

MADE IN FINLAND – MADE BY US  
#MEIDÄNTEKEMÄ

THE ASSOCIATION  
FOR FINNISH WORK



# Something to chew on

According to Statistics Finland's Labour Force Survey, the number of unemployed persons in January 2017 was around 242,000.\*

A 2016 research "Osta Suomalaista – luo työtä" concluded that by simply spending 10 euros more a month on domestic products and services would help create 10 000 more jobs annually.\*\*

\*"Osta Suomalaista – luo työtä" 2016 | Taloustutkimus (Pasi Holm)\*\*

[http://www.stat.fi/til/tyti/2017/01/tyti\\_2017\\_01\\_2017-02-21\\_tie\\_001\\_fi.html](http://www.stat.fi/til/tyti/2017/01/tyti_2017_01_2017-02-21_tie_001_fi.html)\*



## Insight

We feel consumers want to know more about their products and who make them, and what better way is there than to simply show them...

...So that the next time they are choosing what to buy they might choose one that has a face they know behind it.

By adding faces behind the Finnish made products and services we want to emphasize the notion that a product made in Finland supports Finnish work.



What if you could see the people you supported when you bought a Finnish product or service?

A hand in a light blue shirt points towards a central glowing yellow lightbulb on a chalkboard. The chalkboard is filled with several other lightbulbs drawn in white chalk, some hanging from above. The central lightbulb is filled with yellow and has short lines radiating from it, indicating it is lit. The text 'Our solution to the brief' is written in white on the chalkboard, centered around the glowing lightbulb.

## Our solution to the brief

We will be utilizing the following tools and social media platforms in our campaign:

- **Instagram**
  - Main platform for all picture entries to our campaign.
- **Facebook**
  - Facebook will be used to launch the campaign and it acts as an information portal in which participating companies can showcase their involvement.
- **Twitter**
  - Twitter will be used to support the campaign with ongoing discussions using the #meidäntekemä hashtag. Twitter feed will also be placed on the campaign site.
- **Thinglink**
  - Thinglink will be utilized to keep all of the campaign visuals clear, but still have the ability to add pictures, video and information to the campaign

# #meidäntekemä 100 Finnish jobs

We will kick off the #meidäntekemä – campaign with the launch of the campaign page and a social media push in co-operation with companies showcasing 100 Finnish jobs.



NFC tags will be added to selected products. These tags will journey through the entire manufacturing process.



When a consumer buys one of these tagged products/services they will be presented with the campaign page that has pictures of the people they supported by buying a product/service made in Finland





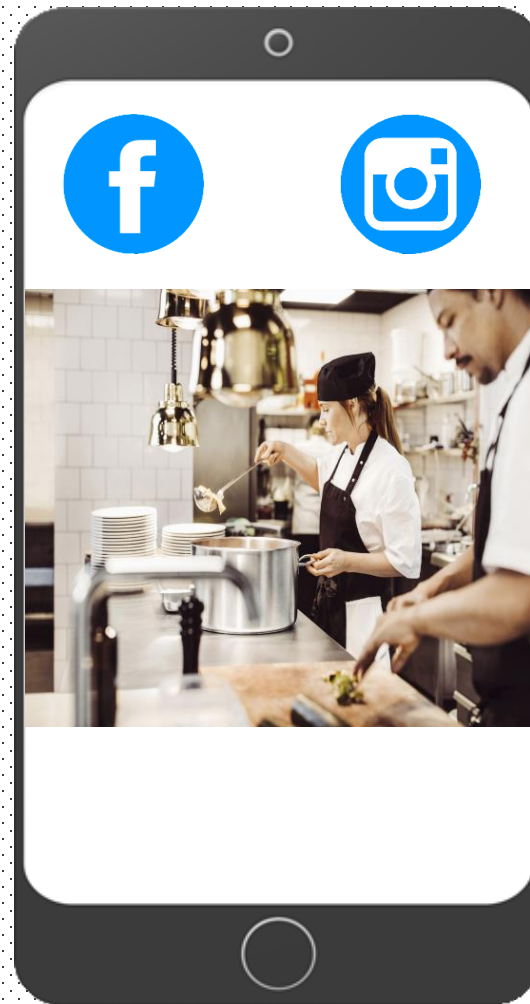
With ThingLink we can share small tidbits of information and images of various work stage or even link Instagram images or Facebook videos



100 Finnish jobs  
showcasing the path of a  
Finnish made table

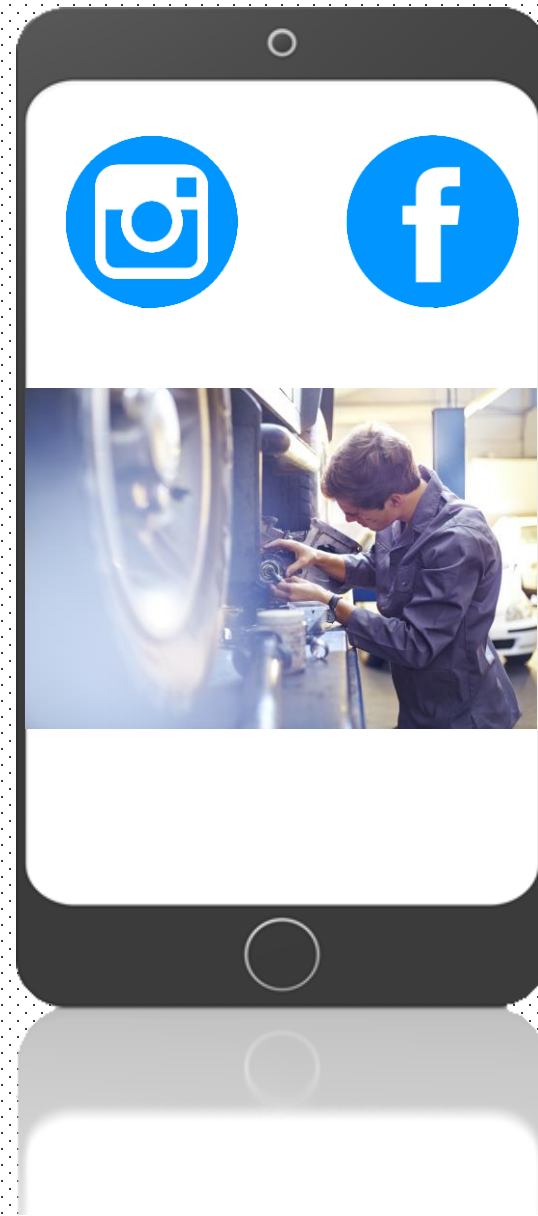
So how can I  
take part in  
#meidäntekemä?

Take an Instagram  
picture of yourself  
at work and tag it  
#meidäntekemä  
and we will add  
your image to our  
campaign page.





Challenge your company, friends and coworkers to participate in the campaign with an Instagram photo of their own or maybe even a Facebook live event.

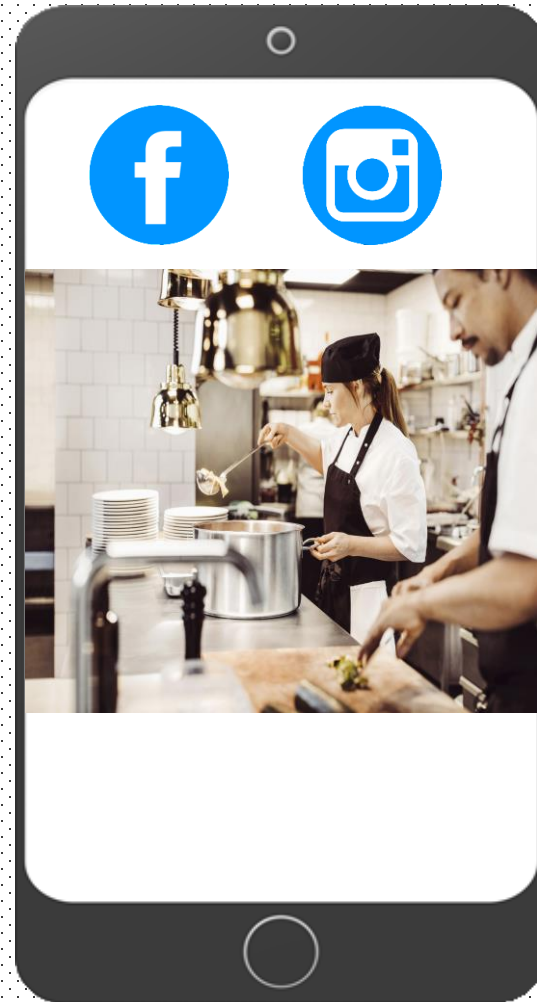


What about those that want to showcase their support?

Just take an Instagram photo of yourself buying a product or service that has either made in Finland, Design from Finland or Social Enterprise logo and add

#meidäntekemä

and we will add you to our campaign thank you page!



# Campaign Summary

## #meidäntekemä

