

Marketing around the overshoot day

- Case Finland



Finland's experiences on event or date specific marketing

- In Finland we have found effective to focus our marketing campaigns around specific dates or events
- This helps us to create a better story for our marketing actions and the audience is more receptive to our content and messages
- **2024 marketing campaigns:**
 - * New Year (December/January)
 - * Overshoot day (April)
 - * Back to school (August/September)
 - * Black Friday (November)

UNOHDA BLACK FRIDAY

Kokeile
mielummin
kestävää
elämää.



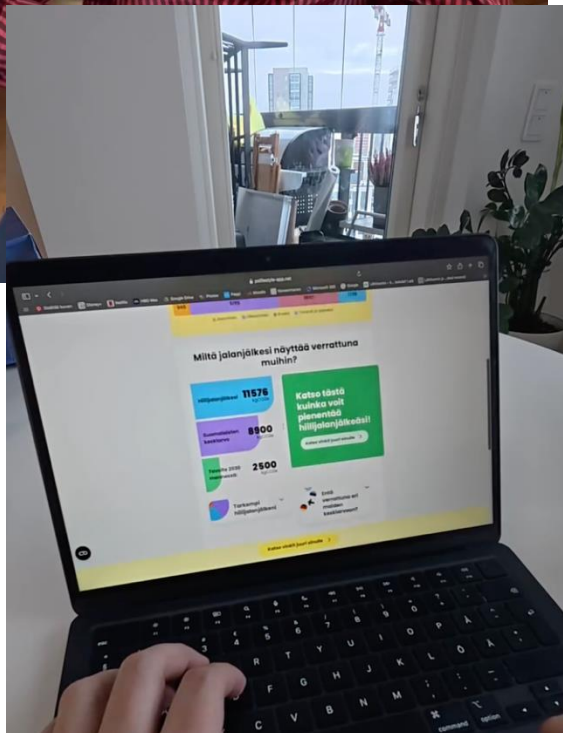
Suurinosa suomalaisista on pahasti
jäljessä tän tavoitteen suhteen.

TAAS SE AIKA VUODESTA



Matkustan lentäen, oon
alkanut syömään lihaa ja
teen heräteostoksia.

Mekot



3



Overshoot day 2024

- **Social media and influencer marketing campaign** in April for Finland's overshoot day campaign 12.4.
- **Idea:** Overshoot day marks the day, when Finland has used its' share of natural resources for the rest of the year. It gives us a good opportunity to remind people about the overconsumption (and how bad the situation is)!
- **Time period:** 12.-28.4.2024
- **Goal:** More test takers!
- **Budget:** 15 000€ (in the end we spent 12 350€)

Overshoot day and influencer collaboration

- **Goal: to reach target groups who are not yet very aware of the impact of their lifestyle on the climate and the environment**
- We selected influencers who do not normally talk about climate and environmental issues to their followers, who have (presumably) an average or larger carbon footprint than the average Finn, and who reach people outside the so-called “eco-bubble”
- Social media influencer Natalia Salmela, tv-person and journalist Riku Rantala and former world champion boxer Elina Gustafsson
- Followers: 55 000 - 106 000
- Budget 9000€
- 1 Instagram reel & 3-5 stories (Elina & Natalia) / 3-5 stories (Riku)



Meta-marketing

- The main copy: "Once again we went over the top" (overshoot day translates in Finnish: ylikulutuspäivä)
- Marketing in Facebook and Instagram
- One feed post and three story-posts 12.-28.4.
- First a wider target group, then more spesific



Results

- April 2024 amount of tests in Finland **59 000**
→ for comparison March 20 000 & May 16 000

Influencer campaign (rough estimates)

- Reach: 169 000
- Test taken: 18 500
- Price for test 0,49€

Meta marketing

- Reach 290 000
- Link clicks 26 500
- Per link click 0,09€
- Amount spent 2350€

