

SUOMALAISEN  
TYÖN LIITTO

Kingis

**FINSPIRATION  
WITH BIG FINNISH HEART**





# FAVORING FINNISH IS DIFFICULT



I would prefer  
Finnish products,  
but I forget to look  
for them

# FINNS ARE NOT GOOD AT APPRECIATING THEIR OWN AND PEERS WORK



My dad has the  
most important job  
in the world!

Well..  
I'm just a truck  
driver





# FINSPIRATION

1. Promote respect of Finnish work
2. Make it easier to buy Finnish products
3. Raise discussion about Finnish alternatives
4. Reward for buying Finnish





# USE CUSTOMER DATA FOR BETTER SERVICE



**Let's change buying habits!**

# FINSPIRATION APP



Learn stories

Tips for change

See the impact

Get rewards & offers



SUOMALAISEN  
TYÖN LIITTO

*Kingi's*

Promotes the appreciation and success of Finnish work  
Aims to bring more work to Finland  
Wants to awake positive discussion of Finnish know-how  
Trustworthy & traditional image

Great example of Finnish work  
Made in Finland  
Positive brand with innovations  
Young & urban with big heart



# WHAT WE WANT YOU TO DO

- 1) **FINSPIRATION** mobile app
- 2) Campaign for social media and TV incl. video production of big Finnish hearts
- 3) Promotion wrapper for Kingis

Channels: Digital and social media, TV, outdoor, Kingis pack

Targets: 360k app users. Earned media coverage. Shares in social media. Other companies to join the campaign. 2% increase in consumption of Finnish products and services

Tone of voice: Positive, joyful, pride in Finnish know-how

Production: 150k€. Media 100k€(Y1), 75k€ (Y2)





A young boy with brown hair, wearing glasses and a blue shirt with an orange bow tie, stands against a light blue background. He is holding a white sign on a wooden stick.

**PROBLEM:**  
FAVORING FINNISH  
PRODUCTS  
IS NOT EASY

A young woman with dark hair, wearing a grey top and blue pants, stands in a city street. She is holding a white sign.

**INSIGHT:**  
CONSUMERS  
FORGET TO CHOOSE  
FINNISH PRODUCTS

A young girl with brown hair, wearing a white top and denim shorts, stands in a field of tall grass under a cloudy sky. She is holding a white sign.

**KEY TO SUCCESS:**  
USING CUSTOMER  
DATA TO  
RECOMMEND  
FINNISH  
ALTERNATIVES

A young boy with dark hair, wearing a dark jacket, stands against a grey concrete wall. He is holding a white sign.

**REASON TO  
BELIEVE:**  
CONCRETE  
FEEDBACK FOR  
CUSTOMERS