

Trust the Wilderness | Handbook



 @veskuthereindeer

VESKU[✓]

FROM LAPLAND FINLAND

Trust the Wilderness | Handbook – 22.12.2023

This handbook is for partners, tour operators and agents.

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Introduction

In 2024, our brand awareness campaign, Trust the Wilderness, will continue with its second phase focusing on social media. The objective of this campaign is to promote awareness and build interest towards Lapland in the summertime.

We have partnered up a local resident always on the move, a reindeer, Vesku, to share and open up the doors to summer Lapland.

The campaign concept scales from brand to tactical level. Visit Finland and the DMOs, do more of the brand-level marketing, while the companies in Lapland take care of the tactical level. The marketing of our partners, friends and stakeholders will be supported by Vesku the Reindeer's story and character.

Idea in brief

The Finnish Lapland has much more to offer than just snow, reindeers, Santa and the Northern lights – the Arctic summer in its beauty. We have harnessed a resident of Lapland's wilderness, Vesku the reindeer, to tell the world the magical secrets of Lapland's summer, through his engaging character.

A local and unexpected influencer

Vesku will team up with Visit Finland to be the ambassador for Finnish Lapland. We believe that reindeers really know how-to live-in harmony with the wilderness; enjoying the nightless nights, breathing the world's cleanest air and experiencing it all at its purest. These are the key factors behind Finnish happiness and wellbeing that we want to share across our borders. The highlight of the campaign is when the luckiest followers get to meet Vesku and experience it all by themselves. Most importantly, get the unique chance to Trust the Wilderness themselves.

USPs as directing themes

The campaign is divided into four episodes. Each episode has a theme that presents Lapland's unique selling points in an engaging way through Vesku.

Through these themes and our wild animal influencer we invite travellers around the world to see and experience the Nordic magic behind Finnish happiness and well-being.



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— TRUST THE WILDERNESS —



Trust the Wilderness | Campaign Handbook



Vesku

The story of the ambassador for Finnish Lapland

I am Vesku, the lucky buck who likes to share. This is my story.

I was born in Finnish Lapland on a cold, crisp day. The Arctic Circle's winter was melting into spring and green shoots were pushing through the last drifts of snow, just as they started to trickle into the clear streams.

I was a new reindeer in a place where 210 000 others already roam. But two things made me different. My unusual face markings, light as the Lappish summer sky, and being orphaned just after I was born. They're differences that make me, me: Vesku.

Why do I count myself lucky? Where I'm from, we reindeer consider ourselves the world's most fortunate creatures (#blessed). Because we instinctively know we can put our trust in the wilderness we walk.

And indeed, luck has always been on my side. Because I'm an orphan, but I'm never alone. The people who found me are my family. And I've made many human friends as I've grown.



These humans have shown me many interesting things. How they stretch their bodies and find stillness with yoga. How they glide across the water in canoes. The dark, rich liquid they love to drink, that they make in Lapland over the fire.

In return, I have shown them what I know about the natural world. The things it has taught me, as it sings to my natural instincts. How it keeps me safe on trails through forests, across rivers and over rocky terrains. How it has met my curiosity, with all its wonders.

And the creatures I've met as I meander, graze, swim and explore Finnish Lapland? They've shown me that harmony with nature is not a final state. It grows and changes each time you get out there and tune into it.

So, it's both old traditions and personal experiences that have taught me to trust the wilderness. And I want to share what I've learnt with you. If you're willing to follow* along with me.

*(And maybe like and subscribe, too).

Trust the Wilderness

USPs as a framework, key takeaways and campaigns phases.

Trust the Wilderness USPs as a framework

1. Living in harmony with the Arctic nature

It's during our calm, radiant summers that, as we quietly surrender to living in harmony with Arctic nature, the secrets of Europe's last true wilderness reveal themselves. It's in these summers that we listen to the wilderness, and trust what it tells us.

2. Incredible light phenomena all year round

In the never-dimming summer light, we wander that wilderness. Being with it. Because it's this perpetual light that charges Lapland's special energy and openness. That gives us the space, the time, and the trust to tune in to our landscape's secrets.

3. The world's cleanest air - an invitation to the great outdoors

Breathing the pure, clean air, as we let the light reset us.

4. Experience the Arctic wilderness

And for you, who is willing to wander our summertime wilderness. For you, who is willing to be with it and to surrender to it. For you, there are secrets the wilderness is also waiting to share. If only you too learn to trust it.

Note:

Santa Claus and Reindeer as USP's; Considering the nature of our campaign, Santa Claus isn't the main focus; instead, reindeer naturally take centre stage. While these unique selling points (USPs) are acknowledged, they are not emphasized in our creative content creation.

Key takeaways

Key target markets:
Germany, Netherlands.

Secondary target markets:
Italy, Spain, France, UK, US, Japan.

Target groups:
Nature lover, outdoor explorer, lifestyle traveller and active hobbyist.

Campaign timeline:
January – July 2024

Primary hashtags:
#visitFinland
#visitLapland
+ @veskuthereindeer

Channels:
Social Media and website

The campaign is set up in the following phases

Episode 1, USP 1 – Reach/Meet Vesku:

Campaign launch: Trust the Wilderness trailer, Behind the scenes, Hero film

Episode 2, USP 1 – Engage/Locations:

Vesku as an influencer and Lapland's ambassador on Instagram, somewhat on TikTok

Episode 3, USP 3 – Activate/competition:

Vesku as an influencer and Lapland's ambassador on Instagram, call out for meet & greet competition

Episode 4, USP 4 – Nurture/meet & greet:

Meet & greet with Vesku, event documentation, use for showcasing campaign conclusion

Market information

Key target markets:

Germany, Netherlands.

Secondary target markets:

Italy, Spain, France, UK, US, Japan.

Campaign language:

Vesku communicates in English on his own channels. The hero film and paid media will be translated to German.

Launch:

28.12.2023 Soft launch with German and English website and social media @veskuthereindeer

8.1.2024 Launch with paid media and website in all language versions



English

Paid media:

Paid media assets will be spoken in English

Website:

English campaign site live 28.12.2023

Social media:

Vesku's social media will be in English

Other languages

German, Spanish, French, Italian, Japanese

Website:

Website will have landing pages in all languages. Language versions will be live 4-5.1.2024. German site live 28.12.23

Paid media:

Paid media assets (5 videos) will be transcribed to German

Elements & assets

Vesku's mark, colours & campaigns' signature message

Vesku's mark

Vesku's mark is the main identifying element of the campaign.

As a main identifier the mark is hierarchically always subordinate to Visit Finland. And also, to selected partner brands (*Lapland North, Levi, Ruka-Kuusamo, Rovaniemi, Ylläs*). This hierarchy applies to other potential partners that may be involved in the campaign.

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Colour variations

The **primary** version of the sign is white. The coloured version can also be used as the primary if it visually fits the best to the implemented entity.

The black version is a **secondary** mark and should be primarily used on light backgrounds and photos.

A German translation of the mark has also been created for local market and its mandatory to be used in German language implementations. All similar variations have been created from the German sign as from the English version.

NOTE: when using a German version, the campaign message “Trust the Wilderness” must also be translated into German language;
Erlebe die wildnis

Primary version(s)



Secondary version



German version

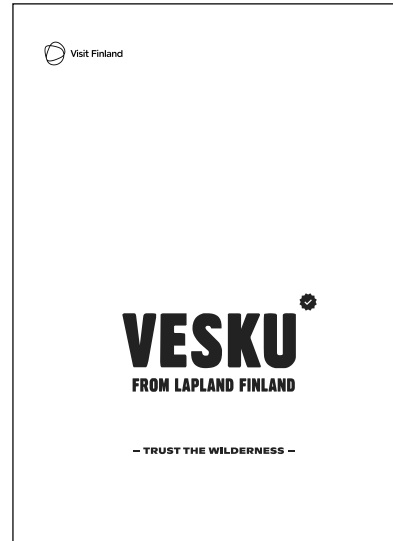


Usage and safe-zone

The task of the mark is to inform target groups about participation in the campaign. Therefore, the implementations is always signed by Visit Finland as a brand (or the aforementioned selected partner-brands).

The mark can be placed freely, **taking into account the above-mentioned hierarchy and keep the Vesku mark distinctive/dominant and readable.**

The shape of the mark is “unbalanced” because of the influencer-icon (), which is why the final alignment must be done optically.*



The specified safe-zone is the size of the influencer icon of the mark.



Campaign signature

The campaigns' signature message is **"Trust the Wilderness"**.

It works as an urging CTA while it communicates at the same time, that the Wilderness of Lapland offers its best if you are open to trust the wilderness.

The message must always be accompanied by the Vesku mark as a primary campaign signature.

NOTE: when using a German version, the campaign message "Trust the Wilderness" must also be translated into German language; *Erlebe die wildnis*

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— TRUST THE WILDERNESS —

Vesku's follower QR-code

The QR-code directs the user to **Vesku's Instagram profile**.

As a rule, the code-element is recommended to be used in all implementations for which it naturally fits, as it is strongly associated with Vesku's character and influencer persona. Especially at the beginning of the campaign, Vesku needs all possible support to grow its follower base.

The QR-code is recommended for use outside of digital media, e.g. print and outdoor advertising. Minimum recommended size for printed QR-code 20mm.

See the following example on the next slide (slide 17).



 **@veskuthereindeer**

Practical example

An example of already published print implementation for the German market by Visit Finland.

The implementation is built using the elements presented above.

The message translated into the market language.

**FOLGE VESKU AUS
LAPPLAND, FINNLAND.**

Primary version of the mark

Campaign related image

Market specific version of the campaign mark.

VESKU
AUS LAPPLAND FINNLAND

Translated campaign message/signature.

Lappland. Das ist Europas letzte Wildnis. Hier geht die Sonne im Sommer niemals unter. Folge Vesku unter „Veskuthereindeer“ auf Instagram und entdecke das glücklichste Land der Welt.

— ERLEBE DIE WILDNIS —

The brand signing the implemented entity.

 Visit Finland

<https://www.visitfinland.com/de/lappland-sommer-wildnis/>



Vesku's follower QR-code

Partnerships as an important part of the campaign

Content calendar & examples of creatives.

Jump on board:

Your contribution can help Vesku to become a highly distinguished influencer, allowing us to communicate, promote, and celebrate Finnish Lapland's summer with our global audience effectively.

To do this, we need you to be active: use Vesku as part of your marketing, reshare our content and create your own. Tag us on all your campaign executions, on Instagram and TikTok; @VeskuTheReindeer and of course also @ourfinland (IG) and use the hashtags, foremost #visitFinland.

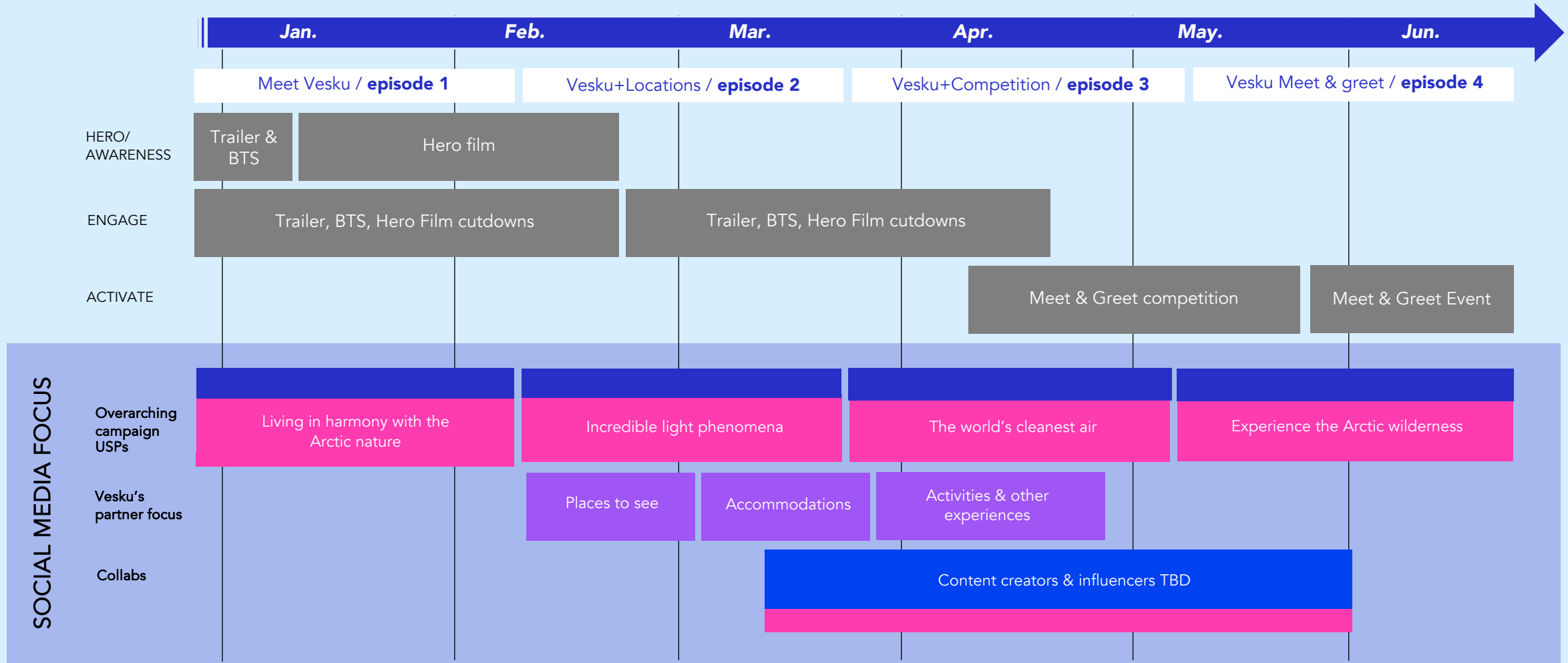
Please follow the social media focus (USPs) when posting on your channels. By this we mean the USPs that guide the content for that certain period of time. As an example, if you are selling an unforgettable night in a glass hut, you may promote this in the second phase; incredible light phenomena.

See the inspirational examples in the slides to come. More examples and material will be available in the campaign handbook.

In addition to social media, your region will be visible on the campaign site.

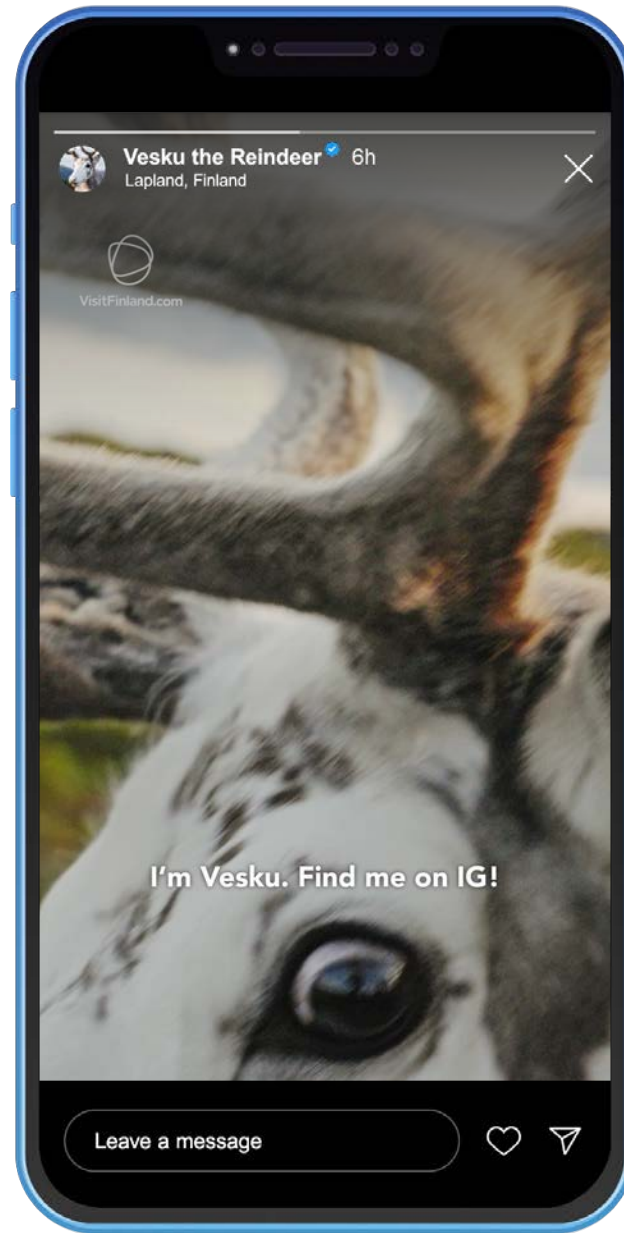


Overarching campaign structure



Visit Finland's first campaign implementations

Print and paid media examples. (Note: watch presentation in presentation mode)



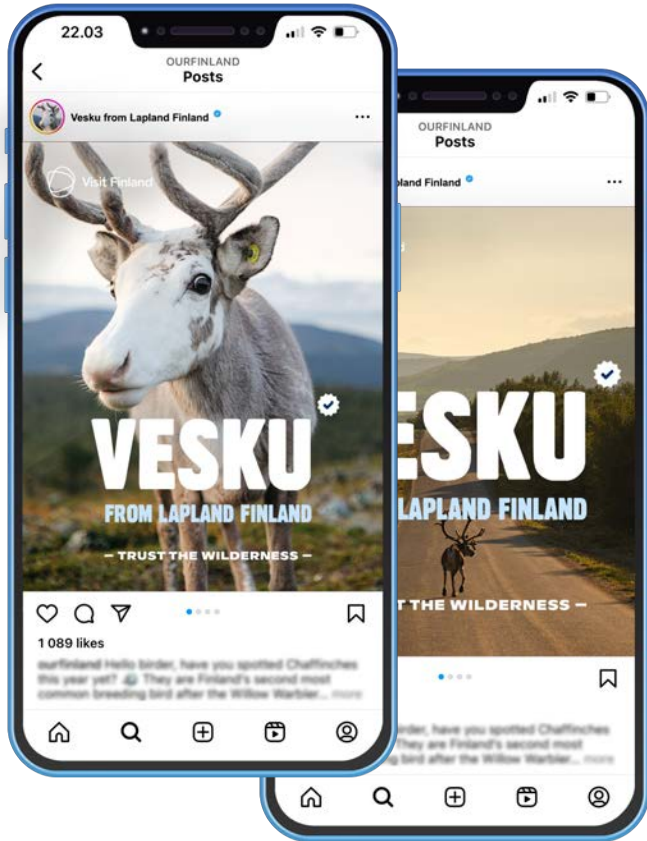


Visit Finland's marketing examples

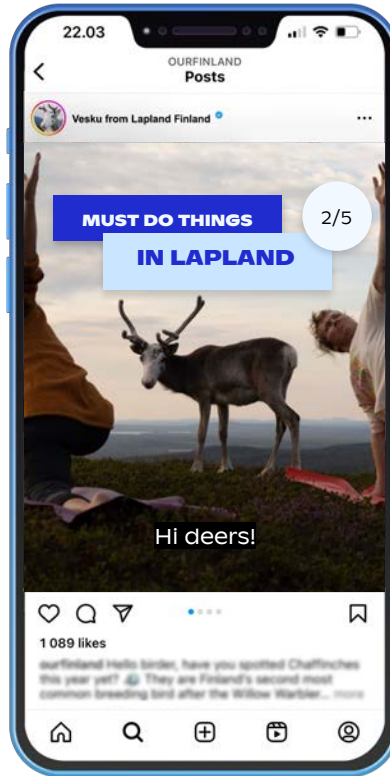
Campaign hashtags:
#visitFinland #visitLapland

Campaign page:
visitfinland.com/en/lapland-summer-wilderness/

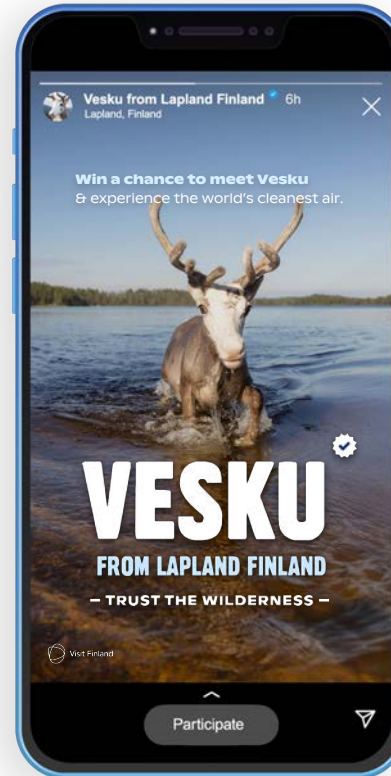
Campaign Instagram account:
@Veskuthereindeer



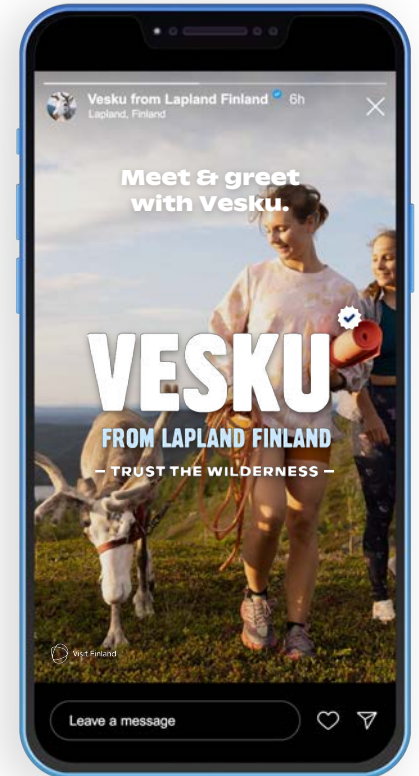
1. Meet Vesku / Launch phase
Trailer cut downs, Behind the Scenes film, Hero film.



2. Locations phase
Vesku's content as an influencer, showcasing locations.



3. Activation phase
Vesku's content as an influencer, teasing people to join the competition, announcing winners.



4. Meet & greet phase
Winners get to meet Vesku which will be documented, sharing content of meet & greet.

Examples of how it looks like from partners point of view

Guiding principles for partner implementations.

Example to partners: how to utilize campaign elements on Social media

1.

SHARE THE MESSAGE:

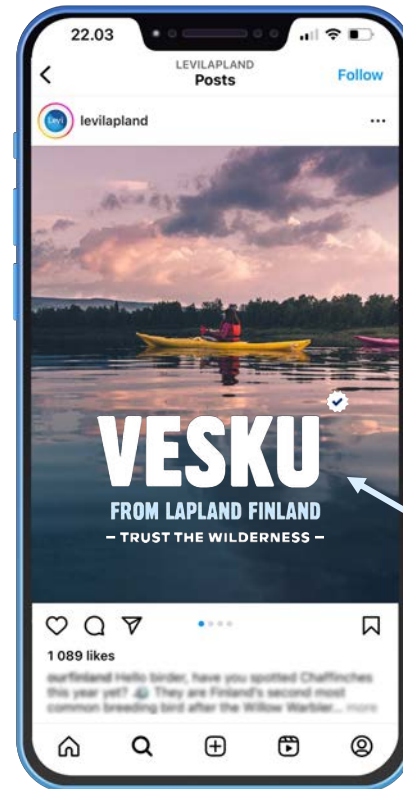
Partners can spread and support the campaign by sharing/re-posting the campaign content created by Vesku.



2.

CREATE MATCHING CONTENT:

Partners can also create social media posts to meet the campaign theme on their own channels.



COPY TEXT:

Experience the magic of Lapland's night-less night by the river.

Trust the Wilderness on your kayak trip and see where it leads you.

#visitFinland
#visitLapland
@veskuthereindeer

CAMPAIGN MARK:

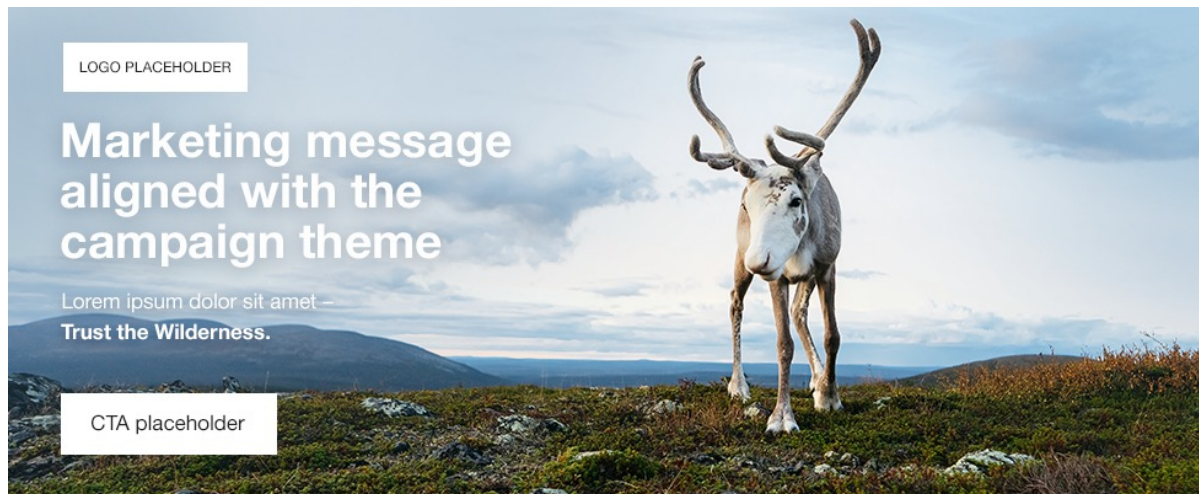
Use Vesku campaign mark with your product images to communicate travellers that you are part of the campaign.

THEMES:

Modify the text to meet the ongoing campaign theme (see **USPs under social media focus on slide 12**) and the actual product you are marketing.

Use campaign hashtags to create consistency between your brand and the campaign.

Example to partners: how to utilize campaign elements on paid media



VISIT FINLAND

Visit Finland's example implementation to direct audience to the campaign website.

The implementation Visit Finland branded, it uses campaign photo and signature to communicate Lapland's summer together with the message.

PARTNERS

Partners can use the same ingredients (template) to support their own campaign-related marketing.

In this case, the implementation is branded according to the partner brand (logo, typography, possible product/service).

A campaign photo and signature must be part of the implementation to communicate Lapland's summer and to build overall campaign consistency.

Partners:

how to shape the material tactically on your own channels

CREATION OF CONTENT TO OTHER MEDIA:

Partners can create content to other channels as well to meet the campaign demand.



THEMES:

Modify the text to meet the ongoing campaign theme (see USPs under social media focus on slide 12) and the actual product you are marketing.

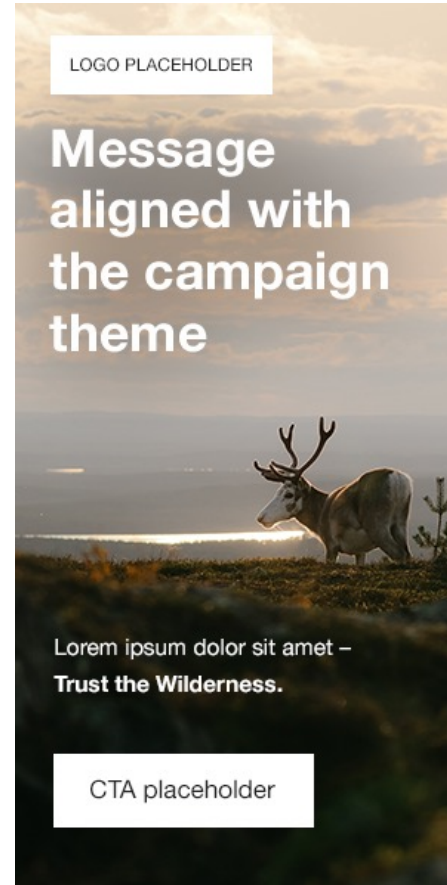
Using the campaign mark as part of your product marketing is allowed.
When doing so, the content must be aligned with the current campaign theme (USP + messaging).

Example to partners: how to utilize campaign elements on paid media

VISIT FINLAND'S IMPLEMENTATION



PARTNER'S IMPLEMENTATION



GENERAL PRINCIPLES

General approach for partners to implement campaign materials is quite straightforward. The aforementioned principles apply on all campaign related implementations regardless of the size, form, media or use of the material.

The most important thing for the campaign entity is the consistency of all implementations.

Checklist when making implementations:

- Campaign photo
- Campaign signature
- Campaign related message
- Campaign theme

Materials

Campaign elements & assets

Elements & assets

All elements and assets presented in this Handbook are downloadable from Visit Finland's sharepoint. More content will be added as the campaign progresses.

[All downloadable elements & assets can be found here ->](#)

Direct link:

<https://finpro.sharepoint.com/:f:/r/sites/GSTLapinkesmatkailunedistminen/Shared%20Documents/VESKU%20campaign%202024/Vesku%20campaign%20handbook/Handbook%20assets?csf=1&web=1&e=inYbJo>

Thank you.

