



SUOMI
FINLAND

FINLAND'S NATION BRAND AND CHANGES IN PERCEPTION



Exceptional interest in Finland

SUOMI
FINLAND

- Finland's overall visibility was record high in 2022.
- The Foreign Ministry's own media monitoring shows that Finland's international visibility doubled or even tripled in 2022 compared to 2021.
- Finland Promotion Board (FPB): heightened monitoring of Finland's nation brand is needed.
- Foreign Ministry's Unit for Public Diplomacy serves as FPB's Secretariat.



“Measuring Finland’s Nation Brand and potential impact of NATO membership on the general reputation of Finland”

SUOMI
FINLAND

- The MFA of Finland commissioned a study on Finland’s visibility, digital demand and country brand.
- A survey was conducted in: **USA, Germany, Japan, UK, India, Brazil, Turkey, South Korea, China and Russia** (analyzed separately).
- The study was conducted in July–August 2022 by Bloom Consulting.

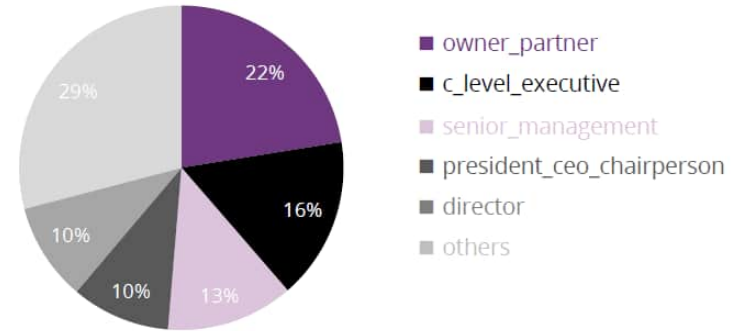


About the respondents

NOT an average citizen:

- Middle to high income
- Educated
- Internationally inclined

Organizational role



International activity of respondents

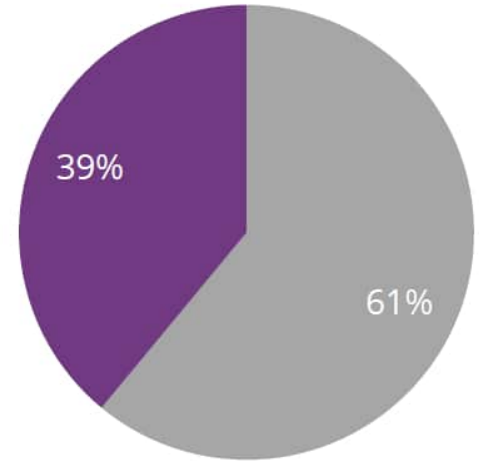




Familiarity

- Level of familiarity: 39% are personally familiar with Finland.
- 61% have heard news about Finland but have no personal experience (through people, visiting, products etc.).

Finland





Numeric perceptions of Finland

SUOMI
FINLAND

- The respondents rated Finland on a scale from 1 to 5 (1 – Extremely negative, 2 – Negative, 3 – Moderately positive, 4 – Positive 5 – Extremely positive)
- Finland's score: 3.79
 - Familiars: 3.93
 - Non-familiars: 3.70
- With Russia excluded: 3.83



Aligned values

- The vast majority (91%) expressed that their own values align with those that the Finland conveys.
- Moreover, 56% feel the highest degree of compatibility with Finland's values.

Q3. How much are Finland's values aligned with yours?

■ Aligned ■ Somewhat aligned ■ Not aligned





Special sympathy for people in Finland and the country's education system

SUOMI
FINLAND

Q3. How much are Finland's values aligned with yours?

■ Aligned ■ Somewhat aligned ■ Not aligned



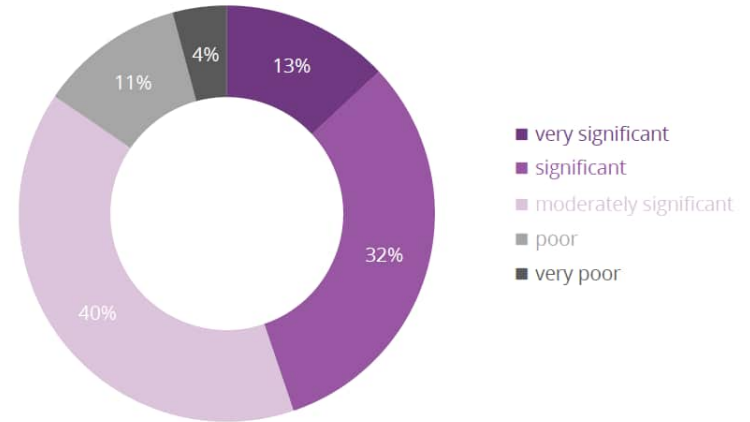


Finland's contribution to global causes

- Finland's actions in environmental protection, equality and the mitigation of poverty are highlighted.
- 85% say Finland's contribution is moderately significant, significant or very significant.

Q8. In your view, how much is Finland as a nation contributing to mitigation of global causes like Global warming, Poverty, Clean energy, Inequalities and Injustice, Peace and Safety?

Finland's contribution to mitigation of Global Causes is





x10 increase in searches for Finland

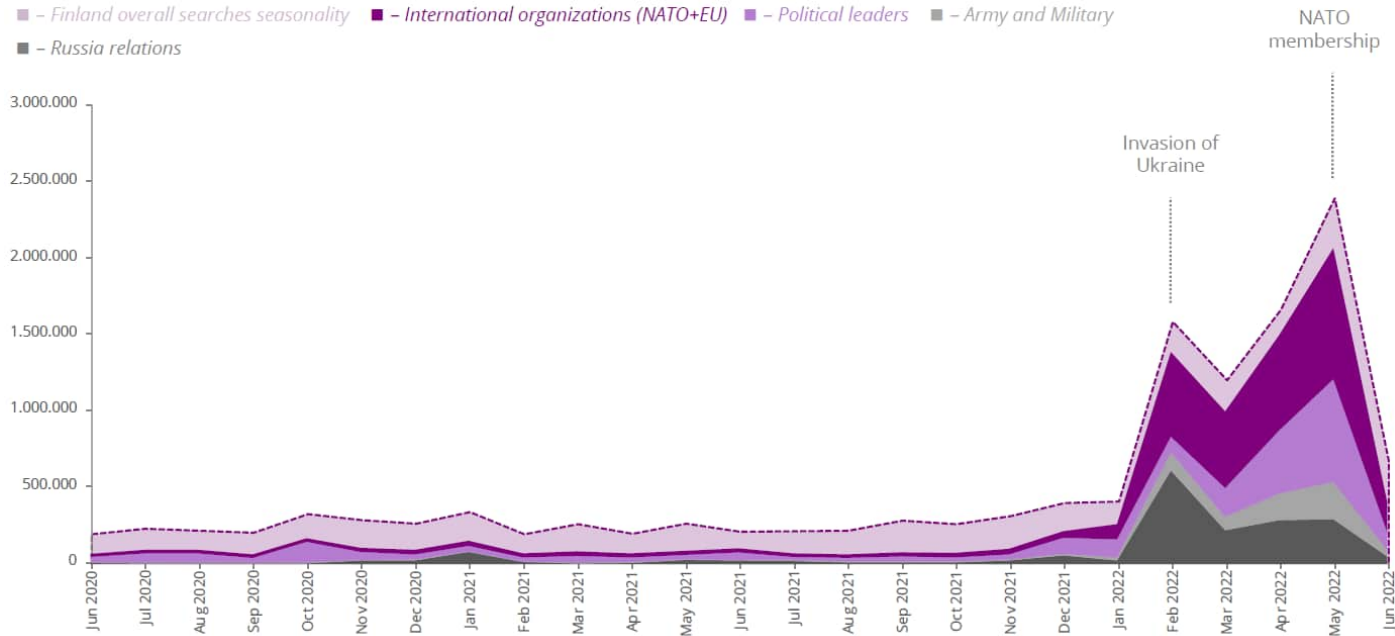
SUOMI
FINLAND





NATO, Finland's foreign relations and military capacity were in the spotlight

SUOMI
FINLAND

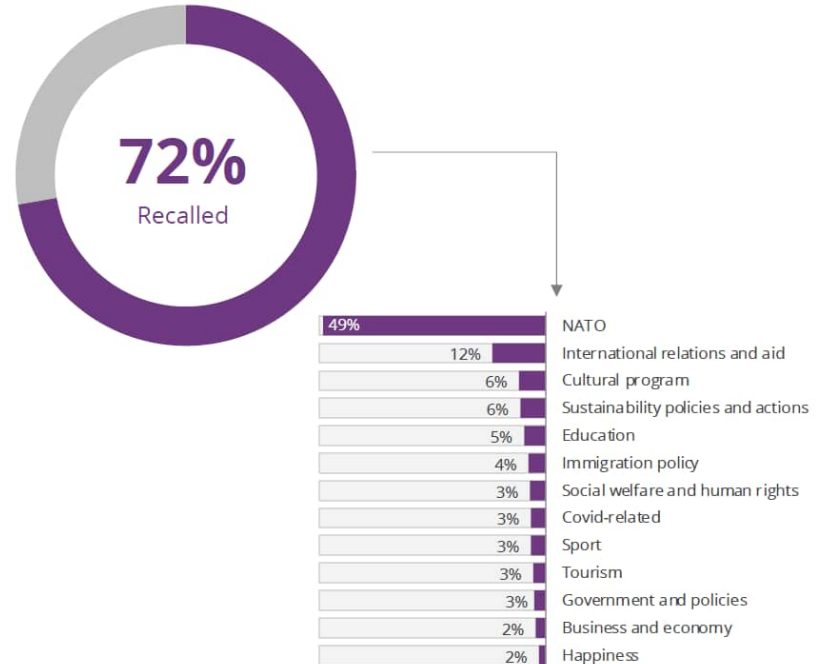




”Can you name an event from Finland?”

- No less than 72% of respondents recalled news and events about Finland.
- 49% name NATO as the main topic and top-of-mind event.

Q4. Can you name a recent action/event/activity/policy you heard about/from Finland?



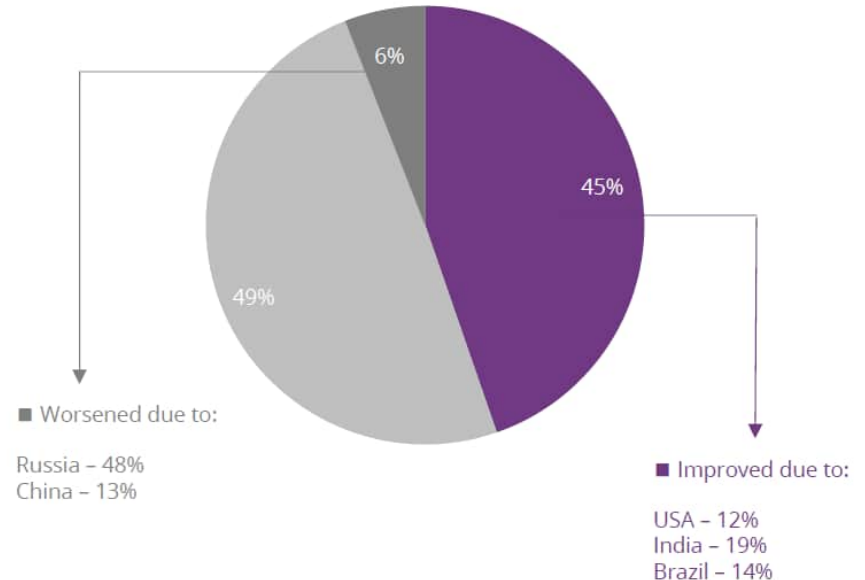


Perceptions have become even more positive

- Almost half of the respondents (45%) indicated that their perception of Finland improved during the last year.

Q6. How much have your perception about Finland changed during the last year?

■ Improved ■ Worsened ■ Neither improved nor worsened



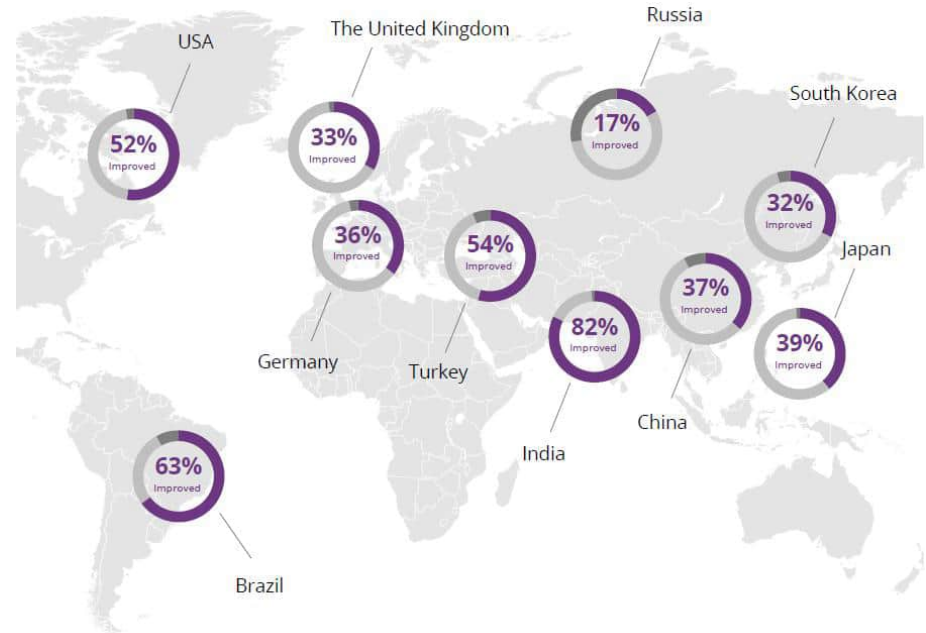


Positive change by country

- Perceptions of Finland improved among the vast majority in India and Brazil. Respondents from Turkey and the USA also report better perceptions.

Q6. How much have your perception about Finland changed during the last year?

■ Improved ■ Worsened ■ Neither improved nor worsened



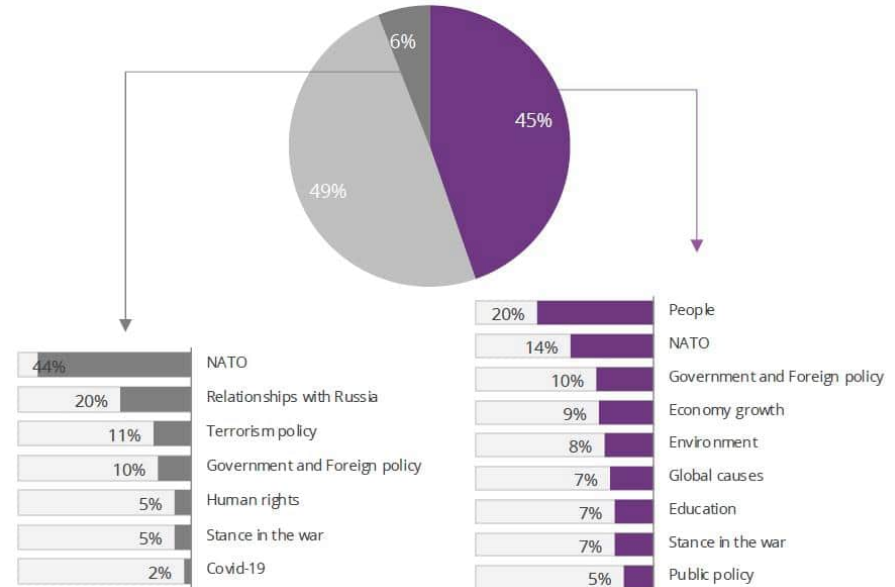


Reasons for change

- People, NATO and Government and Foreign policy are major reasons for improved perceptions.
- 80% of the negative change is explained by NATO and the Russia-Ukraine war.

Q6. How much have your perception about Finland changed during the last year?
Reasons why

■ Improved ■ Worsened ■ Neither improved nor worsened





Change in perceptions: in short

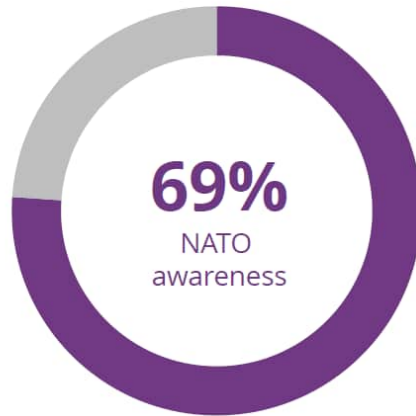
SUOMI
FINLAND

- When Russian answers are excluded, 48% report improved perceptions.
India 82%, Brazil 63%, Turkey 54%, USA 54%
- 49% report no change.
- Only 3% report negative change in perceptions.
- In Russia, 28% report negative change and 17% report positive change in perceptions.



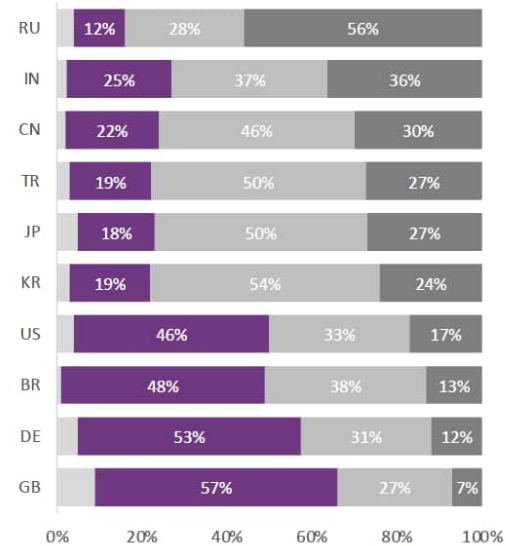
NATO awereness and views

- The vast majority is aware of NATO's mission.



Q10. Opinions about NATO responsibility in the current Russia-Ukraine war

■ - I don't know ■ - Not Responsible ■ - Partially responsible ■ - Responsible

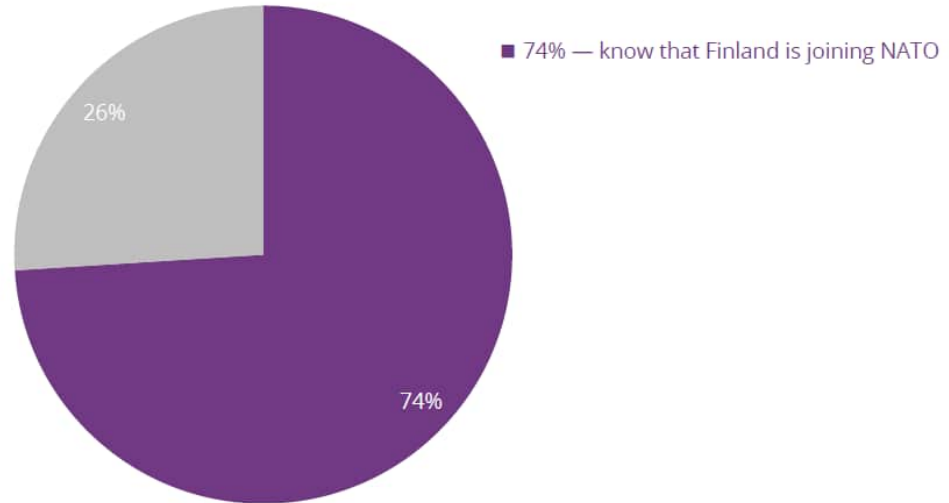




No less than 74% of respondents are aware of Finland's NATO process

SUOMI
FINLAND

Q12. Awareness about Finland's joining NATO





Positive sentiment towards Finland's NATO membership

- More than half (52%) show positive sentiment towards Finland's membership in NATO. This share is 4% lower among non-familiars.

Q13. How are news about Finland's NATO membership affecting your overall perception about Finland?

■ Positive ■ Negative ■ Not affected

Familiars

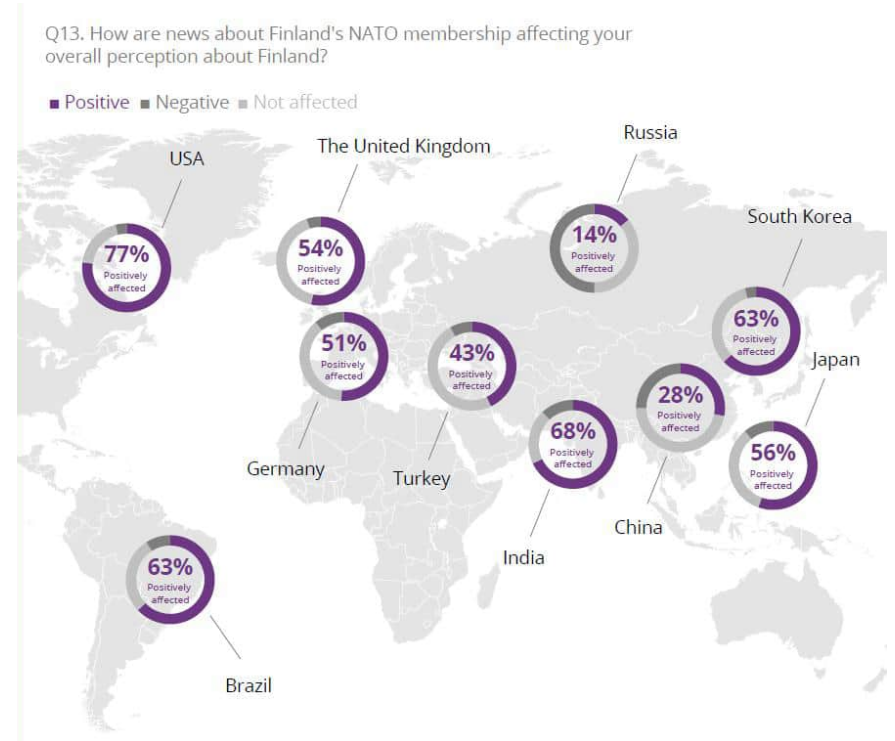
Not Familiars





Positive sentiment by country

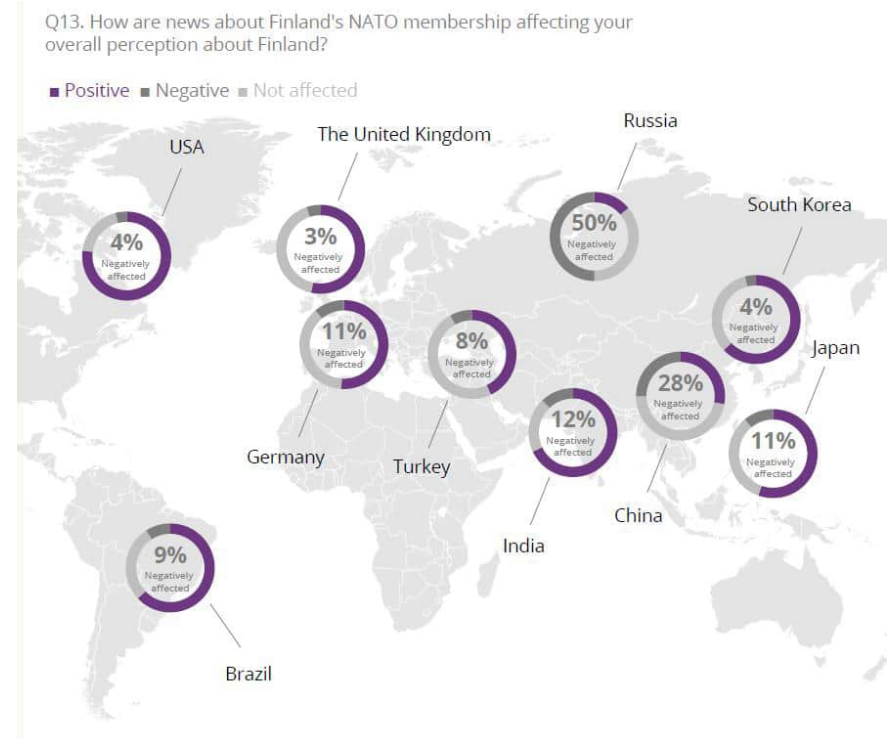
- The United States, Brazil, India, Japan and South Korea definitely support the membership with the majority (over 50%) of those in favour.





Negative sentiment by country

- Russia is the main contributor to the opposition towards the policy. China, Japan, Germany and India also have a relatively high share of negative thought on NATO membership.





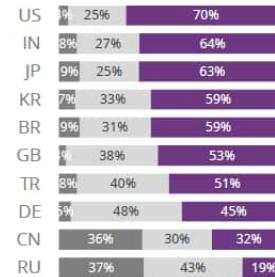
Impact of Finland's NATO membership on country image

- Most respondents say Finland's NATO membership has a positive impact on their willingness to visit (49%), invest (47%), buy products (47%) or relocate in/to Finland (43%).

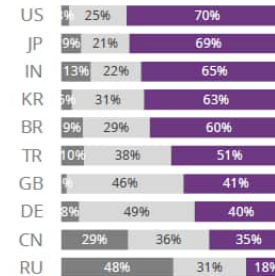
Q14. How does Finland joining NATO affect your willingness to visit, invest, buy products or relocate in/to Finland?

■ Positive ■ Negative ■ Not affected

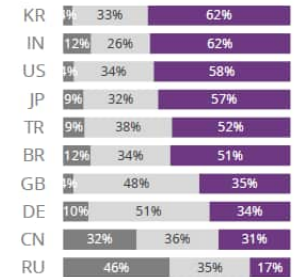
Willingness to visit



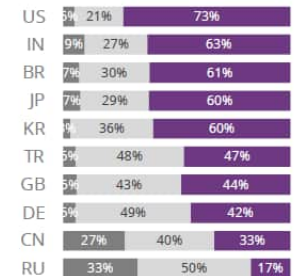
Willingness to invest



Willingness to relocate



Willingness to buy products





Observations from the study

SUOMI
FINLAND

- Finland's country image is positive and the values conveyed by Finland are widely relatable.
- Finland's NATO process has provided Finland with exceptional visibility and increased positive perceptions in a significant way.
- Finland's country brand strengths environment, equality and education stand out.
- Long-term effects to country image can't be assessed yet, monitoring will continue.