



ASSOCIATION FOR
FINNISH WORK

THE FINNISH MIRACLE

LET'S INCREASE FINNISH EMPLOYMENT & FINLAND'S COMPETITIVENESS

ASSOCIATION FOR FINNISH WORK

- Change the perception of "Finnish work"
- Emotion & pride around Finnish know-how



- Jenkki's reputation & brand value
- Xylitol awareness internationally



11,7 € / month
= 10.000 jobs



The Real Challenge





“I don’t really know about Finland – but I’ve heard you have a great quality of life.”



Finland - the promised land of well-being



Yhdessä
Xylitol-Jenkissä
on viisi
raikasta
ryynyä -
juuri sopiva
määrä
päivän varalle.
Pidä
aina
mukanasi!

Hella's

Fiksu muistaa: Xylitol-Jenkki



**Just
imagine...**

Welcome onboard the Finnish Miracle



Surprising

Reputation & pride for
Finnish know-how

Experience, not education

Scalability

**TOP NEWS: Finland
'hijacks' train to share
their secrets to better
quality of life**

**ILTALEHTI
Suomea
ylistetään nyt
maailmalla –
lue yllättävä
syy!**

**Jamie Oliver:
Every British politician
should ride the Finnish
Miracle**

**Helsingin Sanomat:
Suomalainen tempaus
niittää kansainvälistä
mainetta – kärkimaa
terveys- ja
hyvinvointisektorilla**

What do we want you to do?

1. Dream Team recruitment
2. Finnassadors
3. Creative & PR/social media
4. Guerilla execution
5. Post-campaign/scaling - Cannes Lions etc.

TAKE-OFF:
6th Dec

Summary

Objective:

Appreciation of Finnish work; increasing employment

Insight:

Finns' purchasing decisions not enough; need to think global

Solution:

"Finnish miracle" - inspiring way of showcasing Finnish know-how

RTB:

Brand-fit, huge PR value, evoking pride, scalability

