

#SYTYTÄVALO

Campaign Summary

The purpose of this campaign is to visualize the effects of making a Finnish choice in all aspects of one's daily life and inform about the vast variety of Finnish products and services.

Whether we are deciding which plate to buy or with which agency we sign a contract,

***we have the opportunity
to support Finland.***

The campaign contains an array of digital platforms combined with physical marketing efforts that engage both the consumer and partners.

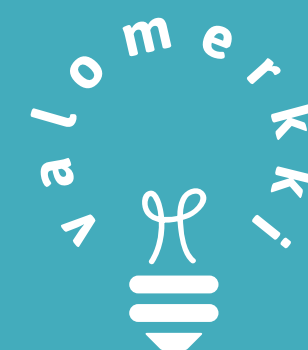
Creative Insight

Behind every product, service or good deed is an idea,
that has become brighter and brighter before it's finalization
– **like a light bulb.**

We Finns don't necessary always understand the variety of Finnish products and services, and how bright these products and services REALLY are.

The campaign is not trying to invent the light bulb again,
but it has invented a way to visualize the effects our choices make
by using virtual light bulbs.

Mixing the virtual and the real world
we want to invite all Finns and Finnish companies
together to light up Finland.



Step 1: Valomerkki

A new symbol is introduced that marks Finland's 100th jubilee year. It is granted to all members of the Association for Finnish Work.

The symbol can be found from small items to big corporate invoices with an unique code. No matter the size of the purchase or how much you possess purchasing power, everyone can participate.

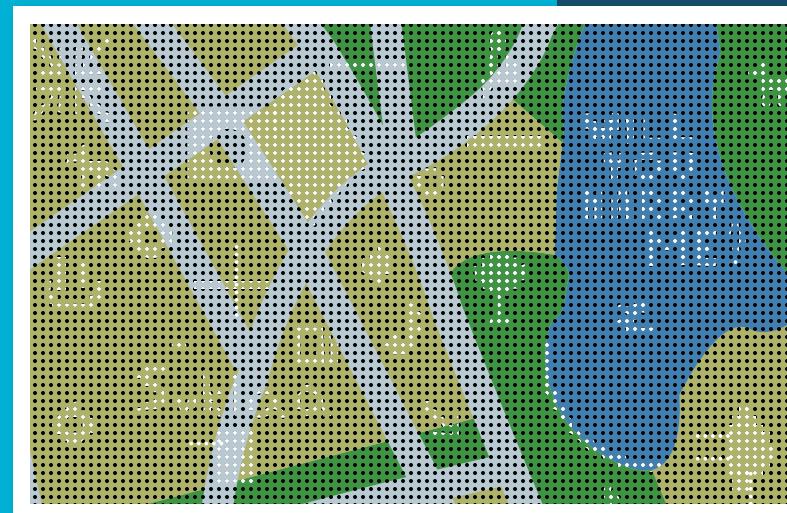


Step 2: Facebook, Campaign Site and Google Maps

Anyone can light a virtual light bulb on the campaign site using their Facebook login and the code below the Valomerkki.

By giving the opportunity to choose which light bulb to active, citizens and businesses alike can work independently or together to create smaller moments inside the bigger picture.

Is your neighbourhood the brightest?



Valomerkki

KUMPPANIT TARINA 6.12.2017

#SYTYTÄVALO suomalaisuudelle

7 387 247 €
Suomalaiseen työhön käytetty

114 kpl
Uutta suomalaista työpaikkaa luotu

Activated codes affect the real-time calculator, which demonstrate how much we have spent together on Finnish work, and consequently how many new jobs this generates annually.

Step 3: Social Media and the Right to Brag

We love to use social media for bragging. Just admit it.

The Facebook login makes it possible to add a light bulb counter next to your user name which demonstrates how many light bulbs you have lighted for Finnish work.

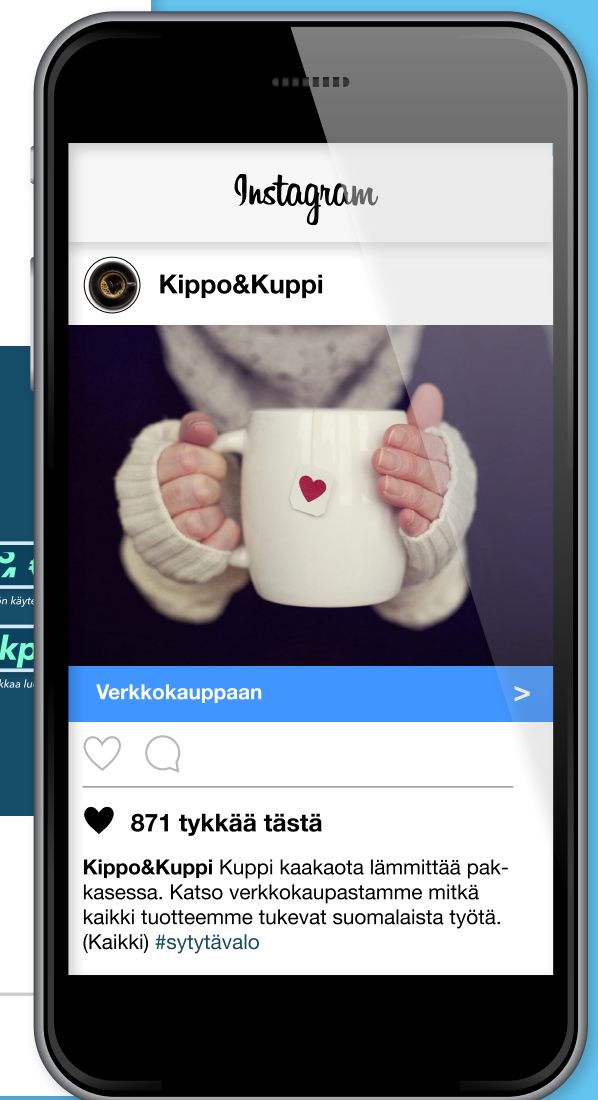
For everyone to see.

You don't need to share or post. Just be you and let your actions speak for themselves.

We also want to involve Finnish businesses to our enlightening mission. Let's make Finland bright again!

Every partner company has an easy way to show that they are part of The Association for Finnish Work. They can share the campaign or just add this campaign to their existing marketing strategies.

Just #sytytävalo



How it all works



But Guess What!

This campaign wouldn't be perfect
without a final touch: Step 4

Step 4:

The virtual map becomes reality with a massive light installation on Independence Day to celebrate what we have achieved **together**.

Take a pic and remember to share **#sytytävalo**.

