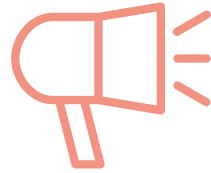


Case study: Vattenfall

Campaign aims and objectives



- The aim of the *Mitä ilmastolle on tapahtumassa (What is happening to the climate)* campaign was to gain as much visibility and attention as possible for one of the most important issues of our time.
- The target audience was very broad, as it included all Finnish people across all age groups.

Campaign solution



- Two-page spread advertisements in ten newspapers.
- Aamulehti, Etelä-Suomen Sanomat, Helsingin Sanomat, Ilkka-Pohjalainen, Kaleva, Keski-suomalainen, Lapin Kansa, Satakunnan Kansa, Savon Sanomat and Turun Sanomat.



Results

The campaign was noticed very well, and readers engaged actively with its message!

The results for the target audience were particularly good:

- Recall rate among the target audience was 81%
- Advertisements were read by an impressive 57%
- 68% of the respondents reported that the campaign had increased their interest in Vattenfall

The advertisements were said to stand out from other newspaper advertising, and they were described as emotive, positive and clear. The subject matter was regarded as important, and the images and texts were considered to be thought-provoking and touching.

Readership: 1,631,000 / Coverage of the market: 45%



Advertiser's comment:

“Kärkimedia’s newspapers offered a trustworthy media environment, and they allowed us to reach a wide target audience quickly and on a national scale.

We chose Kärkimedia as the main medium for our important climate campaign. The campaign worked well, and we achieved all the aims and objectives we had set out for it.

It generated the attention we had been hoping for, and Kärkimedia’s newspapers provided good visibility for the campaign.

Our campaign had the highest recall rate for any advertisement published by Kärkimedia that month.

I am very satisfied!”



*Paul Morell
Brand Strategist
Vattenfall*

Kärkimedia