

Best Citizen Engagement



Helsinki

Entered by City of Helsinki



The City of Helsinki adopted a new brand strategy and identity in June 2017 in conjunction with a thorough reform of the City organization.

One of the new brand identity spearheads was the new My Helsinki concept and its website, which needed to be in line with the changes to Helsinki's city marketing strategy. The aim was to further enhance Helsinki's international visibility and appeal, as well as to make it easier to find Helsinki's services and offerings. MyHelsinki.fi brings together content about the city's aspirational and experiential offerings and business opportunities.

This represented a strategic change from previous tourist-focused Visit Helsinki campaigns. MyHelsinki.fi is "from locals to locals": all content and recommendations on the site are made by locals, and besides visitors, is also relevant and aimed at themselves. As progressive players of the travel industry such as Airbnb have declared, it's the end of tourism as we know it. It's the era of "local-hood for everyone".

Activating and encouraging citizens to create their personalized Helsinki content was set as the core of the strategy. Accordingly, the My Helsinki service has a function that allows locals to list their own favourites and share these on social media or by e-mail.

The website and its services are promoted by well-known local personalities, all of whom have contributed their own personal Helsinki tips. Besides content creation it was very important to attract local residents, visitors and businesses to help develop the service. The design is based on user needs by highlighting local events, shops and restaurants and also has the chance to offer users individually tailored recommendations based on the user data.

Official marketing began in collaboration with Flow Festival Helsinki in August, where My Helsinki had a visible selfie spot / meeting point with free wi-fi connection. At the same time local media partner Radio Helsinki encouraged locals to give their own tips of favourites in the city and give feedback of the user-experience of MyHelsinki.fi. Feedback has been positive and enthusiastic: locals have made and shared their own favorite #myhelsinki –lists and #myhelsinki-pictures on various social media channels.

Users can send feedback and improvement suggestions & this feedback highlighted the need to cover local experiences. A new "Neighborhoods" section will therefore be introduced before the end of the year. A new marketing concept will be launched soon, gathering tips from locals of what's best in the city and rewarding the local favourites, highlighting entrepreneurs deserving praise from locals, cultivating good will and a sense of pride in the community Helsinki marketing relies on the belief that visitors and international experts who work in Helsinki are interested in the same things as the locals are.