



**Helsinki
Partners**

Lessons learned from Helsinki's digital journey

Helsinki

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Let's play a game

One hand up & lower if you can answer yes



Have you
been to
Helsinki?

A woman with short blonde hair, wearing a white cable-knit sweater, is seen from the side, looking out over a city at night. The background features the illuminated Helsinki skyline, including the Helsinki City Hall with its prominent dome. The scene is set on a waterfront, with a railing visible in the foreground. The text '68% have never been to Helsinki' is overlaid on the right side of the image in a large, white, sans-serif font.

68% have
never been
to Helsinki



Do you
have an
image of
Helsinki?

Helsinki



49%
have no
image

Have you
heard of
Helsinki?





25% in US
17% in Germany
have never heard
of Helsinki



Cold

Boring

Expensive



I've still made the
move in 2020



Of course it
can be cold



But did you try
Finnish sauna?

A vibrant parade scene featuring two women in elaborate unicorn costumes. The woman on the left has long, wavy pink hair, a unicorn horn headband, and a black sequined top. The woman on the right has red hair, bunny ears, and a pink top with a large pink rose. They are both blowing large, iridescent bubbles that fill the air. A crowd of people, including children and adults, are watching from behind a metal barrier. The background shows a city street with buildings and trees.

Freedom to be a unicorn

Something
new around
every corner





Lots of free stuff



Everything
just works



Helsinki's
perception has to
catch up with its
performance

How do we build the brand?

We can't show 20 slides to everyone

Invest-In



Talent



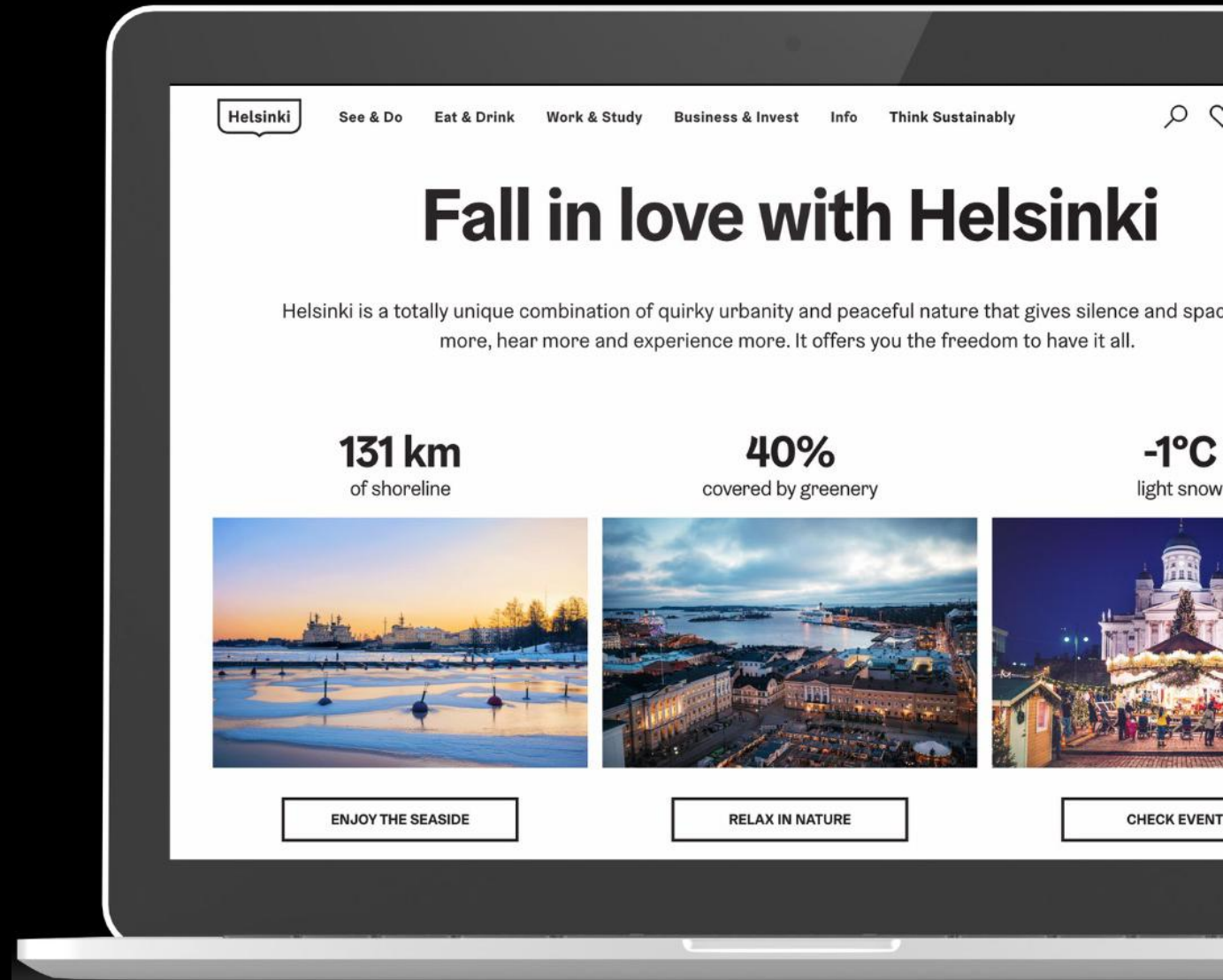
Visitors



One of the brand identity spearheads is the My Helsinki concept

all content comes from three databases & is based on genuine recommendations

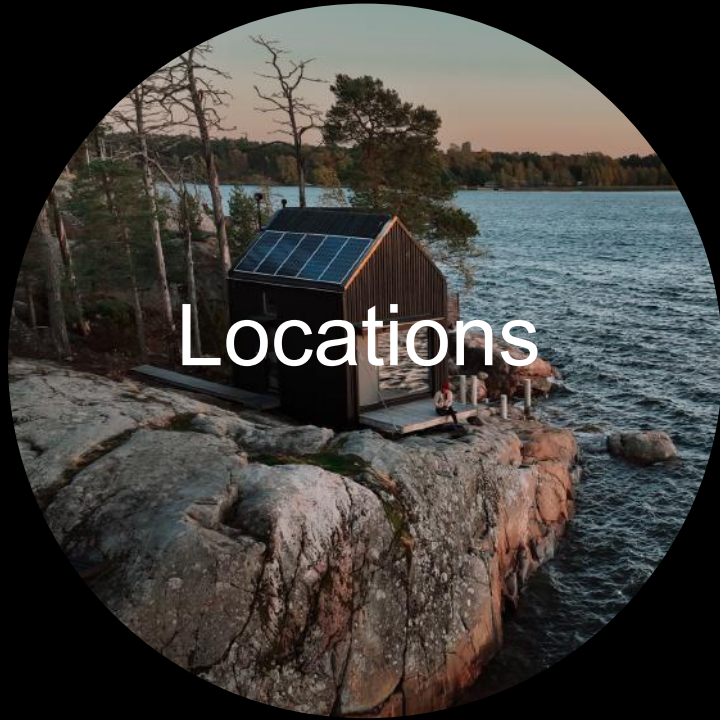
since 2017



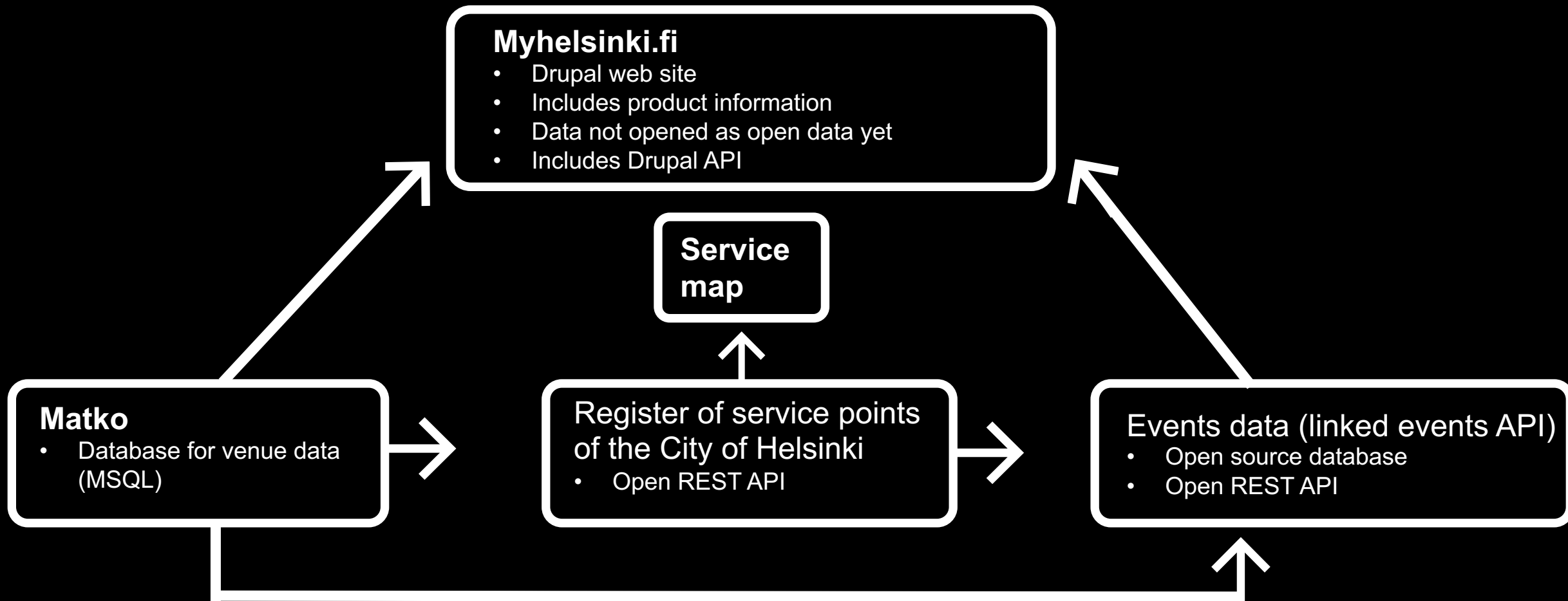


Helsinki – world leader in open data

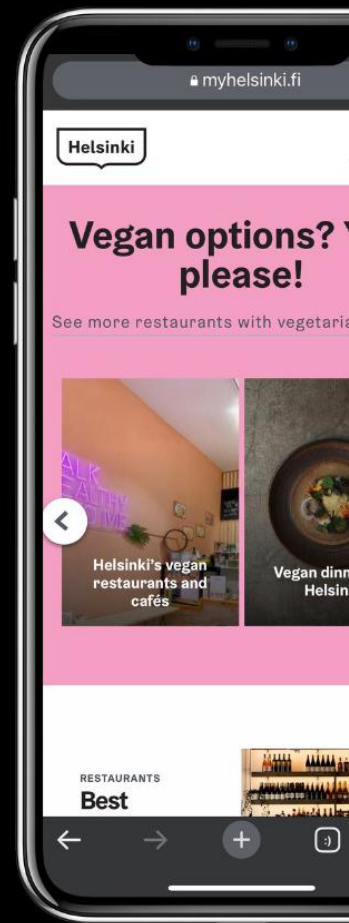
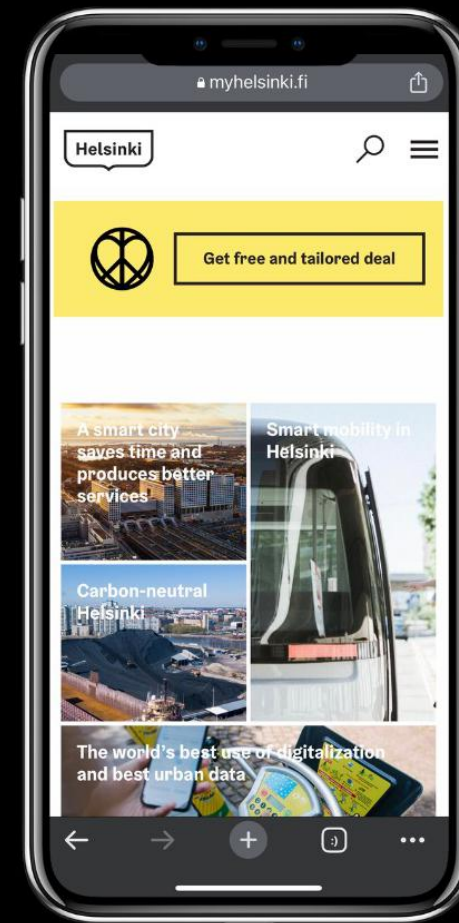
Three databases

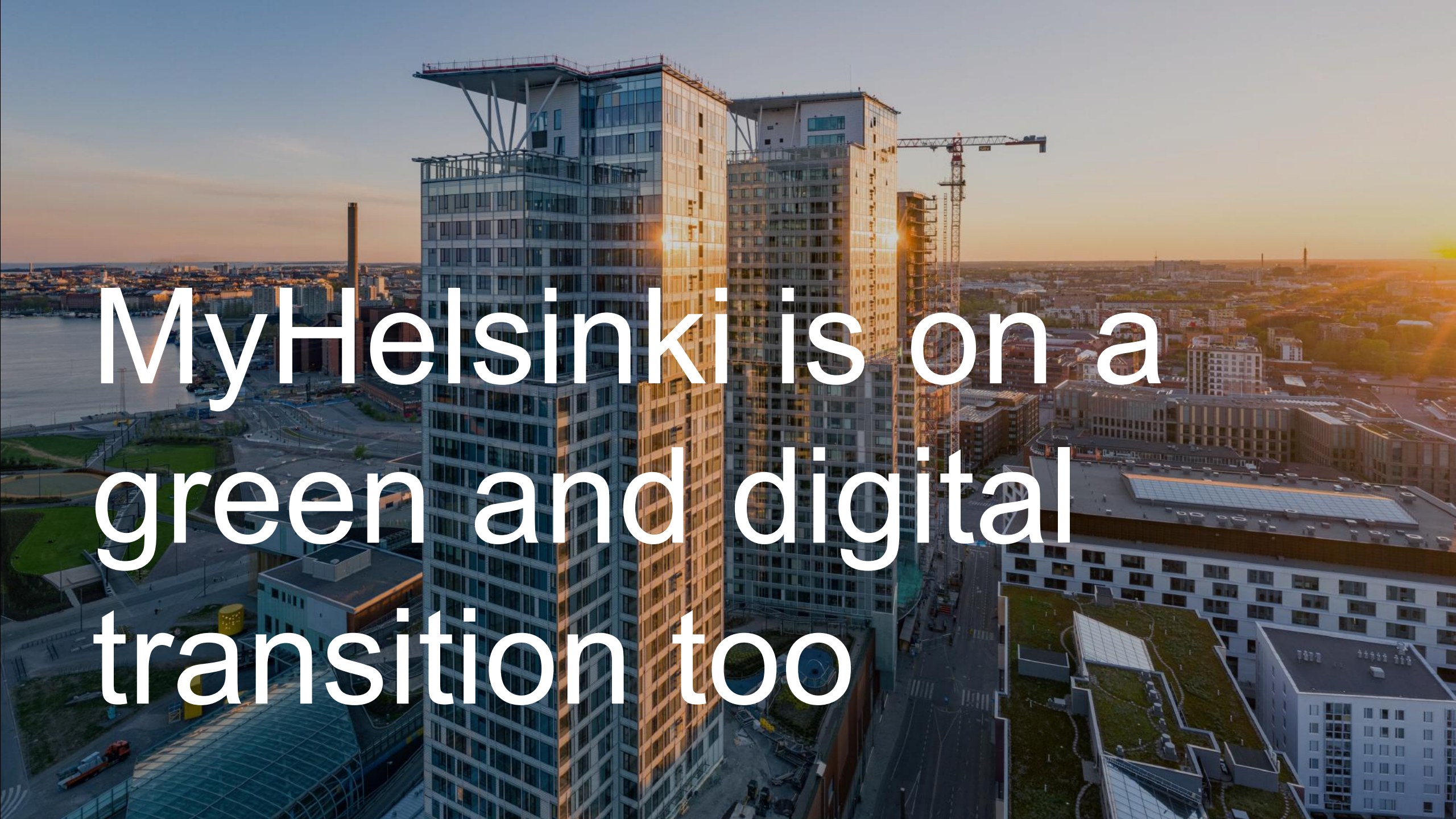


Databases, APIs and data flow



We are able to offer the most relevant content about Helsinki, tailored for different audiences.





MyHelsinki is on a
green and digital
transition too

Your Local Guide to Sustainable Helsinki.

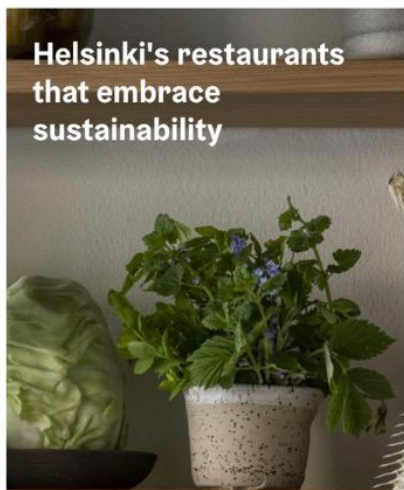
Climate change affects us all. Helsinki is committed to promoting a more sustainable way of life – for everyone. Our service helps you make more sustainable lifestyle choices.



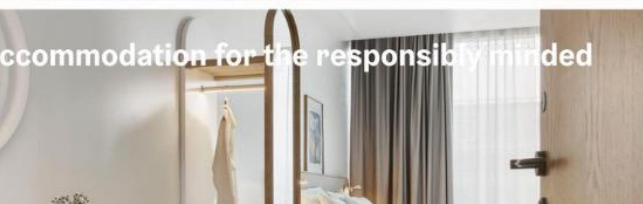
s in Helsinki
ous
s



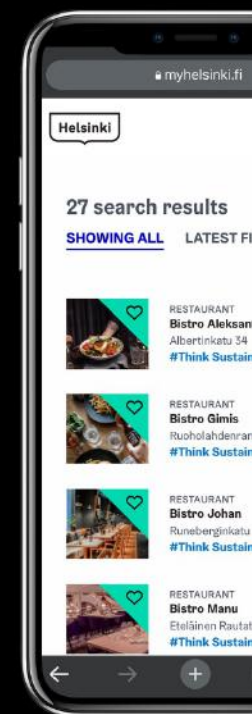
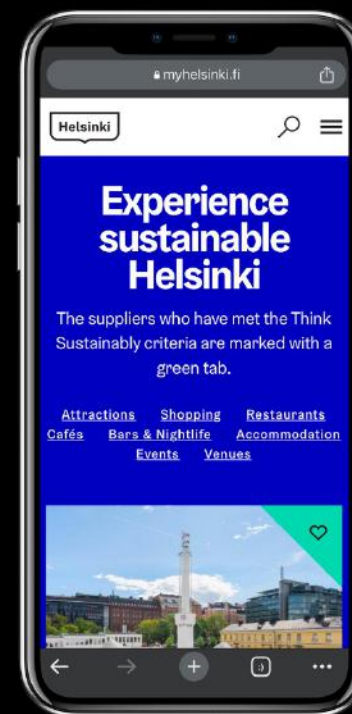
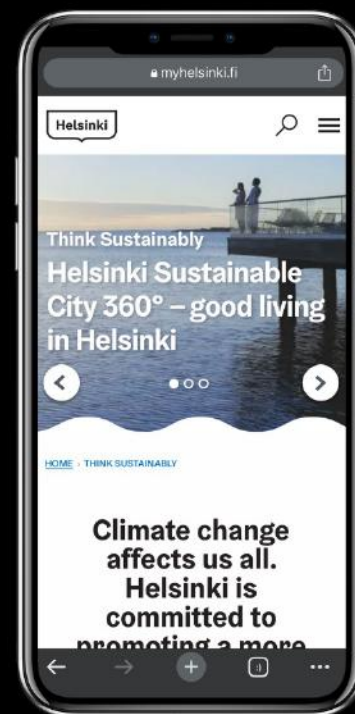
Helsinki's sustainable
shopping destinations



Helsinki's restaurants
that embrace
sustainability



accommodation for the responsibly minded





ADSHEL

**Your Local Guide
to Sustainable
Helsinki.
MyHelsinki.fi**

Helsinki

SOLD LOTTO
CITY HALL
LIGHT
SPECTACULAR
Helsinki 2024 - 2026
THE GREEN HOUSE

Stop 19
Helsinki
Helsinki

Talent attracts
more talent,
investment and
visitors

Bold & diverse

Mini-
documentaries



My Freedom
Stories



Helsinki Freedom,
home-delivered



Looking for Freedom
guerilla campaign



Bold & diverse

Mini-
documentaries



My Freedom
Stories



Helsinki Freedom,
home-delivered



Looking for Freedom
guerilla campaign



10 Helsinki Freedoms

1. Freedom to find balance
2. Freedom to feel safe
3. Freedom to love
4. Freedom to breathe
5. Freedom to learn & grow
6. Freedom to be equal
7. Freedom to be fragile
8. Freedom to speak from the heart
9. Freedom to take action
10. Freedom for trial and error

**Helsinki
Partners**



Helsinki



My Freedom Story

Helsinki

My Freedom Story

Stories about good life in Helsinki told by international talents and students. Collecting all stories on MyHelsinki.fi in close cooperation with companies and universities.

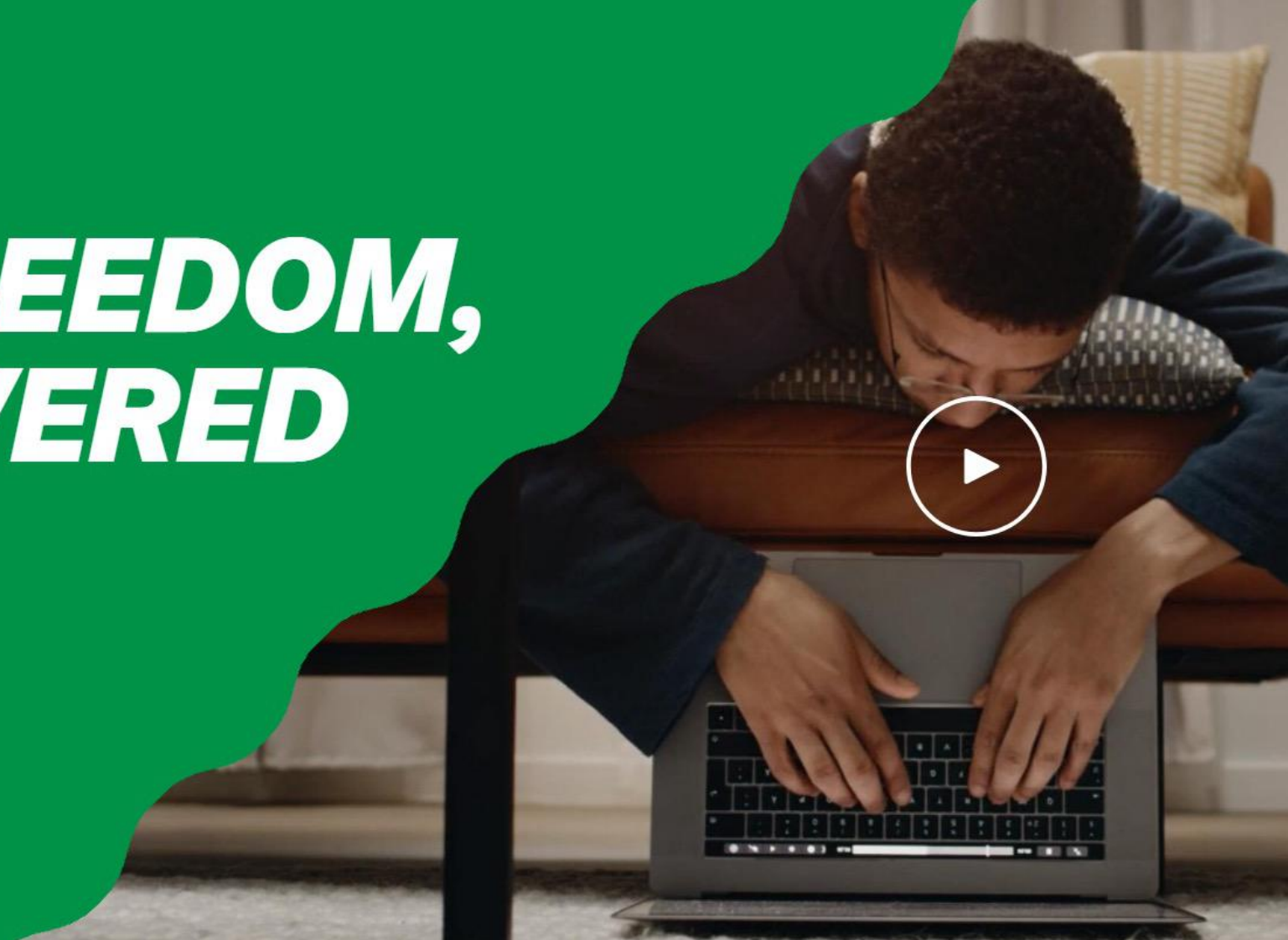
Helsinki


Ever seen a city being unboxed?

HELSINKI FREEDOM, HOME-DELIVERED

When tech talent can't come to Helsinki, we put the city in a box and send it to them.

Get Helsinki delivered to you →



A modern living room with a man sitting on a brown leather sofa. In front of him is a dark wood coffee table. To the left is a white armchair and a large potted plant. To the right is a small wooden side table with a vase of flowers. Large windows with light-colored curtains are in the background. The text "READY TO UNBOX?" is overlaid in large white letters.

READY TO UNBOX?

helsinki.homedelivered.com

Helsinki



Helsinki Freedom, home-delivered

Helsinki

Freedom Results 2019-2021

Paid media
impressions

30.6M

Earned
Media

89.1M

Applications

2 670



Challenges as
push to take the
next step



Helsinki went
virtual before
the world had to

May Day 2020

700K Viewers

150K Avatars





Will the future
be fully digital?

Experience Helsinki





A person wearing a grey long-sleeved shirt is standing in a field of white flowers. The person's hand is visible, resting on their leg. The background is a soft-focus field of similar white flowers and green foliage.

Helsinki

**Silence gives
space for people**

Kiitos Gracias

