

ANNUAL MARKETING WHEEL

Localise your
marketing strategy

FINLAND

Q2

APRIL
MAY
JUNE



PREPARED BY:
MAKES_{YOU}LOCAL

QUARTER 2

FROM WINTER TO SUMMER IN A FLASH

The second quarter of the year sees Finland go through a plethora of changes. The start is usually very cold and wet all around, but “proper spring” starts to bloom quickly, and paves the way for summer to arrive at the latter half of the quarter. We might have an amazingly warm, sunny day in April, only to be followed by a snowstorm the next night. Like the weather, people’s moods can vary a lot!

In April, many Finns start going out, and nightlife activities become more prominent. It’s usually the last chance to ski south of Lapland, so many enthusiasts try to crank out some kilometres before the snow turns to slush and melts away. Skateboarders take to the streets; the parks fill with runners and you might even see a group of people enjoying beverages on a terrace or park bench.

In May, the Finns (especially students) switch to a more easy-going lifestyle. The upper secondary students have just taken their matriculation exams and now finish up their last courses for the school year, which is reflected in the events and holidays of the season—it’s a popular time for party cruises to Sweden or Estonia. By the first week of June, schools close their doors for the summer holidays.

June truly marks the beginning of a new season, Midsummer, being the defining event of “the summer month”. The major cities quiet down, as most people head to cottages to barbecue, swim, hang around bonfires, and most importantly, have long sessions in the sauna!

With the climate changing from winter to summer in a flash, and several holidays falling on weekdays, there is much to celebrate with many toasts - *kippis!*

DID YOU KNOW?

A traditional Finnish saying related to Whit Sunday: “jos ei heilaa helluntaina, ei koko kesänä”, means that if you don’t have a partner by this day, you won’t have one for the entire summer!

Finns are big on ice hockey and ‘tis the season for the World Championships! In 2022, 2,35 million Finns were watching the final match for the gold medal!



Arttu Saarela
Finnish E-commerce Specialist, MakesYouLocal

APRIL HUHTIKUU

-  HOLIDAY
-  OBSERVANCE
-  EVENT
-  CAMPAIGNS
-  THEMATIC DAY

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

1st Easter Monday

HOLIDAY

2. pääsiäispäivä

1st April Fools' Day

THEMATIC DAY

Aprillipäivä

8th International Roma Day

OBSERVANCE

Romanien kansallispäivä

9th Mikael Agricola Day & Day of Finnish Language

OBSERVANCE

Mikael Agricolan päivä & suomen kielen päivä

27th National Veteran's Day

OBSERVANCE

Kansallinen veteraanipäivä

30th May Day's Eve

OBSERVANCE

Vappuaatto

EASTER MONDAY

Easter Monday is the last day of Finns enjoying their long weekend. Many Finns are coming back from visiting their relatives or from their ski trips in Northern Finland around this time.

GOOD TO KNOW: Easter Monday is a public holiday in Finland, so many businesses have limited opening hours or are closed for the day. Easter sales often feature winter clothing, winter sports gear and of course chocolates and seeds to sow in the spring.

APRIL FOOLS' DAY

Finns are usually quite reserved and quiet, but it doesn't mean they don't have a sense of humour! Finns celebrate by pranking or telling white lies to friends and family. *Aprillia, aprillia, syö silliä ja juo kuravettä päälle!*

GOOD TO KNOW: Many businesses love to participate in April Fool's Day – some very successfully so! Fake product launches or rebranding posts from brands attract a lot of attention on social media.

INTERNATIONAL ROMA DAY

Finland has always had a lot of inhabitants with Roma heritage and this day is becoming more widely recognised each year. This day is all about human rights and a celebration of the Roma culture.

GOOD TO KNOW: This observance is not something to be used for commercial gain as the Finnish Roma still face a lot of prejudice. Some brands, mostly in collaboration with NGOs, choose to simply show support and recognition!

MIKAEL AGRICOLA DAY

Mikael Agricola wrote the first book (the Finnish ABCs) in Finnish and is regarded as the founding father of the written Finnish language, which gives the day its second official name.

GOOD TO KNOW: Bookstores and event venues often have special deals and events in conjunction with this observance. Discounts on Finnish books, art and music are commonplace.

NATIONAL VETERAN'S DAY

This observance was established to honour all the veterans, who fought in the wars to maintain the independence of Finland – both men and women. It's a solemn day and people tend to go about it by paying their respects at the graveyards, visiting their older relatives and of course – hoisting the Finnish flag high up on the pole.

GOOD TO KNOW: Some businesses post on social media to honour the veterans, but a brand without a strong connection to the history of Finland might come across as pretentious by being vocal about this observance. Many businesses have around-the-year discounts for veterans but might offer something for free today as a part of the celebration.

MAY DAY'S EVE

This springtime celebration is a major holiday for workers and students. While the students are out and about with their student organizations people go out to parks, restaurants and bars with their friends and family to enjoy traditional Finnish mead, *sima*, with some doughnuts, which we call *vappumunkki* or a type of funnel cake, called *tippaleipä*. This observance bears witness to some of the craziest partying of the year.

GOOD TO KNOW: Businesses in Finland often put up signs and advertisements catering to the crowd that is celebrating Vappu. *Sima*, *tippaleipä* and *vappumunkki* can be found in every convenience store in Finland around this time of year along with streamers, helium balloons and other party paraphernalia.

MAY TOUKOKUU

- HOLIDAY**
- OBSERVANCE**
- EVENT**
- CAMPAIGNS**
- THEMATIC DAY**

M	T	W	T	F	S	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

1st May Day

HOLIDAY

Vappupäivä

9th Ascension Day

HOLIDAY

Helatorstai

9th Europe Day

THEMATIC DAY

Eurooppa-päivä

10th The Ice Hockey World Championships

EVENT

Jääkiekon MM-kisat 2024, 1. päivä

12th Mother's Day

OBSERVANCE

Äitienpäivä

12th J.V. Snellman's Day & Day of Finnish Identity

OBSERVANCE

J.V. Snellmannin päivä & suomalaisuuden päivä

19th Whit Sunday

HOLIDAY

Helluntai

19th Commemoration Day of Fallen Soldiers

OBSERVANCE

Kaatuneiden muistopäivä

MAY DAY

May Day doubles as Labour Day in Finland, which is characterised by one very notable visual element: everywhere you look, you will certainly spot a white graduation cap. These caps are given to all Finnish students, who have graduated from upper secondary school. While May Day's Eve is a day for partying, on the actual day of this holiday many political rallies, protests and marches are being held.

GOOD TO KNOW: While many businesses have closed shop for the day, it's common to see educational content, party decorations and May Day foodstuffs being promoted in a big way. Many businesses that have nothing to do with the theme of May Day, still opt to use the white graduation cap and balloons as a part of their marketing around this time of the year.

ASCENSION DAY

Ascension Day, or helatorstai as the Finns call it, is a religious holiday as well as a celebration of springtime. Traditionally, helatorstai is a holiday of pagan origin, which marks the start of the sowing season. To this day, in some places, people light up bonfires as a part of the pagan traditions surrounding this holiday.

GOOD TO KNOW: While helatorstai doesn't have a lot of commercial traction, at this time of the year Finns start to get excited about the summertime and some businesses have already started switching their advertising and outlook to fit the summertime. Event venues and restaurants might take advantage of this holiday to arrange something special on the day or its eve.

EUROPE DAY

This day is a celebration of the European Union and a celebration of peace and unity. Many political parties host rallies and get-togethers on this day, to either support or denounce the idea of the European Union.

GOOD TO KNOW: Businesses might have some advertisements or paraphernalia sporting the EU flag as a sign of respect for the day, while some businesses are running promotions to fit the theme of the day.

THE ICE HOCKEY WORLD CHAMPIONSHIPS

As the puck drops to the ice and the Finnish ice hockey team, Leijonat start their journey through the championships, a big part of the nation has their eyes glued to the television screen at their homes, their local bar or at the game night their friend is hosting. The tournament lasts for 16 days, ending on the 26th of May and if luck should have it, there will be a huge party to celebrate Finland's prowess.

GOOD TO KNOW: The Ice Hockey World Championships is very visible in advertising as frozen foods, sausages, chips and beverages have new labels on them to fit the theme of the 16 days to come. All sorts of products can be advertised to go along with the theme, as long as the advertisement or post makes some sort of credible visual or textual reference to ice hockey.

MOTHER'S DAY

A celebration for Mother's Day in Finland might include bringing breakfast to bed, a brunch, reciting poems, singing songs or going out together with the family. There is a tradition of collecting windflowers (valkovuokko in Finnish) and giving them as gifts to your mother. This holiday also extends to celebrate, congratulate and give thanks to all mothers (grandmothers, aunts, friends, etc.), whom one has a close relationship with.

GOOD TO KNOW: Businesses run advertising campaigns and promotions on all sorts of gift cards around this time of year. The windflower is a common visual element for these advertisements.

J.V. SNELLMAN'S DAY

J.V. Snellman was a Finnish philosopher, author and journalist. He played a key role in defining the identity of Finnish culture and the idea of what it is to be a Finn, which is why this day is now also known as the Day of Finnish Identity.

GOOD TO KNOW: Finnish Flags have been hoisted up high on the pole and some businesses might promote Finnish goods or educational products.

WHIT SUNDAY

This holiday is another one of both Christian and pagan origin, from which the latter has given the day its Finnish name, *helluntai*. This summer holiday has some romantic superstitions attached to it. Traditionally, one would host a party, where people dance around a bonfire and perform some traditional Finnish rituals that bring love and prosperity for the coming summer.

GOOD TO KNOW: *Helluntai* is not much of a commercial holiday, but some businesses like to post greetings on social media for this day.

COMMEMORATION DAY OF FALLEN

SOLDIERS

This day honours all those who have lost their lives in armed conflict, inside or outside of Finland. Traditionally, the flag is hoisted up and people visit the war graves and the graves of their relatives.

GOOD TO KNOW: Businesses don't usually acknowledge this observance at all, as a sign of respect towards the fallen and their offspring.

JUNE KESÄKUU

-  HOLIDAY
-  OBSERVANCE
-  EVENT
-  CAMPAIGNS
-  THEMATIC DAY

M	T	W	T	F	S	S
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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

4th Flag Day of the Finnish Defence Forces

THEMATIC DAY

Puolustusvoimain lippujuhla

21st Midsummer's Eve

OBSERVANCE

Juhannusaatto

22nd Midsummer's Day

HOLIDAY

Juhannuspäivä

FLAG DAY OF THE FINNISH DEFENCE FORCES

Each year the Finnish Defence Forces host a parade in one of the major cities of Finland. There are hundreds of soldiers marching through the street, with tanks and trucks rolling behind them and fighter jets soaring across the skies.

GOOD TO KNOW: Some businesses like to salute the defence forces as a sign of respect by posting on social media, but other than that there's not a lot of promotion happening on this day.

MIDSUMMER'S EVE

Midsummer is one of the biggest holidays in Finland. Finns go out to their summer houses to enjoy the summer, lighting up bonfires and having barbecues with their friends and family throughout the night. There are festivals, dances and other sorts of events around Finland as a part of the celebrations. Midsummer in Finland is a magical sight to behold, which is probably why some practice traditional Midsummer love magic rituals as well, by placing flowers under a pillow or rolling around naked on a dewy meadow.

GOOD TO KNOW: Businesses often have advertisements and promoted products on display to fit the theme of the holiday. Discounts on themed products are very common. Birch leaves and bonfires are the popular visuals for these advertisements.

MIDSUMMER'S DAY

The day after the eve is traditionally celebrated by taking it easy and enjoying time with one's friends and family. Almost all shops are closed during this day, to allow everybody to go out and enjoy the summertime.

GOOD TO KNOW: While most stores are closed, this can be a great e-commerce opportunity as people are already just hanging about. Advertisements and greetings adorned with birch leaves, bonfires and sauna paraphernalia can be seen everywhere!

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