

## STARTING OFF

Ever since **1912**, the very same year the Titanic tragically sank, **The Association for Finnish Work** has been promoting Finnish work and the resulting products. That is a long stretch of time during which we have seen war, peace, painful struggle and glorious prosperity. Times keep changing, but the message remains clear; **buying local ensures the future of Finnish work.**

Supporting domestic companies and local goods is a worthy cause, but the message is getting stale. "Buy locally act globally" has been the mantra for the past two decades. Everyone knows it, but there's no deeper meaning behind it anymore, and maybe there never was.

It's time to update the message and remind people what hard Finnish work can accomplish. **Because even in this incredibly fast moving era we're very far from Finished!**

# FINspiration

*- When aspiration meets perspiration*

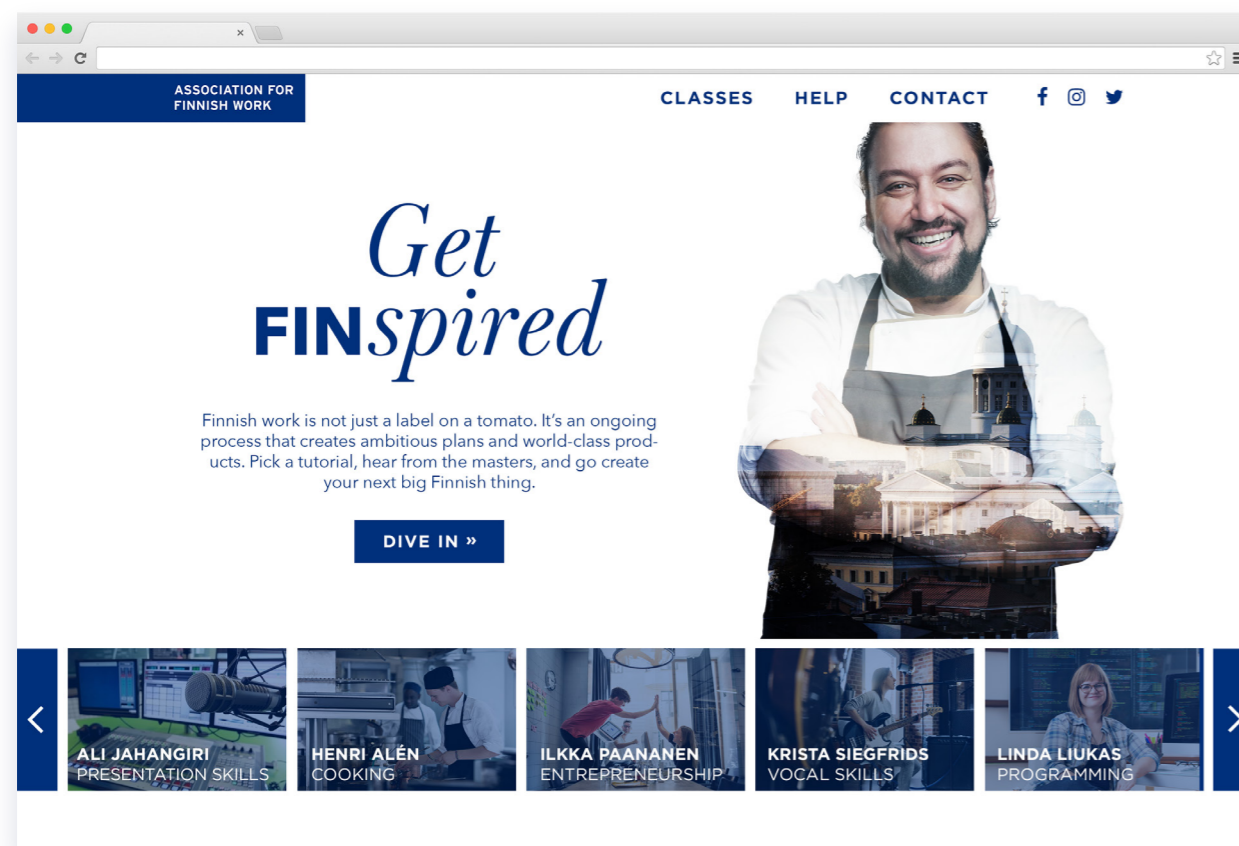
## OUR INSIGHT

The current approach seems to largely rely on the labels and the very concrete things a consumer sees at the supermarket. Everything is generally quite narrowly focused on the product. We decided to take a step back and **examine the Finnish work as a process.**

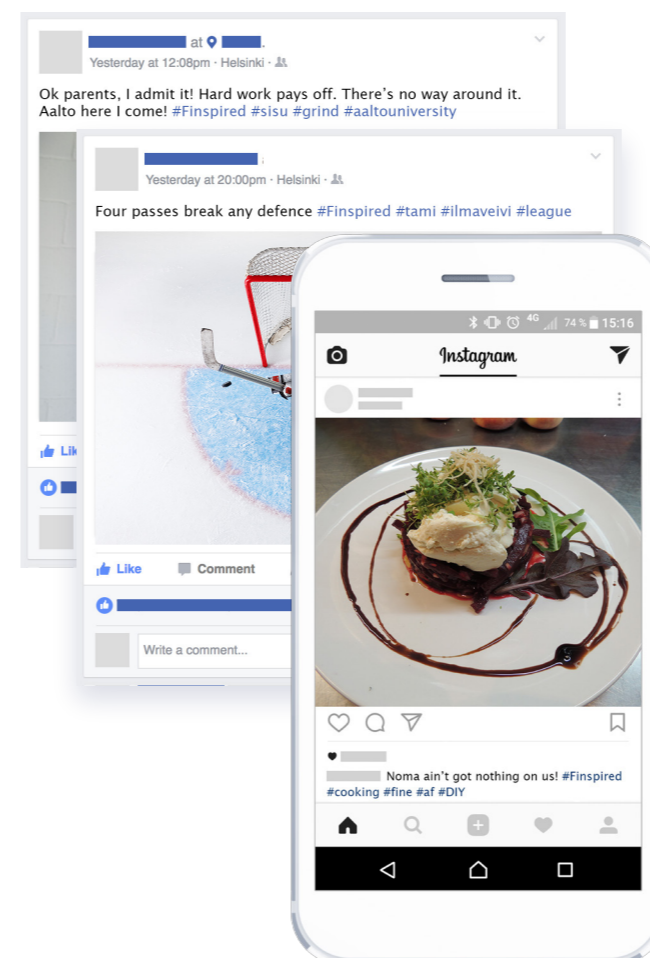
It's all about **the people** who are behind the products. A potato can be Finnish, but it's not nearly as awe-inspiring as setting out to revolutionize the industry through innovations such as pulled oat.

**Sharing is a key point in success.** We Finns have a tendency to play our cards very close to the chest. If there would be a clear recipe for the next Nokia we would've probably locked it up into a vault deep underground a long time ago. How on earth are we to learn with a mindset like that?

### LANDING PAGE



### SOCIAL MEDIA POSTS



## THE BIG IDEA

We're first and foremost focusing on the people doing the work. Simple right?

**We'll create a website supported by social media with a series of tutorials from various fields that have contributed to the image of the Finnish work.** The categories for these are as follows: Food, technology, entrepreneurship, music, art, and presentation skills. These tutorials are here to show the public what heights hard Finnish work can reach.

Professionals such as:

- Ilkka Paananen
- Meeri Koutaniemi
- Linda Liukas
- Leo-Pekka Tähti
- Arman Alizad
- Krista Siegfriids
- Henri Alén
- Teemu Brunila

Our campaign will bring forwards these icons of Finnish know-how in different fields and tell their stories in a way of a tutorial that will inspire our nation for the next century of world-class work from Finland. **True genius is never Finished.**

## PROBLEM SOLVED!

The FINspired campaign will bring the "favor Finnish" mindset **into the year 2017** by creating aspirations and delivering inspiration for the entire country. People need to see how Finland inspires, enables, supports, and rewards hard work. After all, it's an ongoing process, and we are never quite Finished.

The famous faces we plan to harness for this campaign are often simply thought as "celebrities" without a regard for the work they have done and how they have done it in Finland. Our tutorials will foster a vibrant conversation and push people into doing their own thing.

ASSOCIATION FOR  
FINNISH WORK



# GET #FINSPIRED

**It's awareness, brand building and empowerment, all in one.**