



MyHelsinki: helping people find the best of Helsinki

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The Challenge

Helsinki is the Baltic Sea's best-kept secret. With a sizzling food scene and a thriving start-up ecosystem, the city has a lot to offer — **and yet it's still overshadowed by its neighbors Stockholm and Copenhagen as a destination for visitors and talent.**

It's the end of tourism as we know it.

The era of localhood for everyone has begun.



The Vision

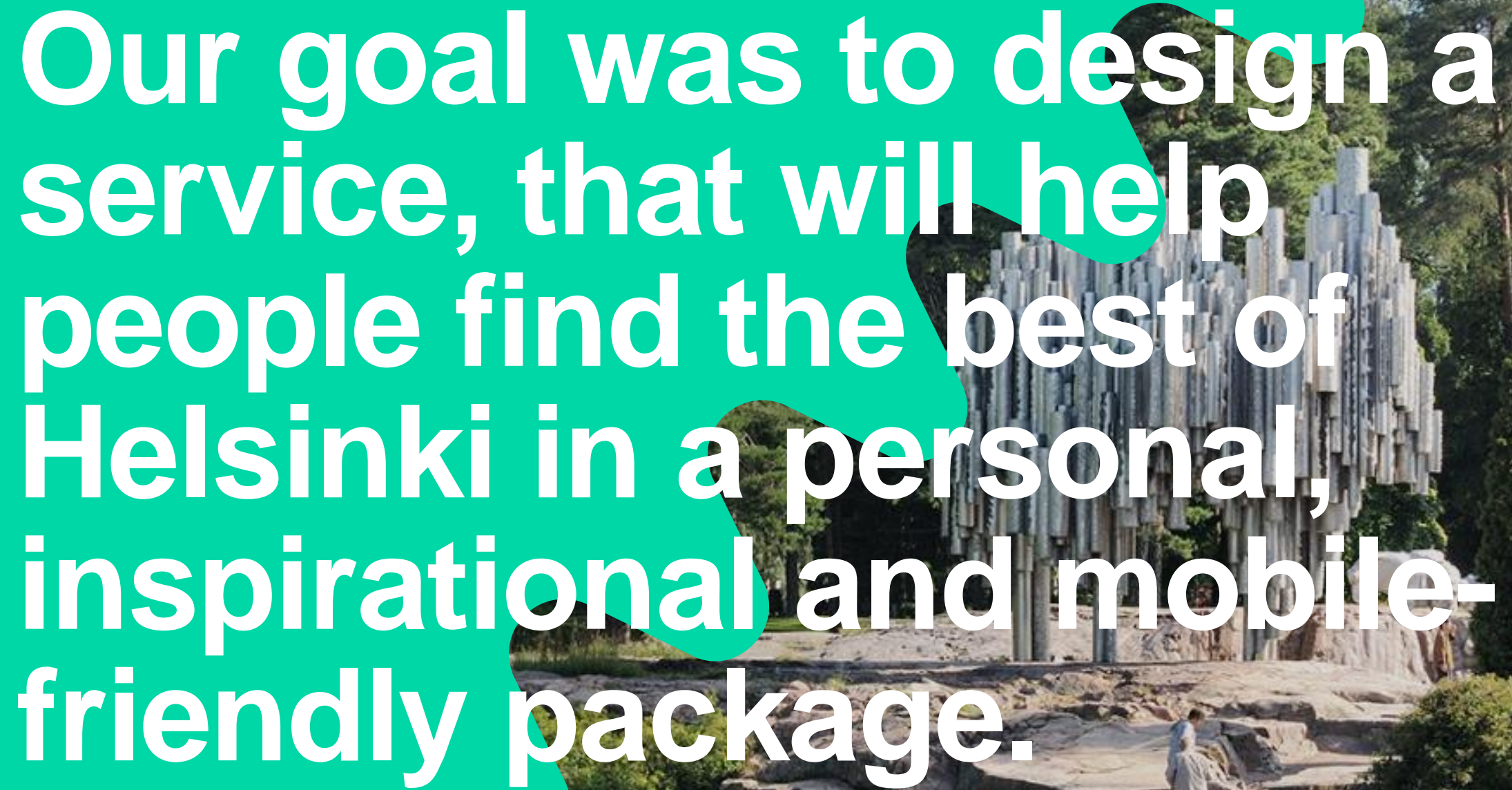
Helsinki is for a good life.

Helsinki wants to be the the most functional city in the world, and a place that attracts people and companies that work towards a better world.

Helsinki cannot solve the big challenges – nor is it even sensible to do so – on its own, but instead **we need strategic partnerships with everyone who is interested in developing Helsinki.**

MyHelsinki.fi – implementing city strategy to a marketing concept and a digital service

Helsinki

The background of the slide is a photograph of a park. In the center, there is a large, abstract stone monument made of many vertical, rectangular blocks of varying heights. A path leads towards the monument, and several people are walking on it. The park is surrounded by lush green trees and grass. A large, teal-colored abstract shape is overlaid on the left side of the image, partially covering the text.

Our goal was to design a service, that will help people find the best of Helsinki in a personal, inspirational and mobile-friendly package.

MyHelsinki Target Audiences



Visitors



Locals



Talent

MyHelsinki Key Objectives

1. Combine visitor and business content in one website
2. Make services easy to find
3. A tool locals can use to share tips about what to see and experience
4. Promote business by using open data

The Concept Strategy

Activating people to share their favorite places and events of Helsinki was the core of the strategy.

Personal recommendations are overwhelmingly effective marketing tools in the social media environment.

MyHelsinki Service Promise

In keeping with the website's service promise, **“Your local guide to Helsinki”**, all the content has been compiled by local tastemakers. **It's a recommendation you can trust.**



YOUR LOCAL GUIDE
EGS

Graffiti artist



YOUR LOCAL GUIDE
Timo Santala

We Love Helsinki



YOUR LOCAL GUIDE
Renaz Ebrahimi

Random Life



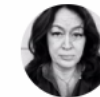
YOUR LOCAL GUIDE
Valerie Vlasenko

Arctic Startup



YOUR LOCAL GUIDE
Iris Olsson

Artistic Director, DocPoint



YOUR LOCAL GUIDE
Jaana Rinne

Toimittaja



YOUR LOCAL GUIDE
Aleksis Pahkala

Helsinki Marketing



YOUR LOCAL GUIDE
Mari Nieminen

Pienten Helsinki



YOUR LOCAL GUIDE

Timo Santala

We Love Helsinki



YOUR LOCAL GUIDE

Antti Huttunen

Retkipaikka.fi



YOUR LOCAL GUIDE

Renaz Ebrahimi

Random Life



YOUR LOCAL GUIDE

Marjukka Malkavaara

Helsinki Design Weekly



YOUR LOCAL GUIDE

Valerie Vlasenko

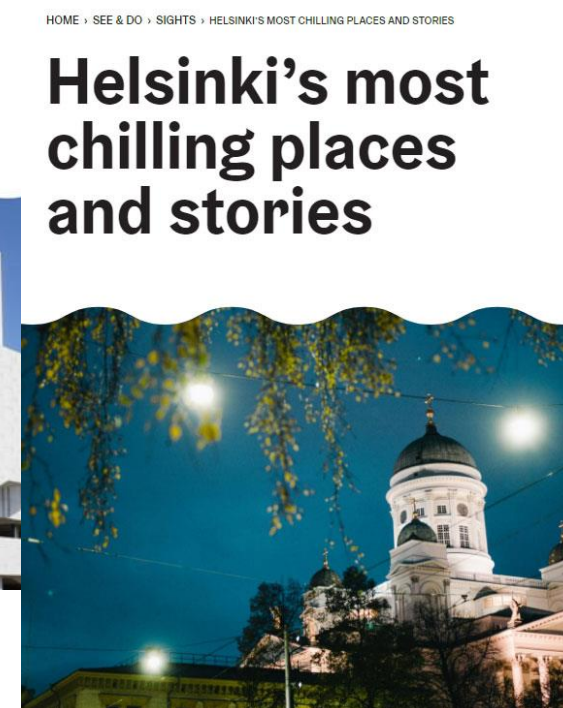
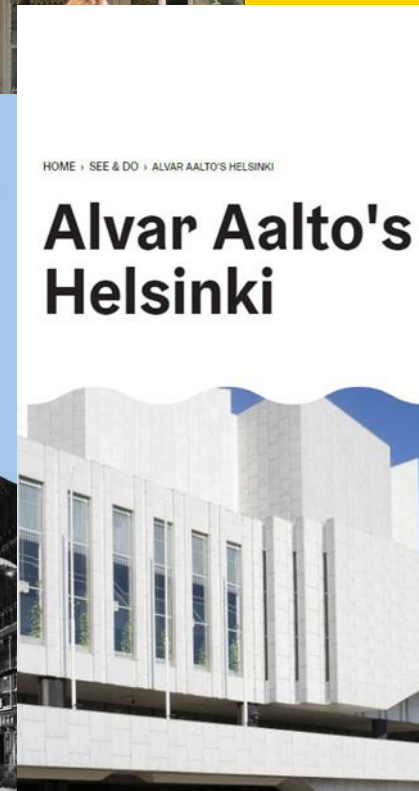
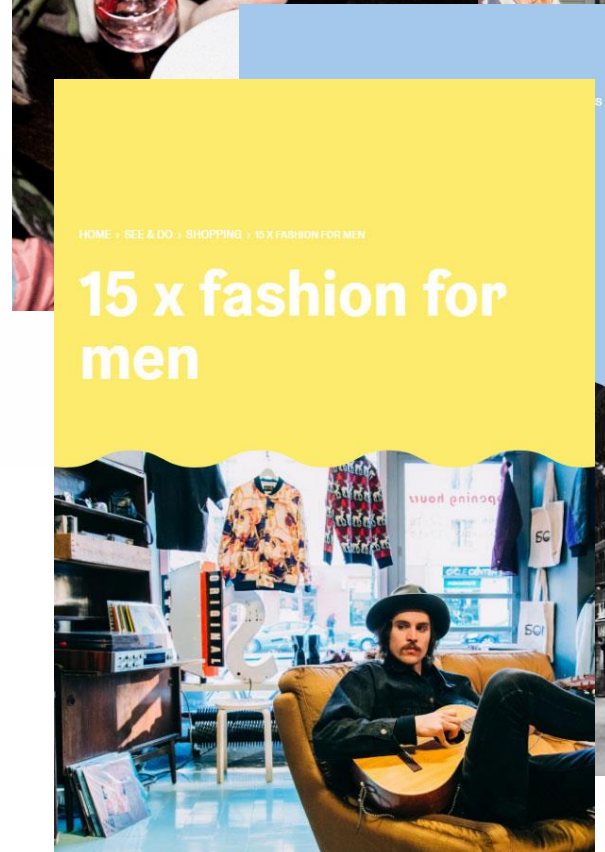
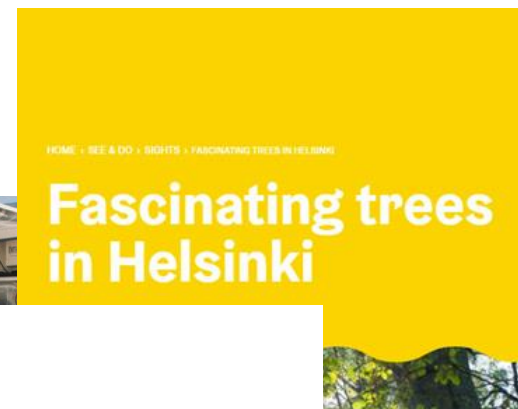
Arctic Startup



YOUR LOCAL GUIDE

Mari Nieminen

Pienten Helsinki



Results

160 000

#myhelsinki mentions

1935%

Site visit increase in 6 months

19%

Foreign visitor increase
to Helsinki in 2017

MyHelsinki is

**An inspiring,
personal, and
social window
into the best
of Helsinki**



Helsinki – world leader in open data

Helsinki

Helsinki
Espoo
Vantaa
Kauniainen

Public
Licensed openly
Machine-readable
Free



Helsinki is an excellent platform for innovations.

Helsinki provides open data that can be freely used, re-used and redistributed by anyone.

Data drives modern businesses and creates new opportunities.

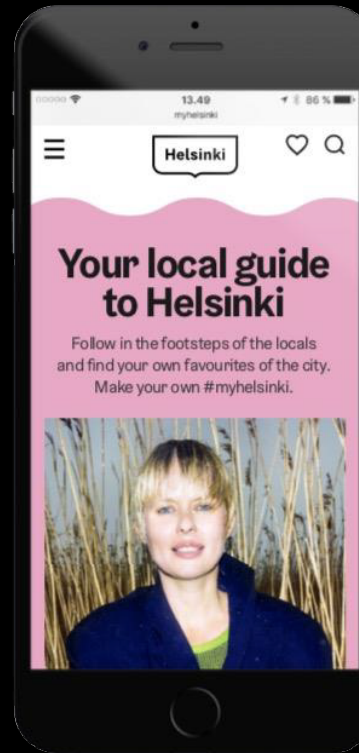
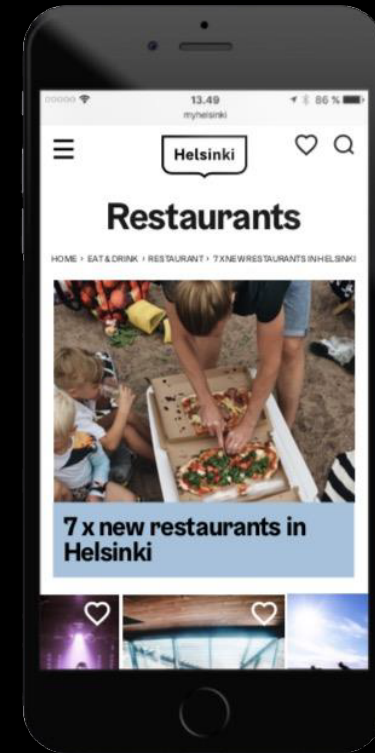
- Helsinki City Strategy 2017-2021



What's the value of open data for b-to-c services?

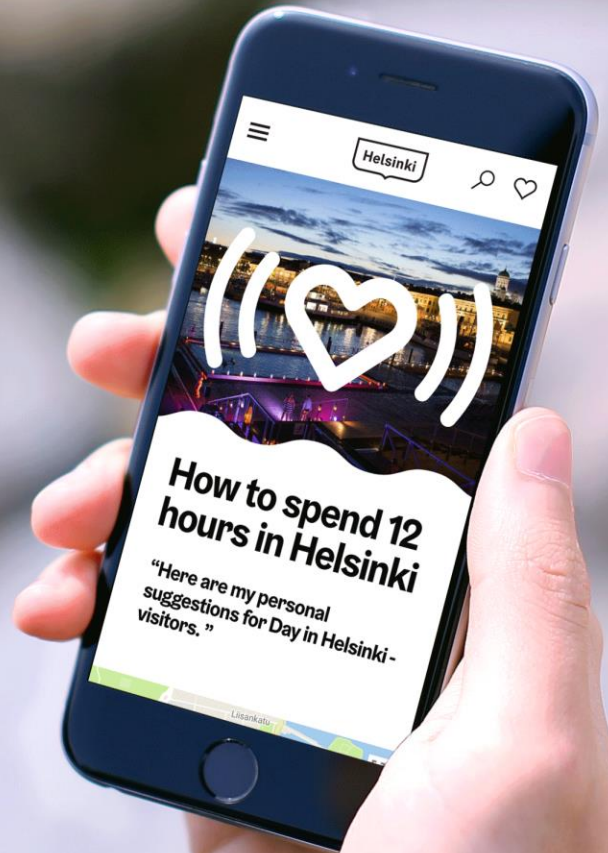


One of the new brand identity spearheads is the new My Helsinki concept – all Helsinki city marketing is based on genuine recommendations.



One of the key features is MyHelsinki lists, a visual map of favorite places in Helsinki that anyone can create and share.

**MyHelsinki lists
are a way for
locals to let the
world know
about their city.**



**Helsinki open data
enables businesses
to serve travellers
with relevant,
personalised content and
services.**

Open data is our content marketing.



Location Data

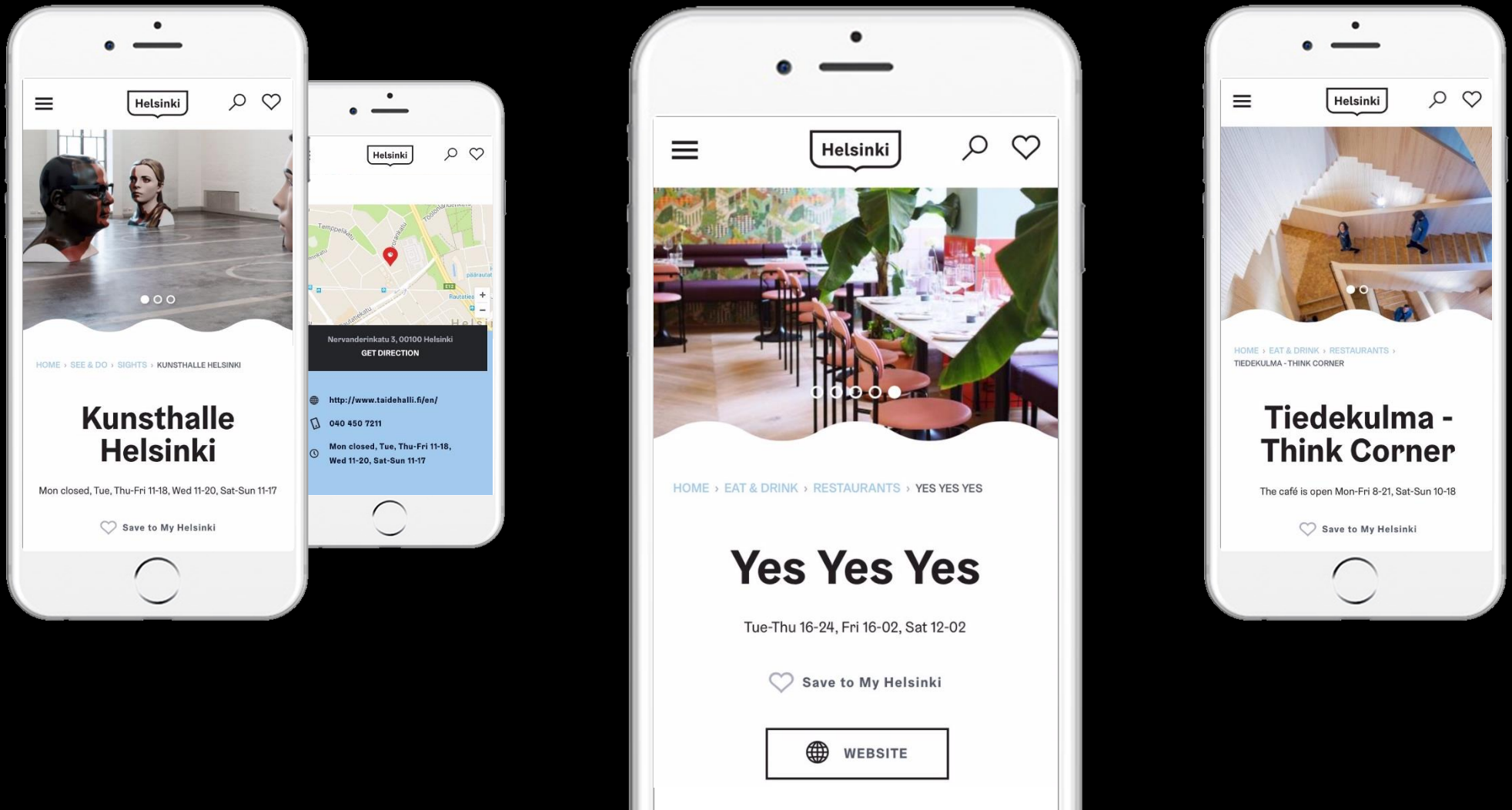
Event Data

Activity Data

Helsinki Marketing maintains these three databases. We make sure that the data is:

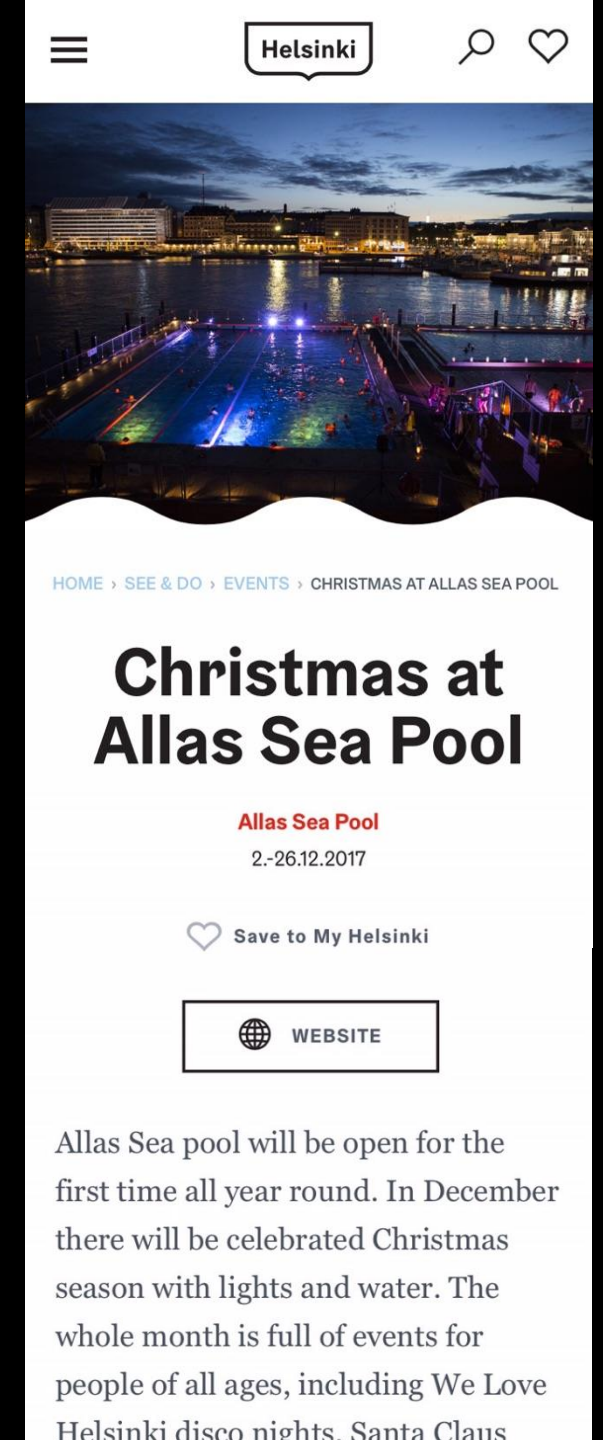
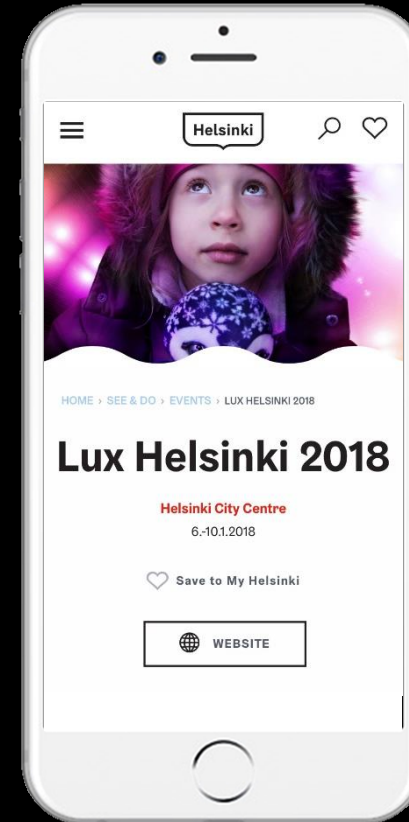
- High quality
- Comprehensive
- Up-to-date
- Curated

Best locations to visit:

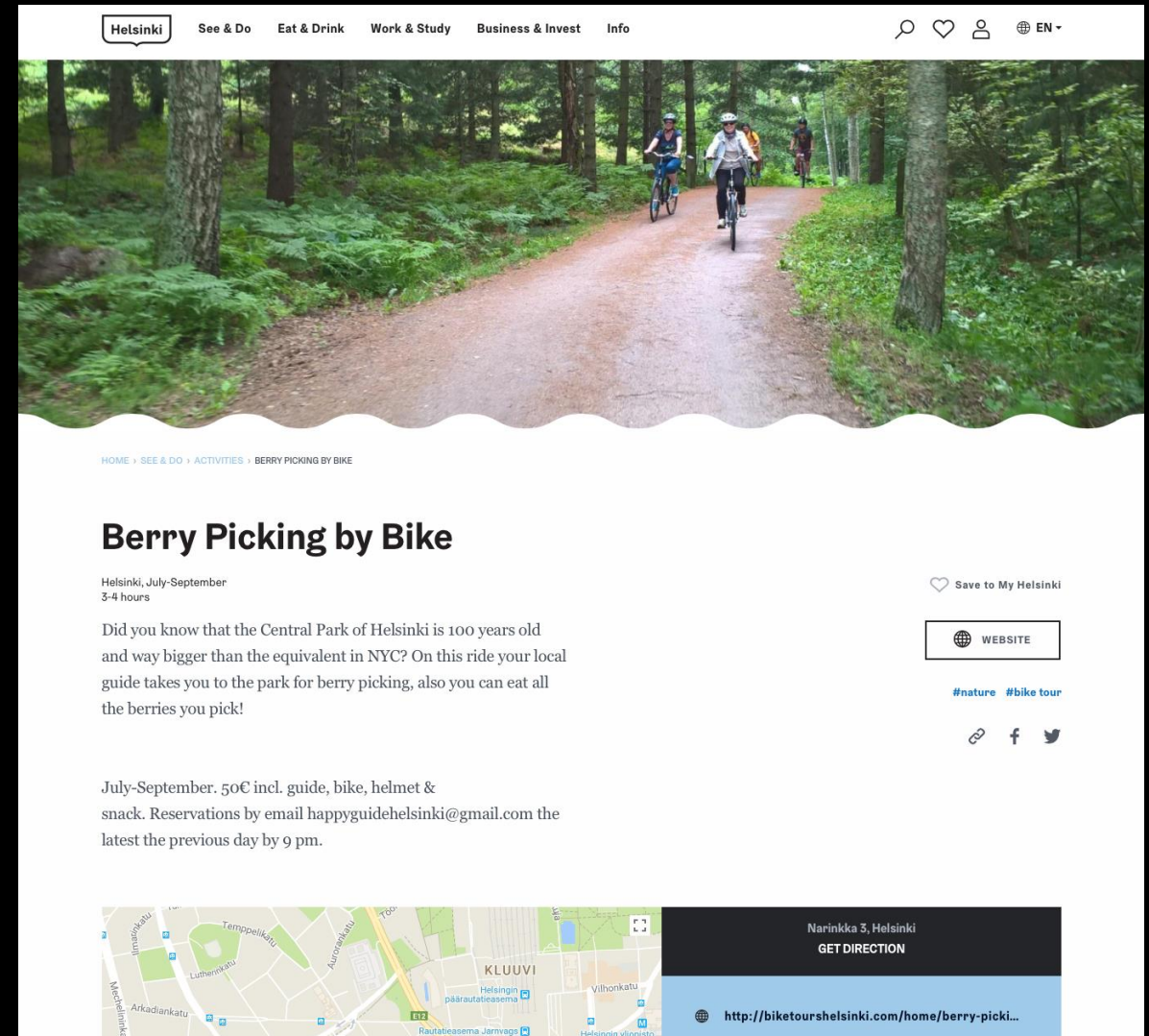
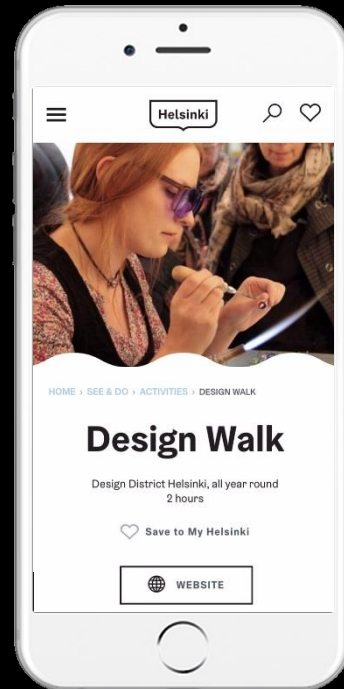


Most interesting events:

Helsinki



Relevant activity data:

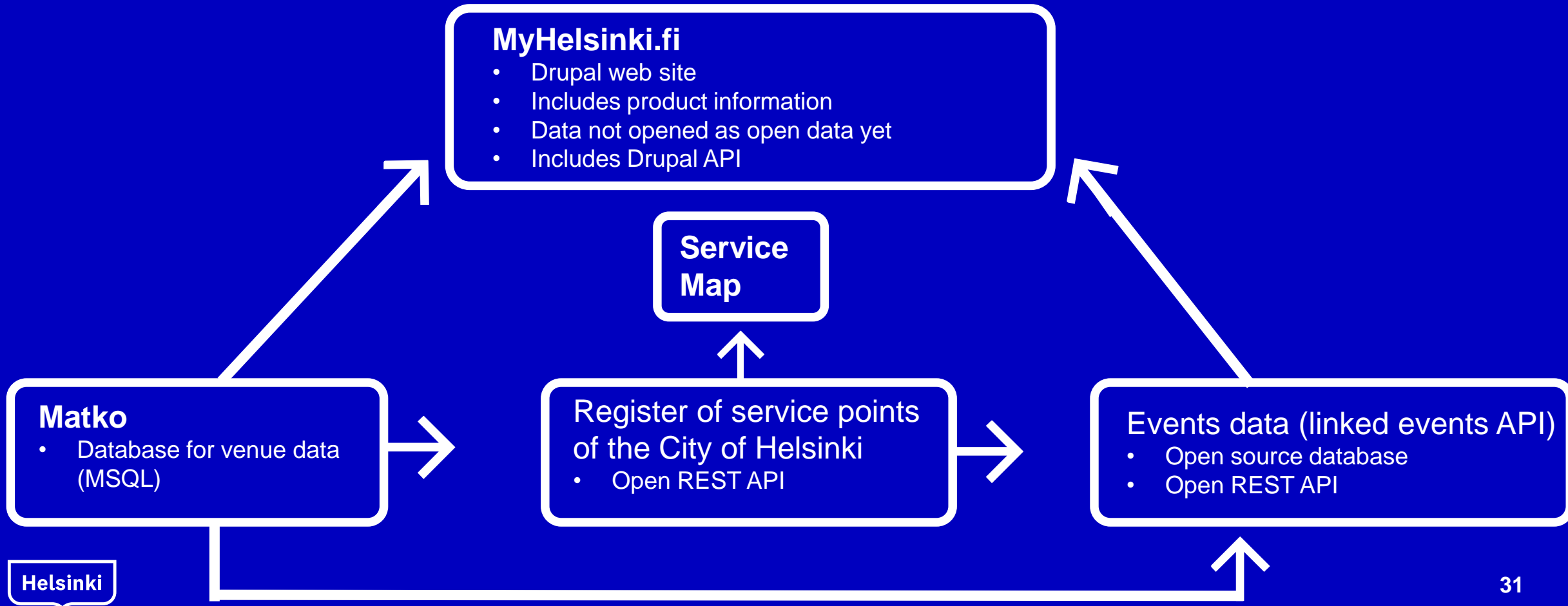


A vibrant night scene of a crowded outdoor festival in Helsinki. The image shows a large gathering of people, mostly young adults, walking and socializing. The area is illuminated by warm, glowing string lights and large, white, lantern-like light fixtures hanging from above. The background features trees and a building with a striped awning. The overall atmosphere is festive and lively.

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

Helsinki Marketing Data Flow 2018

Databases, APIs and Data Flow of Helsinki Marketing



Helsinki Marketing Digital Ecosystem 2018



The word "Helsinki" is written in a bold, white, sans-serif font. It is centered within a white outline that forms a speech bubble or a shield-like shape with a pointed bottom. The entire graphic is set against a solid blue background.

Helsinki