

## **BACKGROUND**

Finnish people highly respect Finnish work and products. When asked, 84% tell they will favor Finnish produce whenever possible. 76% say that they are willing to pay more for products or services coming from Finland. But very often we tend to forget to favor Finnish products when shopping - as we are going after cheaper prices without noticing where the product is made. With this campaign, we want to increase the appreciation of Finnish work, products and services and give concrete tools to help consumers favor Finnish alternatives to really change the buying habits.

## **CAMPAIGN DESCRIPTION**

FINSPIRATION – With Big Finnish Heart

Kingis together with the Association for Finnish Work will launch a FINSPIRATION mobile app. The Association for Finnish Work gives the credibility of promoting and being proud of all Finnish work, products and services when Kingis is a great example of positive, trending brand made in Finland. We share the common values of Finnish craftsmanship.

FINSPIRATION will be more than just a campaign or a random app you use for two weeks. We want to change the consumer behavior towards favoring Finnish products and services permanently. Campaign will share exciting stories about Finnish work. Combining that to the mobile app we activate and addict consumers to buy more Finnish products and services - and reward them for doing that.

The app will collect consumers shopping data from retailers' loyalty card data as well as directly from payment history. By doing that, we combine existing data on a new way, to keep consumers updated about their buying behavior and to give personal recommendations about Finnish alternatives they could choose. The app also shares personalized stories about Finnish work and shows what the overall effect of preferring more Finnish products has been.

By favoring Finnish products consumers can collect FINSPIRATION rewards. That way the campaign will give immediate good for the consumers and by that motivate them to put an extra effort for preferring Finnish products and using more Finnish services.

We want to encourage Finnish people to consume with Big Finnish Heart!

## **CAMPAIGN CHANNELS**

We expect you to design FINSPIRATION app, as well as modern, bold and inspiring omnichannel campaign with videos about Finnish work. Bring out the real everyday heroes of Finnish work life and show the benefits these average people get, when consumers prefer Finnish work.

Our vision for the execution is that campaign will create strong positive emotions towards Finnish work and help customers to do better buying decisions. App will allow us to personalize the message for individuals and create pull for other companies to join the campaign. By doing that, we aim to get a lot earned media for the cause.

To be able to reach the target audience the best way possible, we want to use multiple channels to create awareness for the campaign. With TV and outdoor we reach large number of consumers effectively and with digital channels we can target especially the younger segment of the target group. The application and a Kingis wrapper gives the campaign a unique possibility to be present at the actual moment of purchase. This helps us reach our target of 2% increase in consumption of Finnish products and services.

The tone should be open, positive and appreciating, just like the mind of a children.

Production of campaign and the app: 150k€

Channels: Digital and social media, TV, outdoor spaces and Kingis wrapper. Media: 100k€ (2017), 75k€ (2018)