from the top and bottom of the circle towards the corners of the frame. The background shows hands and a pen working on the plans.

**CREATIVE
INSIGHT**

A close-up photograph of a hand with red nail polish holding a wooden pencil, drawing a line on a graph. The graph has various colored lines (green, pink, orange) and some text. The background is slightly blurred, showing another person's hand and more of the graph.

The value chains of Finnish products and services typically stay in Finland, which heightens their economic impact*. This results in increased national welfare and wealth, but that kind of a macroeconomic effect is difficult to grasp.

We need to remind ourselves that when we buy Finnish work, we eventually buy it from our friends and relatives, from our neighbors and coworkers, or at least from someone *they* know. It's work we can trust and value. It's the work we've done together.

Meanwhile the diversity of modern working life, especially regarding immaterial work, makes it even more difficult to understand who benefits from us favoring Finnish.

A hand is holding a white smartphone. The phone's screen shows a lock screen with the time 18:37 and the date 11. maaliskuuta. Below the date, there is a notification that says "now" and "ish work!" followed by "nd to your purchase,". A large white circle is overlaid on the phone, containing the text "SOLUTION" in large, bold, black letters, and "Finding Finnish Work" in smaller, black letters below it. The background is a blurred outdoor scene.

SOLUTION

Finding Finnish Work

We collaborate with a Finnish bank to gain access to purchase situations through their apps collecting and categorizing payment transactions (e.g. Pivo*).

Once people buy products or services marked with STL's brands**, they will receive a thank you -video from someone within that particular value chain as a push notification. This way we give a face to Finnish work and display the diversity of different value chains through personal, positive reinforcement.



* 1.8 Million visits in September 2016, source: OP interim report Q3/2016

** The Key Flag, Design From Finland, The Finnish Social Enterprise



The consumer is then directed to the campaign site that visualizes the value chain of the purchase* and further illustrates the various stages where Finnish work contributes to the product or service.

In addition, by giving some details about their own occupation, the consumer will see a visualization of how they themselves also contribute to different products and services.

Visitors are urged to connect with Facebook in order to see their friends** in the value chain, too.

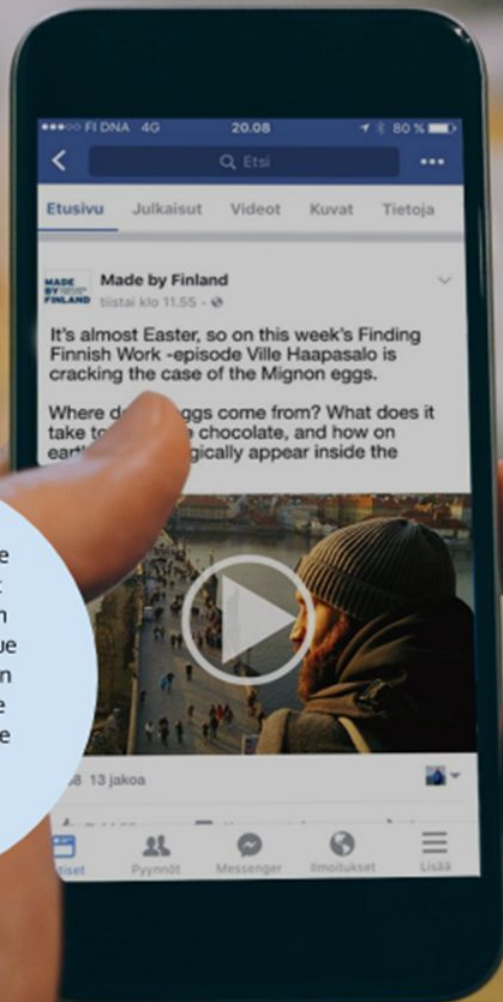
*Based on data from STL and its members and the Ministry of Economic Affairs and Employment

**Based on the accessible Facebook data or information given in the app

To further illustrate the value chains, we produce a docutainment webseries *Finding Finnish Work* where Ville Haapasalo tracks down the work done behind a specific and topical product or service.

The video series and digital advertising is used to drive traffic to the campaign site.

The series highlights the magnitude of different options to favor Finnish and their respective value chains. It is promoted on Facebook and YouTube and made also available to be used by STL members.





HOW IT WORKS



Seeing how we all contribute to one another's lives through work increases the emotional value we give to Finnish products and services.

The value chain's transparency increases the main brand attributes* of Finnish products both nationally and internationally.

Regardless of the touchpoint, the integrated solution communicates how Finnish products and services are a contribution of many.