



Visit Finland

Visit Finland PR and influencer work results 2019

Hetta Huittinen

Head of International Media & PR

Business Finland




Trends for you

Trending in United Kingdom
Finland
28K Tweets

#SoulElectrified

The new Taycan.

 Promoted by Porsche GB

Food · Trending

#SignsHesAGentleman

2,905 Tweets

Trending in United Kingdom

#granddesigns

Trending with: #houseoftheyear

 Daily Express is Tweeting about this

On-set drama

A power struggle ensues when director Jemelin and Ryan-Mark clash over the artistic direction of team Empower's television ad.

This clip is from



Visit Finland PR and influencer work

- Visit Finland has a team of 4 PR Managers who work on creating earned visibility for Finland as a travel destination
 - Mia Eloranta – France, Italy, Korea
 - Joonas Halla – China, UK, USA, Spain, UAE
 - Eevakaisa Mölsä – Germany, Japan, Benelux, India
 - Sergei Shkurov – Russia, Ukraine, Belarus, Kazakhstan, CIS markets
- The team plans visibility goals with the Visit Finland market teams and manages a network of PR agencies in these focus markets to achieve these goals
- The visibility is the result of collaboration between the Visit Finland PR team and regional representatives





MIA ELORANTA

Media inquiries

Italy, France, South Korea, Australia

mia.eloranta@businessfinland.fi



JOONAS HALLA

Media inquiries

UK, USA, Spain, China, UAE

joonas.halla@businessfinland.fi



EEVAKAISA MÖLSÄ

Media inquiries

Japan, Germany, India, Benelux

eevakaisa.molsa@businessfinland.fi



SERGEI SHKUROV

Media inquiries

Russia

sergei.shkurov@businessfinland.fi



SARI HEY (ON MATERNITY LEAVE)

Media inquiries

China, Japan, South Korea, India, Australia

sari.hey@businessfinland.fi

We get what we measure

Attention score

- Prominence: How likely is it someone saw the story?
- Tone: Was it positive or negative?

Media effect

- Realistically how many saw the story?
- Attention score x total reach of the media outlet

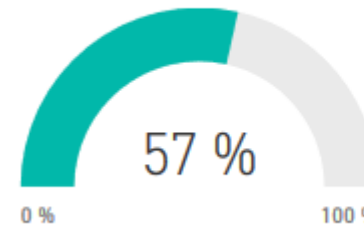
Publicity value = €

- Estimate of the monetary value of the publicity obtained

Visit Finland media visibility 2019 in a nutshell

- Total **4078 pieces of coverage** (editorial print, web, blogs, broadcast) in **2000 different media**
- **87%** of coverage was **positive** or slightly positive (71% and 16% respectively)
- **Tone 4.58** (out of 5)
- **Attention score 57%**
- **Media effect 10 billion**
- **Publicity value 52 million €**

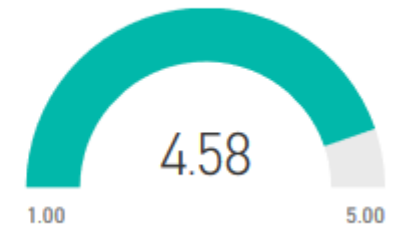
Average of Attention Score



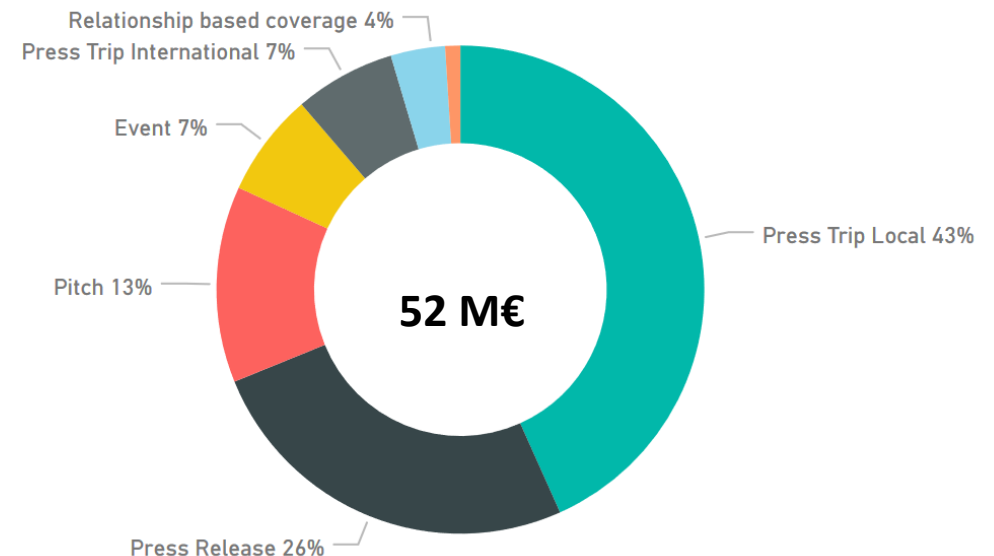
10bn

Media Effect

Average of Tone



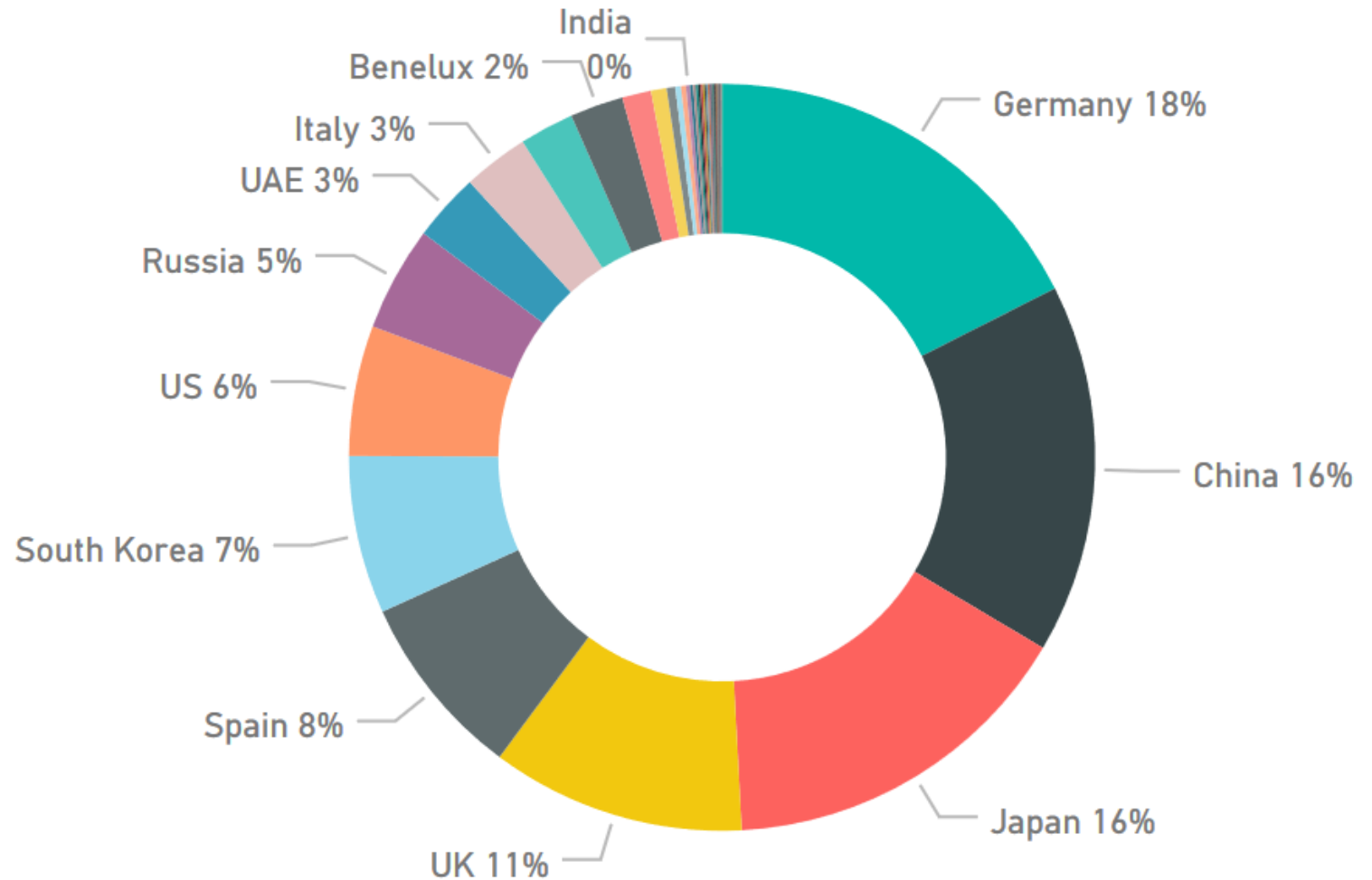
PUBLICITY VALUE BY ORIGIN



Coverage by market

- Most coverage in focus markets China, Germany, Japan and UK

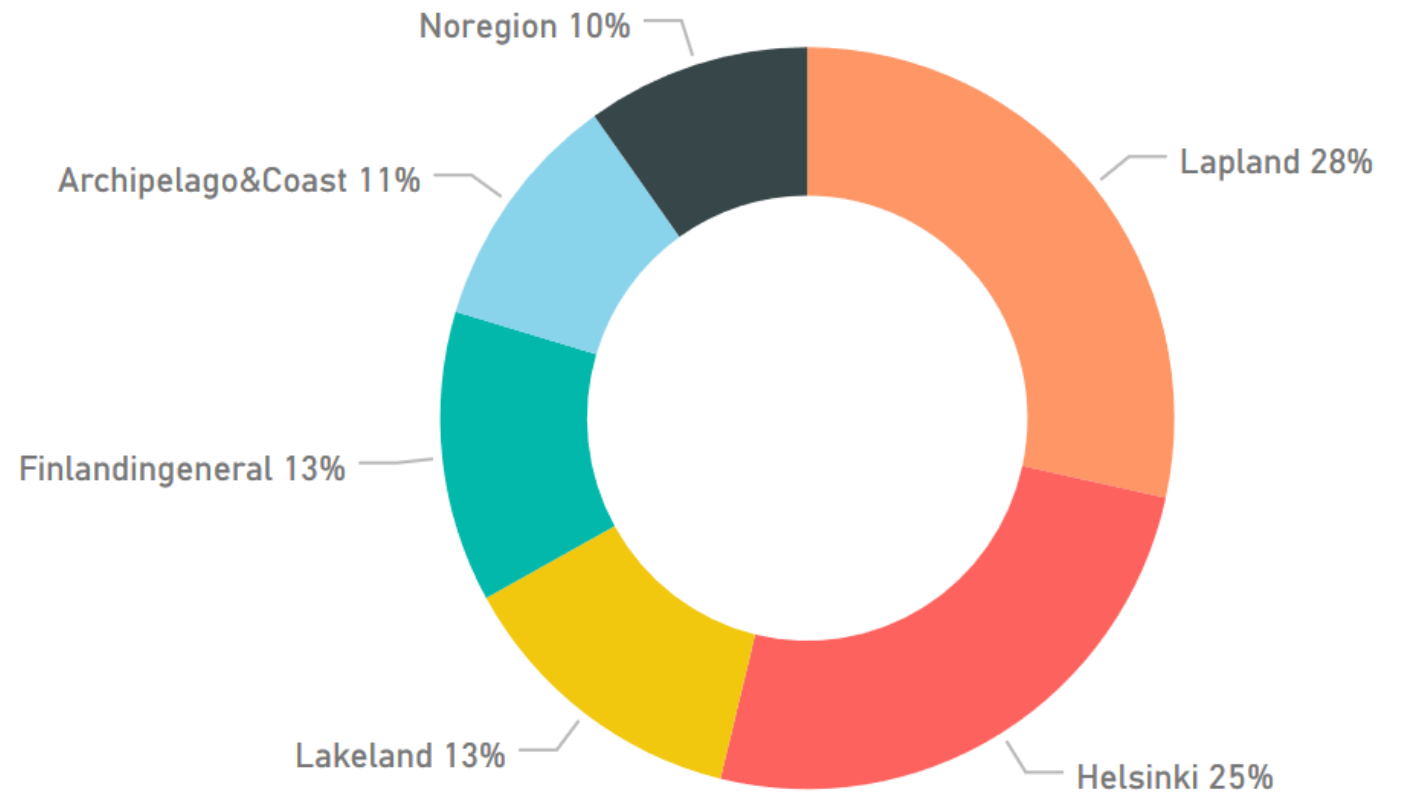
SHARE BY COUNTRY



Coverage by region

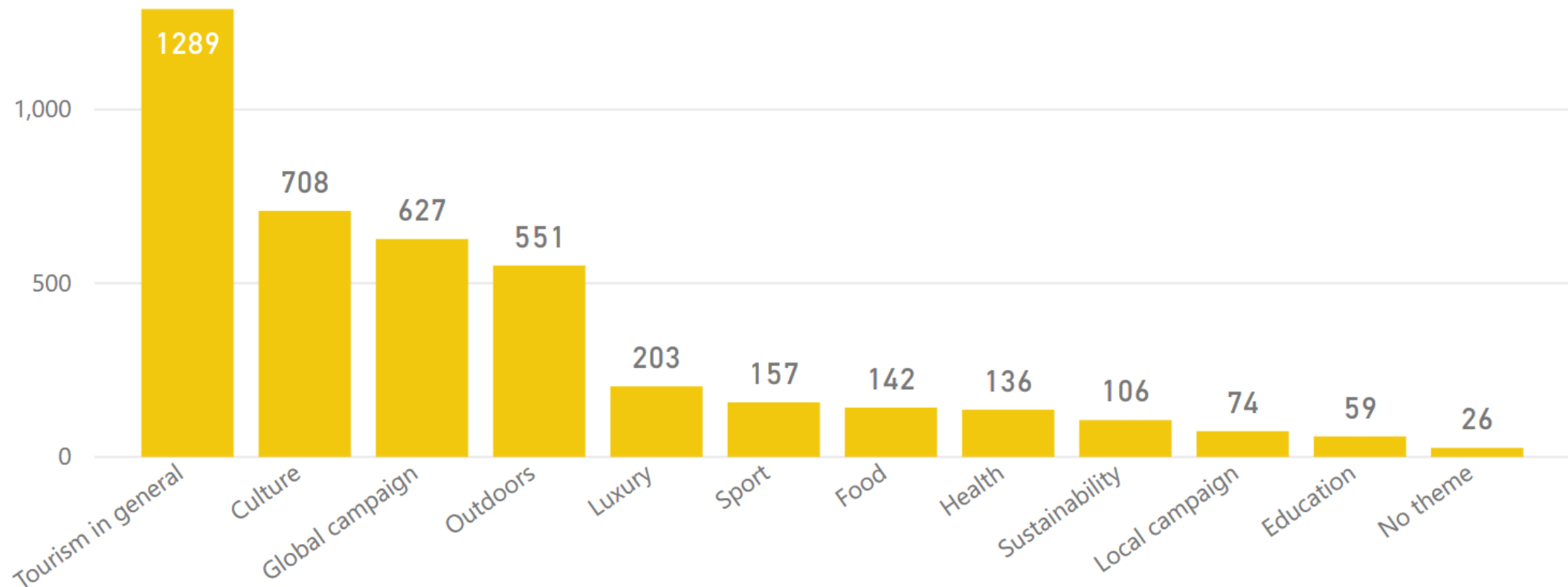
- Lapland and Helsinki region approx. 25% of coverage, other regions over 10%

SHARE BY REGION



Most of coverage about tourism, culture and Rent a Finn

NUMBER OF ARTICLES BY THEME



Rent a Finn success thanks to earned media

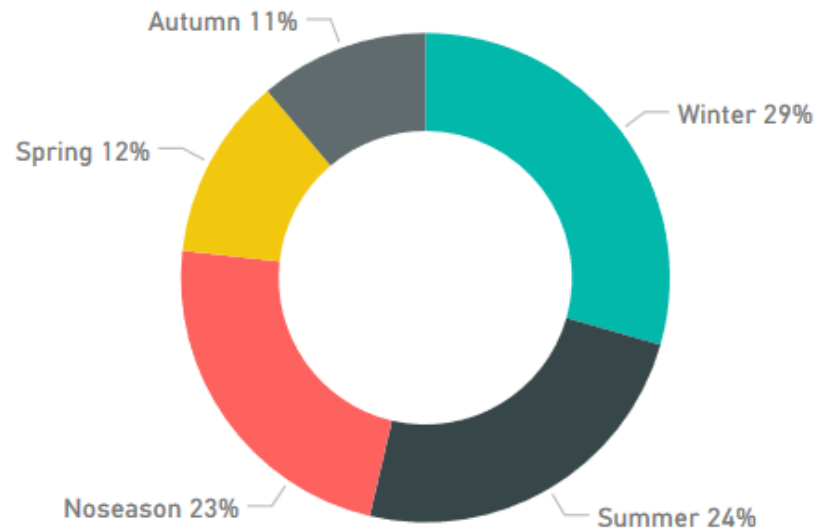


- 627 stories – 15% of annual total
- Publicity value 5.5 M€
- Media effect 1.7 billion
- 10% of total 2019 publicity value
- Over 90% of traffic to Rent a Finn campaign site was driven by media visibility
- 3 shortlist placements at Cannes Lions 2019

Coverage by seasons

- Total coverage from summer, spring and autumn higher than winter – winter coverage accounts for 29%, while summer is 24%

Share of hits by Season





TV5 156,600€

5 Échappées belles

samedi 20.50

Présenté par Sophie Jovillard

Marie Claire Russia 4950 €

Финляндия Хельсинки. Май. #myhelsinki

ДИЗАЙН-ТЕРАПИЯ В ФИНСКОЙ СТОЛИЦЕ НА МАЙСКИЕ ПРАЗДНИКИ ОТ МИХАИЛА РЯБОВА: В ПРОГРАММЕ СЕМЬ ПУНКТОВ, СЕМЬ ЧУДЕС, СЕМЬ ЧУВСТВ, КОТОРЫЕ ЗАСТАВЯТ ВАС ПО-НОВОМУ ПОСМОТРЕТЬ НА ЭТОТ ПРЕКРАСНЫЙ И МОДНЫЙ ГОРОД.



Amos Rex – самый большой частный музей Финляндии. Комплекс, в основе которого Ласипалатси – «стеклянный дворец» – шедевр функционализма 1936 года с кинотеатром, кафе, рестораном и новым подземным этажом. Место за музеем ранее было площадью автобусного вокзала. Сейчас это двор с огромными кратерами световых фонарей, под которыми новые просторные выставочные залы. Обновленный Amos Rex был открыт в последний день прошлого лета и выбран Би-би-си одним из самых инновационных новых архитектурных комплексов Европы. Премьерная интерактивная выставка «Иммерсивные цифровые инсталляции» для Amos Rex была создана «трансформирующей реальность» токийской TeamLab – арт-группой из 500 (!) человек, в которую помимо художников входят программисты, математики, аниматоры и даже писатели. Выставка имела небывалый успех. В



The Apprentice 500,000 €

Finland Advertising

Series 15 Episode 7 of 14

The candidates must create an advertising campaign to persuade UK tourists to visit Finland. Finland is known as a winter destination, but this campaign must entice us to visit during the summer.

59 minutes



Guangzhou Regional TV 500,000 €



不像法國 義大利做鴨肉 牛肉

Influencer coverage



lyss • Follow

Finland



lyss In honor of world mental health day, I want you to know that it's okay not to be okay. It's okay to share your vulnerability on and off social media even if it's scary. And it's okay to ask for help. One of the most frequent questions I get asked is how I am able to live a life filled of positivity and happiness all time. On instagram, we often see the most beautiful, curated moments of a person's life, and it's easy to look past the struggles he or she might be facing despite what they're posting. The truth is, I have battled with anxiety and depression for most of my life. Before I traveled for a living, I feared SO many things (flying being one of them), and allowed that anxiety to control almost every decision that I made. Even while




34,054 likes


OCTOBER 10, 2019

Influencer work in a nutshell


- Visit Finland worked with **133 influencers** in 2019 who reached **20.6 million viewers** with their Finland-related content
- The estimated monetary value of their posts was **2.3 million euros**
- They made almost **2000 posts** in different channels, which received
 - **2 million Likes**
 - **42 000 comments**
 - **1328 Instagram story replies**
 - The **engagement rate on Instagram was 2.99**



 **ryanresatka** • Follow
Finland


 **ryanresatka** I decided to fly my drone in -30 degree weather. I was surprised it didn't freeze mid-air 🤖❄️

2w

 **jbeatsandhales** Broooooooooo


2w 1 like Reply

— View replies (1)

 **alberthbyang** Bang bang 🙌


2w 1 like Reply


— View replies (1)

 **alliemtaylor** Finland has the best winter roads

14,388 likes
FEBRUARY 23




 **frauki** • Follow
Finland


 **frauki** Walking in a dream. ❄️

11w


+

 **sarahs_travelstories** Magical

11w Reply

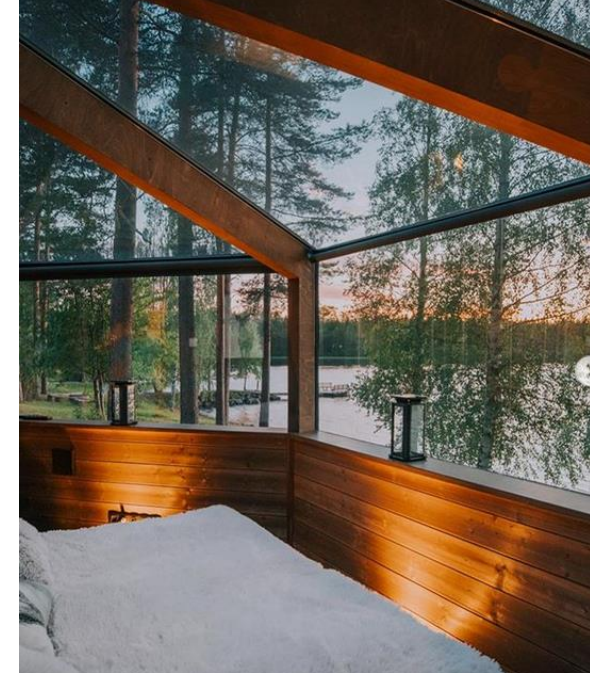
 **alexreinfeldt** This is amazing 🍪

11w Reply

 **aninhagomes252018**
@victoriaazvd

11w Reply

Liked by eevakaisamolsa and 21,312 others
DECEMBER 17, 2019



 **davidharada_01** • Follow

 **davidharada_01** フィンランドまた行きたいな！
すごくよかった！
いろんな新しいことやって食べてたのしすぎた！😄
@visitfinlandjapan thank you for the great experience! 🙌.

6d

#restaurantloimu #PR #travel #lifestyle
#FinlandSauna #フィンランドサウナ
#サウナ御朱印帳 #revontuliresort
#travel #fashion ##ファッション #ootd
#スタイル抜群 #原田デビッド #トラベル #ライフスタイル

784 likes
6 DAYS AGO

Kiitos!



Visit Finland