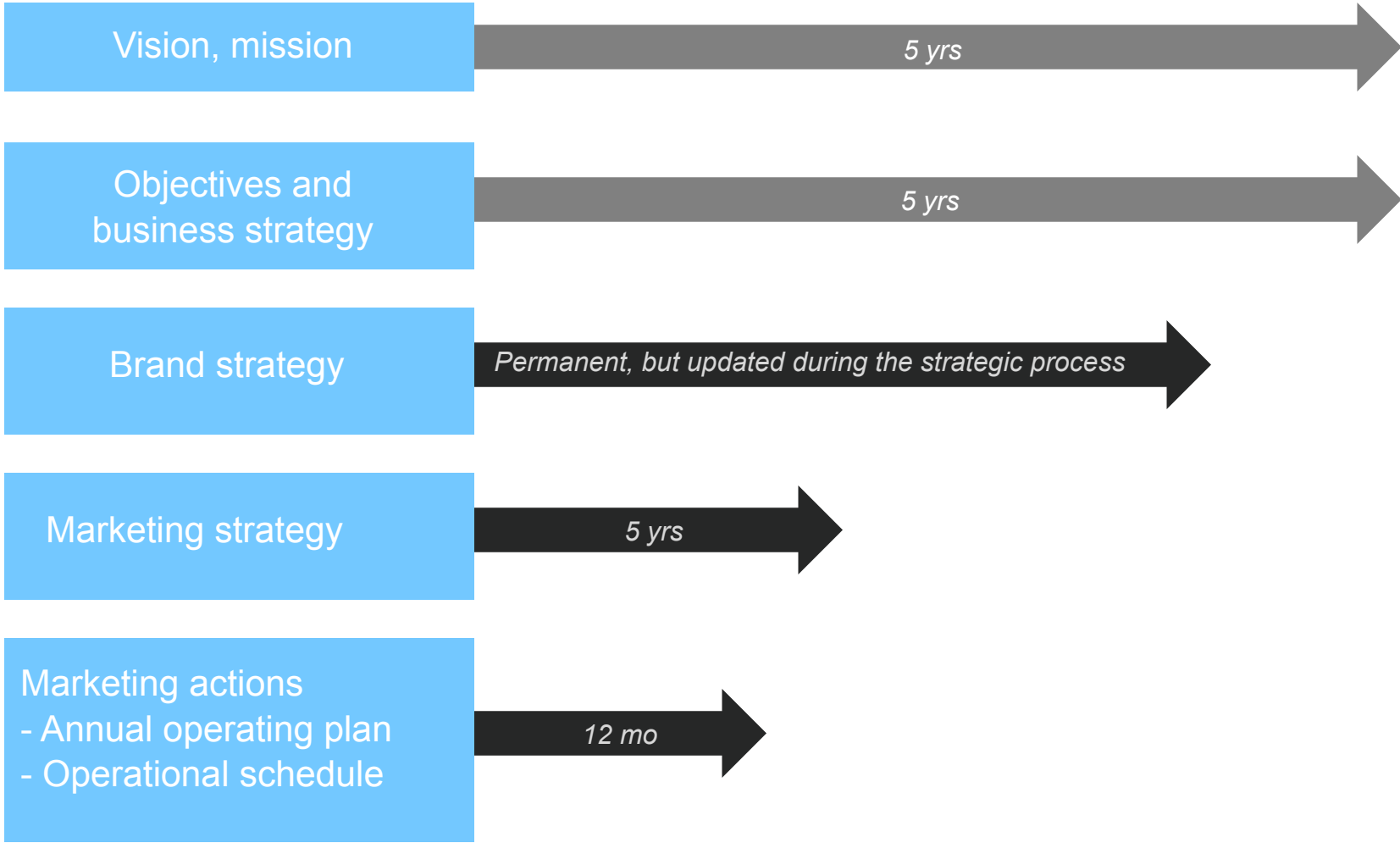




Visit Finland

Brand strategy and marketing strategy 2011 =>

Mervi Holmén 15th September, 2010



FTB strategy 2010 - 2015

Vision

- Finland as the beacon of tourism marketing

Our mission

- Promoting tourism in Finland

FTB goals

- Increasing tourism revenue
- Increased awareness of Finland as a tourist destination in the chosen target group
- Action driven by market demand and business needs
- The best expertise
- Strong brand image in Finland

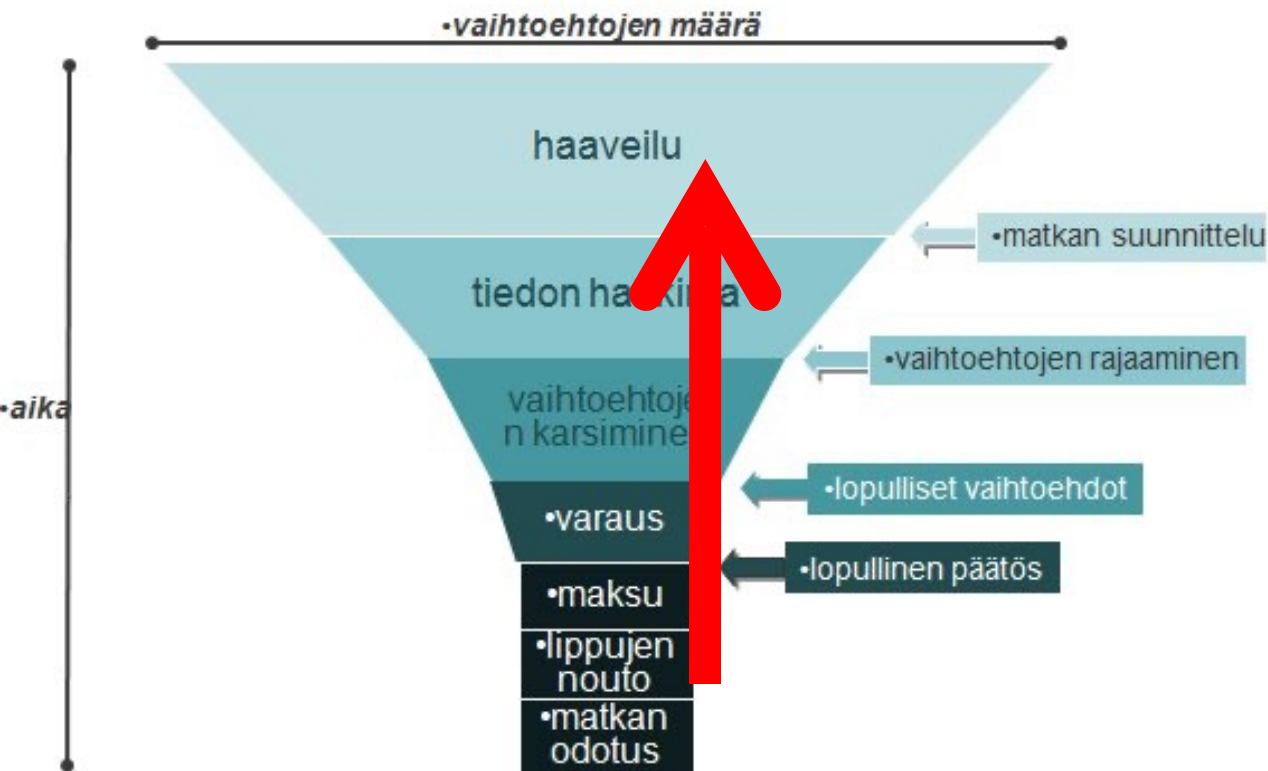
Brand

- Whilst Finland differs from other tourist destinations in general, it also differs from other Scandinavian countries in that it crystallizes, more strongly than others, the four Cs.

C redible C ontrasting C reative C ool

- Visit Finland is a challenger brand
- Finland is the 'indie' country of tourism.

The marketing task for Visit Finland is to bring Finland into the traveller's dreams and planning much earlier in the process.



(horizontal) Number of choices
(vertical) time

- Daydreaming
- gathering information
- Planning the trip
- Eliminating options
- narrowing down the options
- Making reservations
- Final choices
- Payment
- Final decision
- Picking up tickets
- Anticipation of the trip

FTB marketing strategy 2010 - 2012

What?

Brand:
*Credible,
Contrasting,
Creative,
Cool*

Themes:

- *Silence please,*
- *Wild & Free*
- *Cultural Beat*

For whom?

Target group:
*15% of all tourists in the
so-called 'modern
humanist' group*

Target markets:

- A: *Sweden and Russia*
- B: *Germany, France, the U.K., Spain,
Italy and the Netherlands*
- C *China, Japan, India and the U.S.*

How?

Emphases:
C market: branding, B2B
*B market: branding, product,
B2B*
*A market: product and
strategic measures*

Tools:

*Use of the Internet as the main media
for consumer marketing, PR &
Media also playing a strong role*
*Business cooperation: promotional
campaigns and events*

FTB marketing strategy 2010 - 2012

Brand
long-term
follow-up

Objective:
*Increased awareness of
Finland as a tourist
destination in the
chosen target group*

Gauges:
*studies on the degree of
awareness and desirability being
completed (in Germany, France,
the UK and China)
Also: GfK Roper Nation Brands
Index, the Country Brand Index*

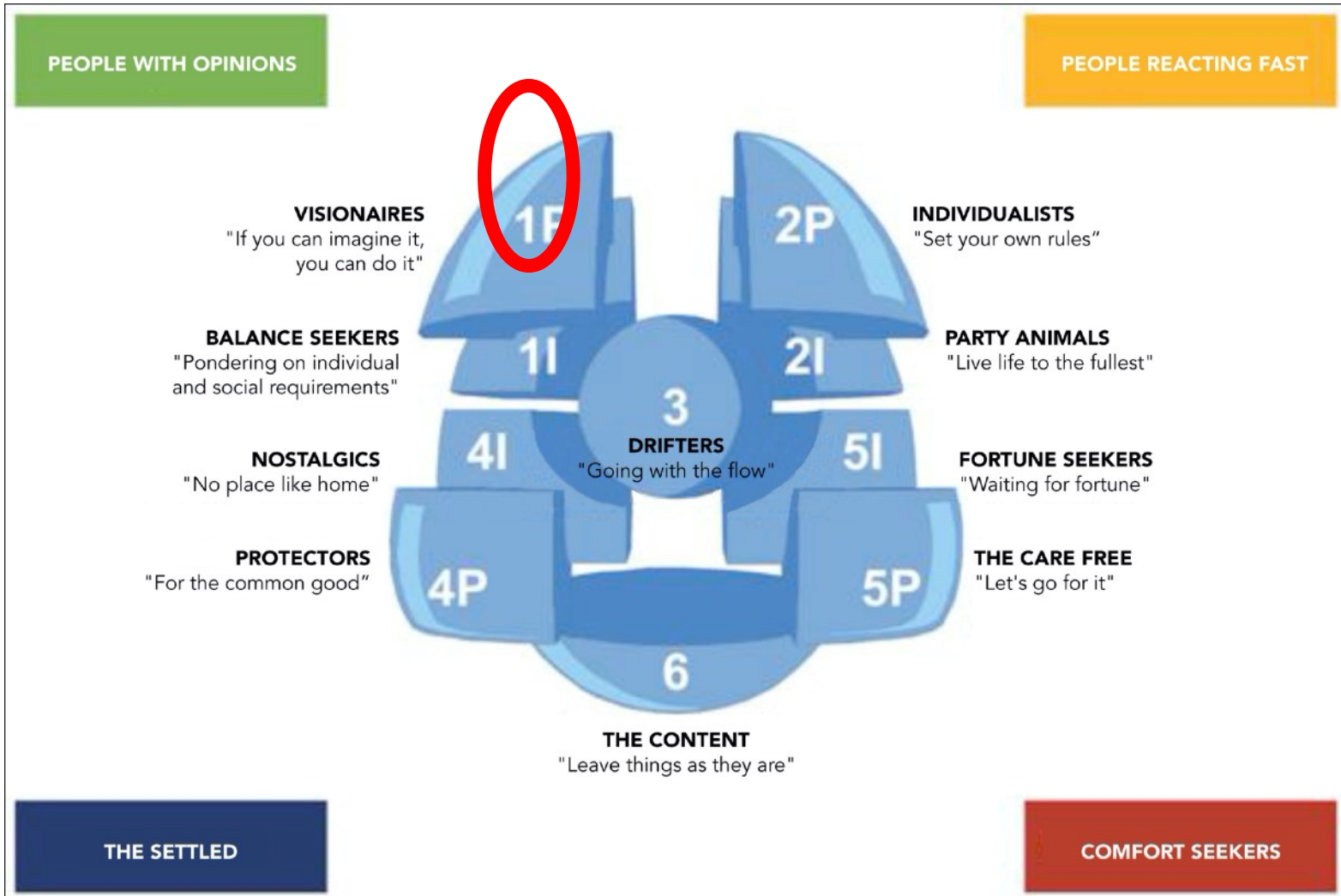
Marketing
12-month follow-
up

Brand image:
*Interest towards Finland
as a tourist destination,
15% of modern humanists*

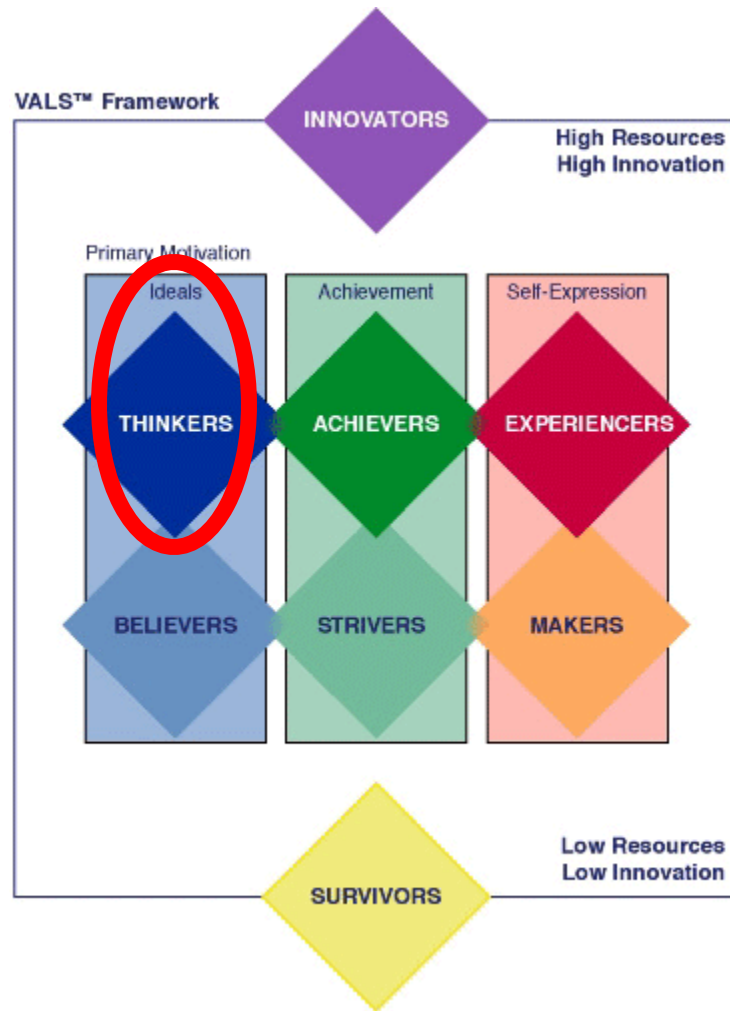
Business cooperation:
*"Bring the trade home",
growth of tourism
revenue, market demand
and business needs*

Gauges:
*Campaign and action-specific
indicators such as pax, online traffic
and the share of external corporate
funding (as defined in more detail in
the marketing plan)*

RISC



VALS



Target group:

- Our primary target group consists of approx. 15 per cent of the world's travelling population.
- Our chosen target group's values and attitudes reflect an interest in travelling to a country like Finland (RISC and VALS).
- This is not a segment in tourism marketing that everyone is trying to target. Therefore, reaching the target group will also be more affordable.
- A key objective is to maximize revenue from tourism, not so much the number of overnight stays.

Who are the 15% of tourists

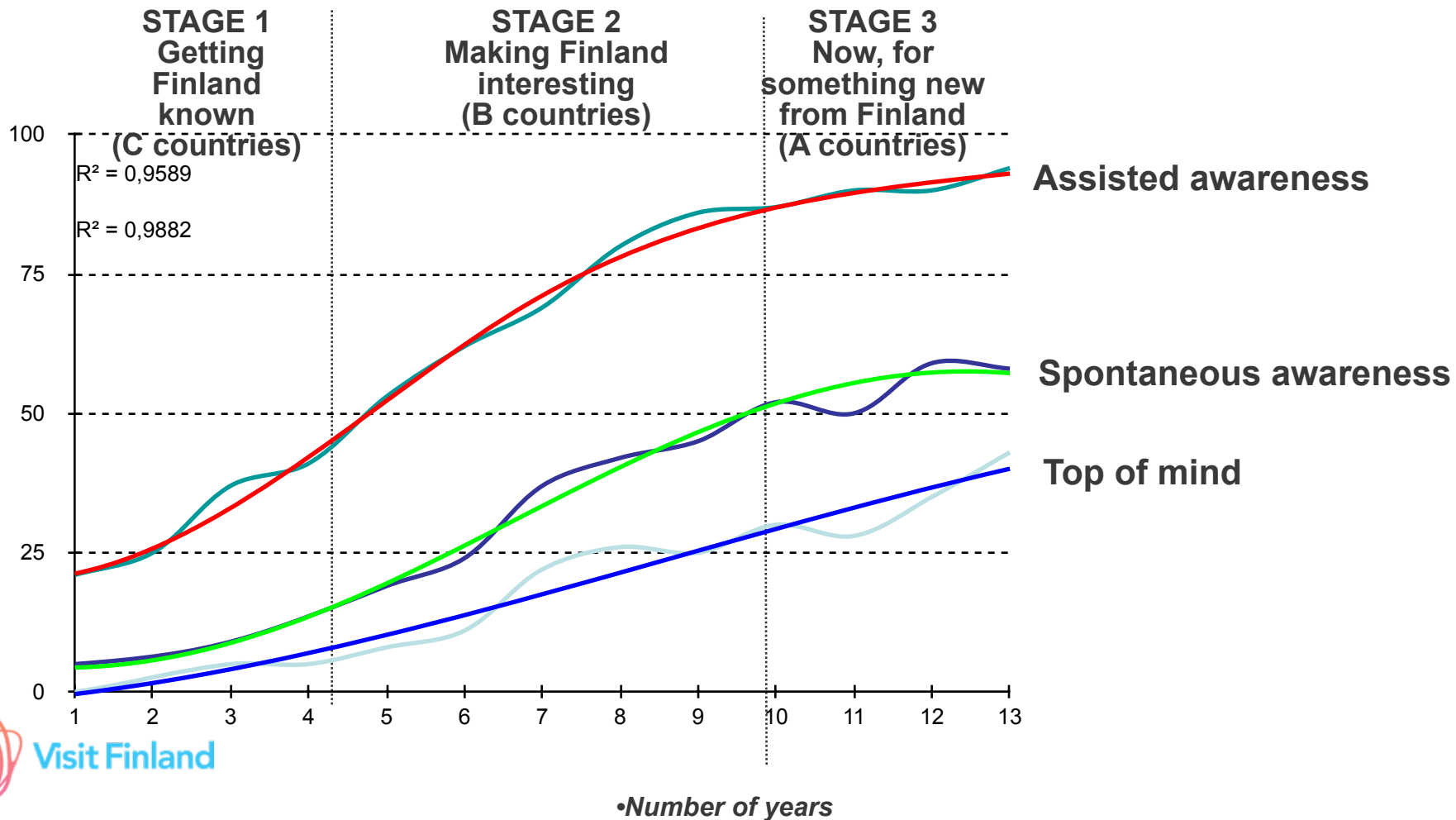
- 'Modern humanists' have already seen, once over, the world's metropolises.
- They are open to new experiences and self-development. They value, above all, quality of life and responsibility (nature and purity).

The target group, in practice

- The target group 'modern humanists', defined by their values and attitudes, directs the content and design of marketing communications.
- Supporting the choice of media, target group definitions can only rarely be used, as only basic demographic data (age, sex, education and income) is available in most countries when profiling the media user base.
- When it is not possible to define values and attitudes for media choices, a target group is used,
 - which is highly educated,
 - affluent and corresponds to
 - the country's 'modern humanist' demographic profiles (age, residential area, stage of life).

Target markets

- The chosen countries are divided into three groups.
- The division is based on the differing awareness of Finland and its position for them as a tourist destination.



Markets, Group A

- Group A: Sweden and Russia: product and strategic marketing
- Finland is well known in Sweden and Russia and travelling here is common.
- Reasons for travelling to Finland often vary from reasons for other countries, as Swedes and Russians often travel to Finland to meet their relatives, friends or come on short shopping trips (the Russians especially).
- Perceptions of Finland are strong due to the high awareness, and image branding cannot affect this much, at least in the short term.
- For these reasons, advertising in Sweden and Russia is mainly product marketing.

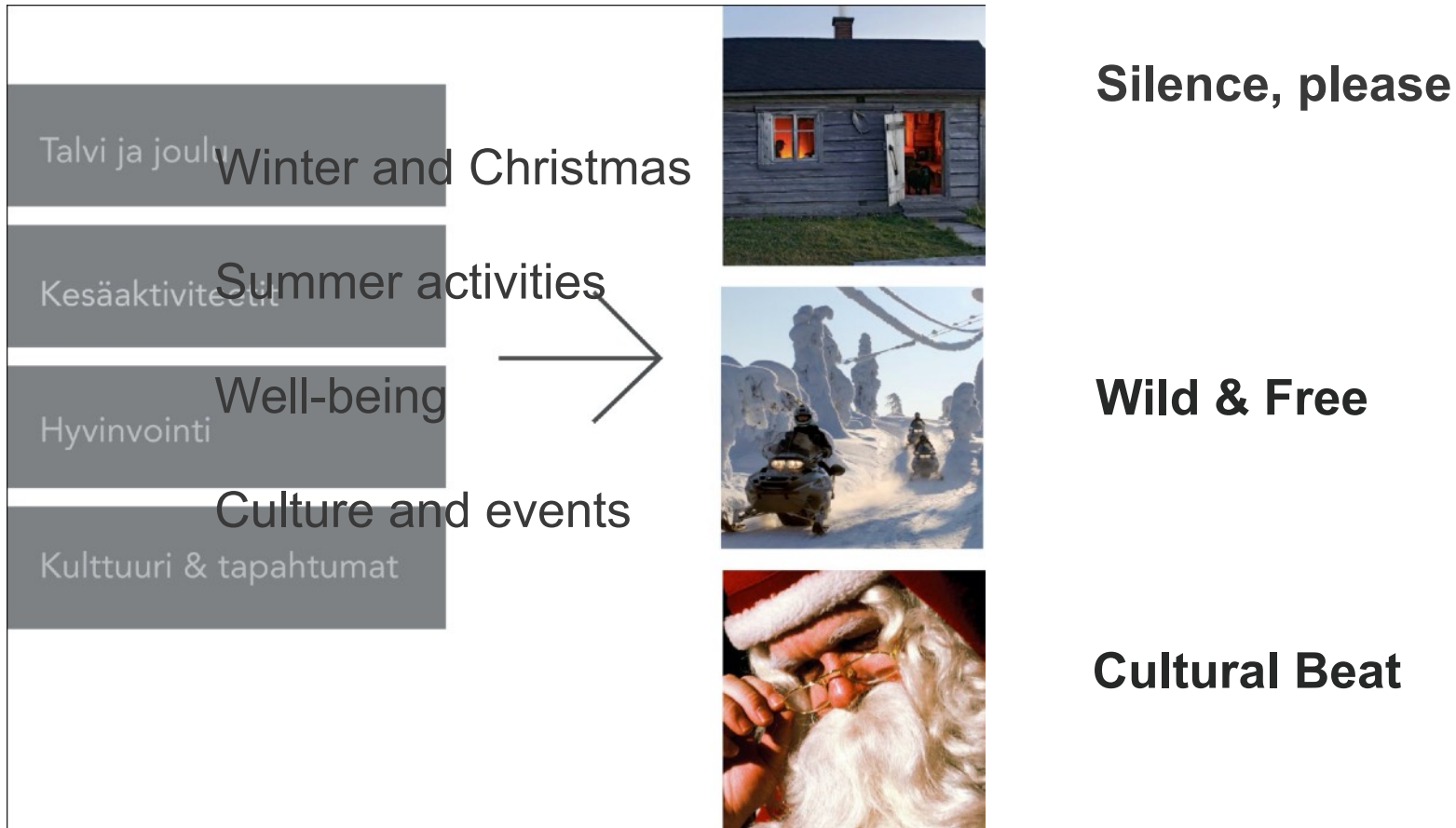
Markets, Group B

- Group B: Germany, France, the U.K., Spain, Italy and the Netherlands. Brand marketing, supported by product marketing.
- Finland is relatively well-known, but as a tourist destination it is still quite uncommon.
- The goal is to stimulate new interest in the market, presenting Finland as a destination standing out from other countries.
- These markets offer the highest potential: travelling is very popular, Finland is not geographically too far away and, in addition, these countries have a relatively high proportion of the target group that is favourable to Finland in terms of values and attitudes.

Markets, Group C

- Group C: China, Japan, India and the U.S. Primarily brand marketing.
- Finland is still rather unknown in these countries and it is not often thought of as a possible travel destination.
- Since both China and Japan are the most important growth markets for tourism, however, they are being taken into account now.
- The primary objective is to make Finnish well-known as a tourist destination.

Product marketing is fine-tuned to support three themed brands



Silence, please

Underlying trends:

- The Slow ideology as a counterweight to the rush and hectic pace of every day life.
- The New Spirituality: the resurgence of spiritual values alongside materialistic values.
- Returning to your roots: the growth in appreciation of back to basics-issues
- Finland offers silence and room to breathe, even in the cities. On a holiday in Finland, one does not need to gorge on experiences - in Finland, one can take it easy and slow down, call 'time out' to the hectic everyday life.

Silence, please



For example:

Sauna / winter swimming

Staying at cottages

Nature, well-being

Wild & Free

Underlying trends:

- Pollution and overpopulation: authentic experiences in the nature are constantly getting scarcer, appreciation of untainted nature
- Individualism vs. mass tourism: the search for unique and different experiences as an alternative to mass tourism, self-manifesting through the choice of travel destination.
- Many a tourist wants to experience at least one memorable holiday adventure and feel wild and free. The Finnish nature offers the potential for staggering nature activities.

Wild & Free



For example:

Motor and dog sleigh safaris

Snow and ice

Boating / canoeing

Cultural Beat

- Every country has its cultural specialities, highlighting the country and worth emphasising.
- The strangeness and distinctiveness of the Finnish culture is worth bringing up by emphasising those things that truly set us apart.

Cultural Beat



For example:

Santa Claus

Heavy Metal

Berries, mushrooms, and natural ingredients

Finnish health food

Emphases

60%

**KULUTTAJA-
MARKKINOINTI**

25%

**MEDIA
& PR**



**60% BRÄNDI
40% TUOTE**

15%

**TRADE
& MYYNNINEDISTÄMINEN**

60% consumer marketing
25% media & PR > 60% Brand 40%
Product
15% Trade & promoting sales

How to market

1. The internet is the main media for consumer marketing as the target group uses the internet considerably more than other medias, thus achieving the highest potential.
2. Focusing on marketing based on the Visit Finland campaign, i.e. as a rule not participating in other proposed measures.
3. Planning, management and budgeting of marketing activities and campaigns at the FTB in Helsinki.

Digital resources for tourists

	Our own web / email	Social media	Commercial media	Industry
We produce	<ul style="list-style-type: none"> • Branded, inspiring content: <ol style="list-style-type: none"> 1. Experiential aspect (e.g. videos, games) 2. Informativeness (inspiring offerings: product themes and regional profiling) • Fast reaction • SEO • Newsletters 	<ul style="list-style-type: none"> • the same content as in our own media • The experiential aspect is a key goal • Fast reaction • Advertising 	<ul style="list-style-type: none"> • Advertising 	<ul style="list-style-type: none"> • <i>Content production by regional organisations: mobile, geoinformation</i>
We discuss		<ul style="list-style-type: none"> • Fast reaction • Using our real name • Answering questions • Non-Finnish-speaking forums 	<ul style="list-style-type: none"> • Participation in selected discussions 	
We summarise	<ul style="list-style-type: none"> • Less often updated: <ol style="list-style-type: none"> 1. Product information platform 2. Regional platform • News • <i>Selected social media content</i> 			

Digital resources for the industry

	Our own web / email	Social media	Commercial media	Industry
We produce	<ul style="list-style-type: none"> • Up-to-date information about the markets, campaigns and other services • Campaign platforms • Research results • Brand tools • About the FTB organisation 	<ul style="list-style-type: none"> • Private groups aimed at the industry, for example <ul style="list-style-type: none"> • Product development • Campaigns • Themes • Events • Sounding board 		
We discuss	<ul style="list-style-type: none"> • Blog 	<ul style="list-style-type: none"> • Discussion with industry • Distributing the right information 		
We summarise	<ul style="list-style-type: none"> • Less often updated: <ol style="list-style-type: none"> 1. Product information platform 2. Regional platform • News 			

What is emphasised online?

1. All internet communication and marketing must support the brand
2. We don't restrict ourselves to one media - we are there where the target group is (Facebook, Twitter, tourist sites, etc.)
3. We participate in e-services with proven experience of commercial success and importance in the promotion of tourism
4. Training of professionals in e-marketing is an essential part of success
5. We aim to strengthen the role of regional organisations:
 - Regional offerings are up-to-date
 - Tourists also have activity during their journey; it is easy and accessible
6. A pre-requisite for participation in campaigns is a well-maintained website and up-to-date information on the Board's website
7. Media work is focused onto the internet
8. Language options for the content:
 - Tourist content in international English + selected content in different languages (not in Finnish)
9. We can also be use private service producers

Marketing strategy 2010-2012

Arenas

Brand marketing: Modern humanists, approx 15% of all tourists in the world

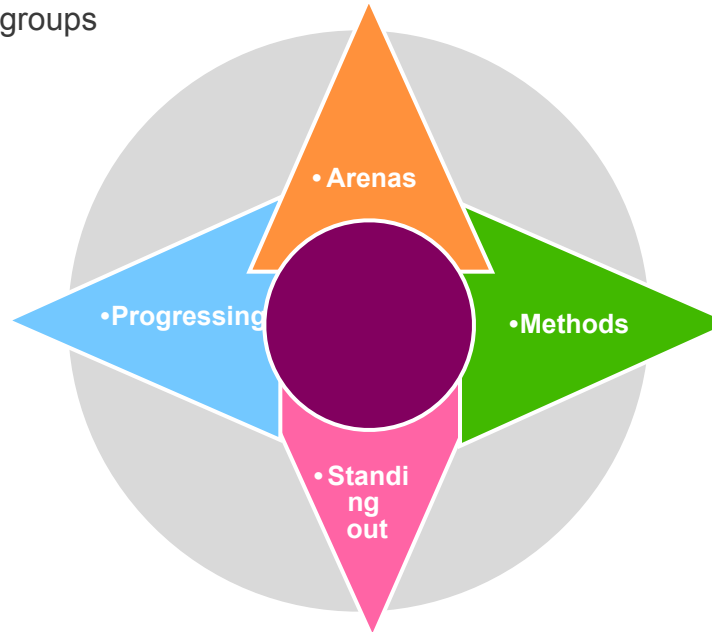
Business Cooperation: also the more traditional tourist groups

PROGRESSING

A. Sweden and Russia: product and strategic marketing

B. Germany, the UK, France, Italy, Spain and the Netherlands: all methods and arenas

C. China, Japan, India, the U.S.: primarily brand marketing



METHODS

Brand marketing:

- Online
- PR & media
- Events

Business cooperation:

- Promotion
- B2B events
- "In association with" co-marketing

STANDING OUT

- Challenger brand
 - Finland is the indie country of tourism
- ⇒ The 4 Cs => Silence, please
- ⇒ Wild & Free
- ⇒ Cultural Beat
- ⇒ I wish I was in Finland