

# KNOW 'EM FINLAND

ASSOCIATION FOR  
FINNISH WORK



VHTEIS  
KUNTALIITON  
VRITYS



DESIGN  
FROM  
FINLAND



## Campaign summary

The campaign aims to (1) refresh the way to campaign for Finnish work and products, and in addition to (2) show that one can choose a Finnish product or service in multitude of situations and people's choices are affecting not only their life but also the whole society.

This is done in really fresh, light and inspirational way: we are launching an exciting and intuitive web-based card game with an addictive social dimension. Every card presents a Finnish product or service and every card will have different "points" according to its effect on Finnish employment and community.

The players will collect the cards and at the same time learn about the real-world effects of these products and services. Together with friends the players can team up or battle each other, which creates an exciting and shareable experience and an emotional tie to the cards you hold and the products and services they represent.



## Creative insight

The nature of work is constantly evolving and the way Finnish consumers perceive Finnish work no longer can keep up with reality: already 70% of Finns are employed by the service sector compared to the 45% perceived by the average Finn.

This calls for new marketing methods to make the choices more clear and to make the invisible effects of one's choices visible: people are willing to choose local<sup>1</sup> but don't really know the wide scale effects of the choices they can make<sup>2</sup>.

In addition, even though 86% of Finns know the Key Flag a lot can be done to make the brands of Design from Finland and Finnish Social Enterprise more known as only 29% and 3% of Finns are familiar with these brands, respectively. These brands are especially important for the future of Finnish work as they support the Finnish immaterial work and contributions to societal welfare.

(1) Locality a key influencing factor for 78% of Finns, *Source: STL-brand survey 2016 | Frankly Partners*

(2) 67% would like to know more of the employment effects of the Finnish products/services, *Source: Suomalaiset ja työnteko & suomalaisuuden merkitys tuotteissa ja palveluissa 2015 | Kopla Helsinki*

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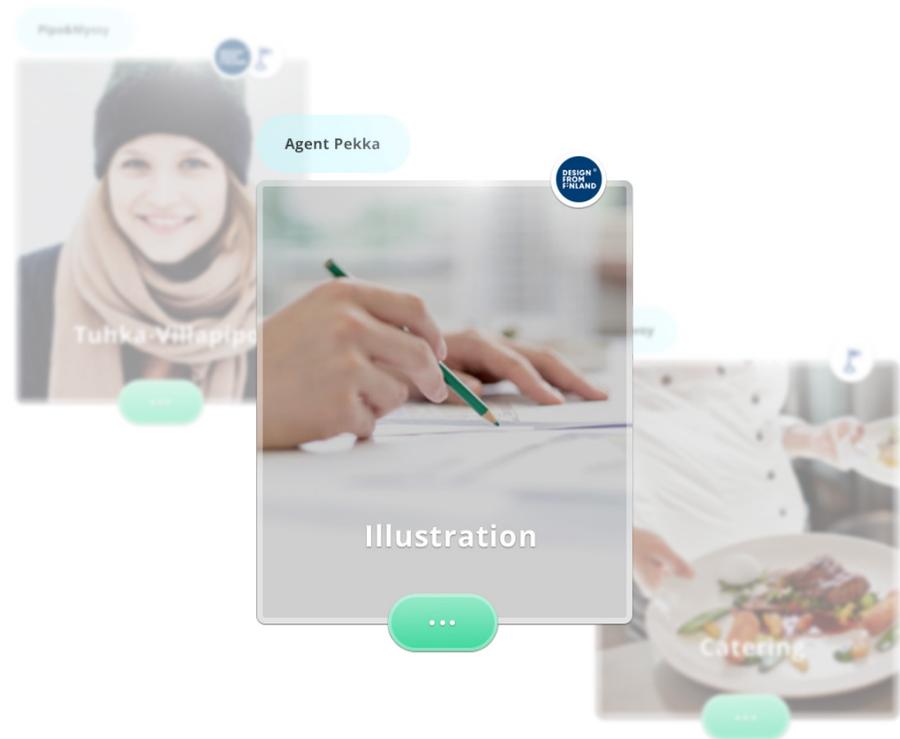


## Creative Solution

The campaign consists of an online game which passively teaches the players about the wide range of available Finnish products and services and their effects to the society. This gamification approach can effectively help an individual learn new concepts<sup>3</sup> and creates an emotional association to the products and services.

The players collect cards which represent different Finnish products and services from all the brands and member companies of The Association for Finnish Work. The cards are ranked by the employment effects these products and services employ. The players can compete with their friends in a game of best chosen hand full of Finnish products and services. Once players reach certain achievement levels they are encouraged to share their achievements to social media.

An official social media campaign (Facebook, Twitter, Instagram) is used to create hype and initial interest for the game, which includes inviting celebrities/online personalities to play the game against normal players and in addition will be broadcasted live in youtube.



(3) Horachek, David (March 2014). Creating eLearning Games with Unity. Packt Publishing

## Campaign In Action



 Kierrätyskeskus Oy

 **Rent Dishes**

**210** hours

**Employs Finns**

**Designed in Finland**

**Socail Footprint in Finland**



**Pipo&Myssy**

**Tuhka-Beanie**





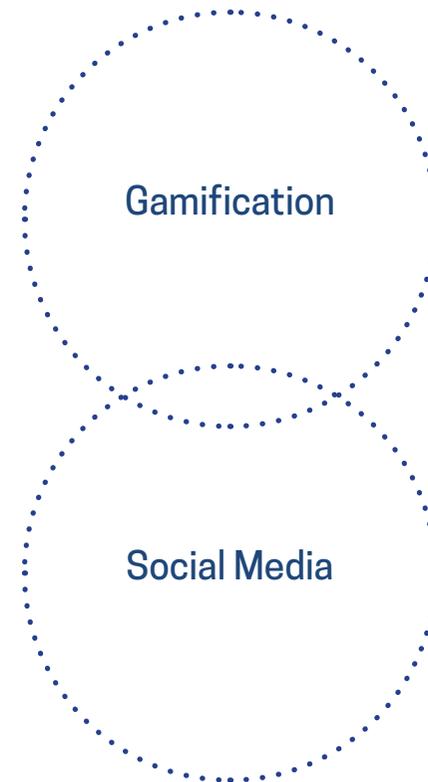
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How does your campaign work and solves the problem of the client?

The way the campaign works is twofold: the game is a stand-alone web service with an ability to share to social media creating a spontaneous viral loop that feeds more players to the game and on top of this an official social media campaign is used to create hype and initial interest for the game. The game itself delivers the main messages of the campaign: the multitude of choices one can make and their societal effects.

The campaign solves the problem of the client by updating the campaigning for Finnish work to be modern and positive and to have both rational and emotional drivers. Moreover, the campaign highlights the multitude of choices one can make to support Finnish work by buying Finnish products or services. The social responsibility aspect is taken into account by visualising the hidden effects a Finnish product or a service can have on the society in whole.



You got

645 hours

deck

And that's pretty well! Actually better than 85% get.  
Wouldn't you mind to share it with your friends?

Share



Challenge your friends!



## Achievement View

Once players reach certain achievement levels they are encouraged to share their achievements to social media.

## Shared Achievement

Together with friends the players can team up or battle each other, which creates an exciting and shareable experience and an emotional tie to the cards you hold and the products and services they represent.



 **Jakub Pudelek** shared a link.  
3 mins · Know 'Em Finland · 🌟

**645** hours

I just scored myself a 645 hours Deck on Know 'Em Finland!  
You think you could beat me?

OG.X-PLARIUM.COM [Play](#)