



Dreams
POWERED BY CHOICES

CAMPAIGN SUMMAR

Traditionally the customers give feedback to companies, but in this campaign we will challenge Finnish companies to thank their customers for choosing them and making their business dreams come true.

By showing to the individuals the real impact their choices have to other individuals and their businesses, they will realise the power of their buying decisions. Also, we want to make the individuals realise the reciprocity of the social responsibility.

The entrepreneurs will be asked to film a short video greeting. The video will be targeted on Facebook and Instagram to the consumers who have recently bought a product or service from this specific entrepreneur. There will be a call to action to the campaign site where the consumer can see the collection of all the video greetings from different companies.

CREATIVE INSIGHT

The entrepreneur and the customer are very often faceless strangers to each other: There's no personal encounter. The alienation between the entrepreneur and the customer is bizarre. After all, **every customer is the most important customer in the world**. Every buying decision makes a difference to the entrepreneur: Pays the rent and so forth.

And most importantly, the entrepreneur gets to do their dream job. Every Finnish company has started from someone's dream. **Behind every Finnish business dream come true, there is a bunch of choices made by others.**

The aim of this campaign is to make the consumer realise the concrete power of their choices. And on the other hand, we want to courage them to chase their own dreams. Because the social responsibility is reciprocal: **When you have the back of Finnish companies, they will have your back too.**

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SOLUTION TO THE BRIEF

We will gather video greetings from Finnish companies. In these short videos the entrepreneurs will thank their customers. Videos are selfie-styled and spontaneous and the entrepreneur talks directly to the customer. The entrepreneurs will be asked to talk about these themes:

- 1) What does the individual consumer mean to you? Please be concrete.
- 2) What was your dream when you started the company? Describe the journey.
- 3) Thank the customer for having your back. Courage them to chase their dreams and promise to have their back.

Videos will be targeted on Facebook and Instagram to the consumers who have recently bought products or services from the specific company. The targeting will be based on consumer data, collected for example from web store purchases and customer loyalty programmes. There will be a call to action to the campaign site, where the user will see all the participating companies and their videos.

HOW DOES THE CAMPAIGN WORK AND SOLVE THE PROBLEM?

The videos will raise emotions, but at the same time there is a rational message behind: A little purchase has a huge impact to another individual's life and their business. After visiting the campaign page and seeing all the entrepreneurs, the consumer will realise how many situations there actually are where they could decide for Finnish work.

The campaign site not only showcases the great Finnish know-how by showing all the career stories, but also creates a positive faith in the future by encouraging individuals to start their own company. Empowerment of new entrepreneurs is important if we want to continue the evolution of Finnish work for another 100 years.

They key to everything is the social responsibility. With this campaign we create a feeling of a network where everyone supports each other.

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The Association for Finnish Work

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We noticed that you bought something from eParent online shop recently. The entrepreneur wanted to thank you personally. Hear what she has to say!



Thank you for having my back!

See all the dreams powered by choices

FINNISHWORK.FI/POWEREDBYCHOICES

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Instagram



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♥ 1 likes

The Association for F... We noticed that you bought something from Sagalaga Design recently. The entrepreneur wanted to thank you personally.



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Every Finnish company has started from someones dream.

Behind every successful business dream,
there is a bunch of choices made by you.

These dreams were powered by your choices:



Eric:
"Create beautiful design"



Tuija:
"Produce sustainable energy"



Jonna:
"Run a coffee shop"



Teemu:
"Own a bakery"



Ermo:
"Save lives"



Kati:
"Help families in need"



Thank you for supporting Finnish business dreams with your daily choices.

Do you have a dream? Make it happen.
These Finnish companies have your back like you have theirs.

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