



#rentafinn @ourfinland

Happiness Guide
Hanna Kallioniemi

Background

- Visit Finland launched the campaign in January 2019 by searching for Finnish Happiness Guides
- 250 video applications were sent
- 8 hosts were selected to represent 4 main areas in Finland
 - Helsinki: Katja (Helsinki) and Juho (Nuuksio/Porkkala)
 - Archipelago: Linda (Utö) and Pete (Mathildedal/Salo)
 - Lakeland: Timo (Saimaa) and Hanna (Kouvola)
 - Lapland: Esko (Rovaniemi) and Laura/Joni (Sodankylä)



Our role

- We invite 2-4 foreign guests to our homes/cottages/selected destination
- Timeframe: June-August
- Program for 3 days, 2 nights visit
- Agreement to be filmed during the visit
- Visit Finland has right to use the materials for 5 years
- Salary: 500 euros



Exiting Journey

- 6000 applications from 124 countries
- TV-, radio- ja newspaper interviews with multiple local and international journalists
- Additional video shootings for Cannes Lions
- Guests were chosen by SEK and Visit Finland in May
- First visit in mid-June (Mathildedal)





Petri with Amélie & Rémi



Linda and Niko with Daniela & Leire



Juho with Shun & Misato



Hanna with Yantao & Zishuo



Timo with Flavia, Carlo & Giada



Katja with Madeline



Esko with Criddle family

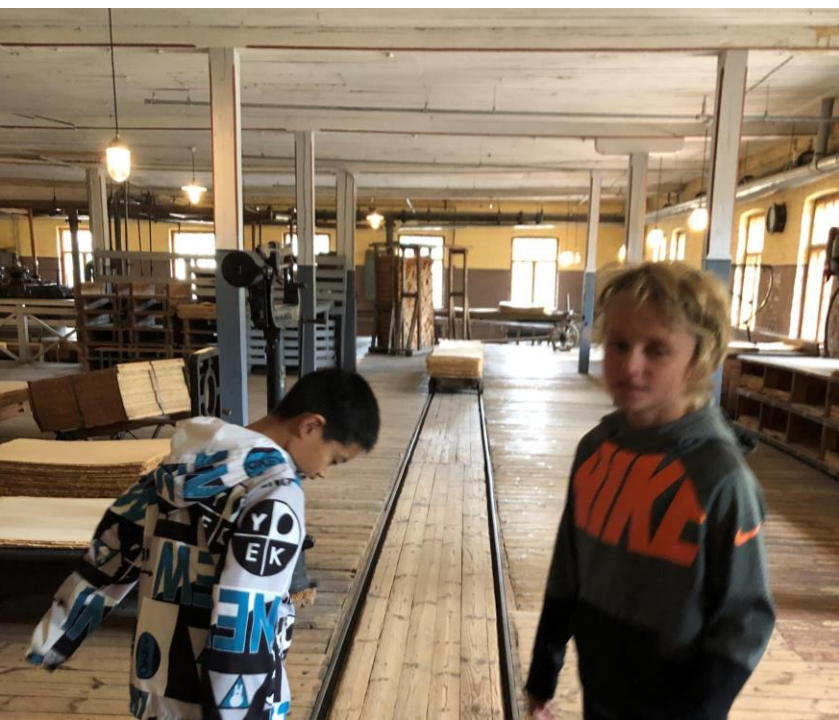


Joni & Laura with Angelina & Connor



Kampanjasta ilmiöksi

- Rent a Finn on levinnyt 149 maahan, joista ostettua mainontaa oli vain 10 markkinalla.
- Sisältöjen tavoitavuus oli 1,366 miljardia. Tästä 98,5 % tuli ansaitusta mediasta.
- Ilmiön PR-arvo nousi 34 175 321 €:n.
- Mediaosumia kerättiin 3184.
- Visit Finlandin sosiaalisten medioiden kanavat saivat 12 488 uutta seuraajaa.





Feedback

- 'Grandma home visit'
 - food
- Hands-on
 - Cooking and baking
- Berry picking
 - forest strawberry
- Sauna
 - Whisk (vihta)
- Silence, nature and pure air/food

Meidän arki on vierailijoiden
luksusta

