

## FINNISH MIRACLE

### BACKGROUND

The perception of Finnish work is traditional and somewhat old-fashioned. Consumers overestimate the role of physical products & production in creating jobs. In reality, 72 % of jobs are already created by immaterial: private and public services.

Association for Finnish Work aims to increase the appreciation and success of Finnish work. Although purchase decisions have an impact, Finns buying products manufactured in Finland will not erase unemployment, nor will it freshen up the image of Finnish know-how. We need a more global perspective. People abroad already associate good quality-of-life and innovativeness with Finland. We want to strengthen this image and let it create more jobs and more emotion to Finland.

### CAMPAIGN DESCRIPTION: FINNISH MIRACLE, GUERRILLA-STYLE

Association for Finnish Work and Jenkki will reveal the secret of Finnish quality-of-life. We want people abroad to have an aspirational image of Finland – the one we can be proud of. As we know, we Finns are always curious about what others think of us.

Hence, we will showcase Finland as the promised land of wellbeing and innovation.

The aim is to create a surprising experience of Finland = **train (/metro/airplane) that is transformed into Finland**. When the unsuspected travelers step on board, they are surrounded by modern Finnish work: unique health-care services, world-class education, extraordinary healthcare innovations. In order to catch maximum attention, this guerrilla venture should be executed in a central location, such as London-Paris train.

The venture will

1. Directly create jobs to Finland
2. Increase business potential of Finnish services outside Finland
3. Raise huge publicity and interest in Finland abroad
4. Create emotion and proudness among Finns for Finnish work

Our target group is two-fold:

- ABROAD: opinion leaders (such as journalists, public persons)
- IN FINLAND: Finnish working population.

In order to make the venture BIG, we will recruit 10 top-notch partners, representing the true distribution of employment effects in Finland: 5/10 private sector actors, 2/10 public sector actors and 3 production companies.

### CAMPAIGN CHANNELS

- **Partner companies:** Utilize the networks of partner companies.
- **Finnbassadors:** Underground campaign for recruiting the personnel to the train by using the preferred mass-media channels. The recruited should represent different backgrounds and job titles – representing the variety in Finnish work. They will be in key position in the campaign.
- **Social & PR:** Preparing a break-through PR plan that maximizes viral effect, utilizing both domestic and foreign PR channels. Ensure sharability.
- **“Finnish miracle”:** Designing the whole interior blueprint of a train. Please consider different cartridges, such as restaurant car and well-being car.
- **Post-campaigning & scaling:** Material from different stages: making-of; videos of unsuspecting people entering the Finnish miracle etc. Consider scalable forms for repeating the campaign.

**Budget:** 1 mio €: Association for Finnish Work 150 k €, Jenkki 300 k €, partners 550 k € + earned media

**Timing:** First trip on the train should be on Finland's 100<sup>th</sup> birthday, 6.12.2017.