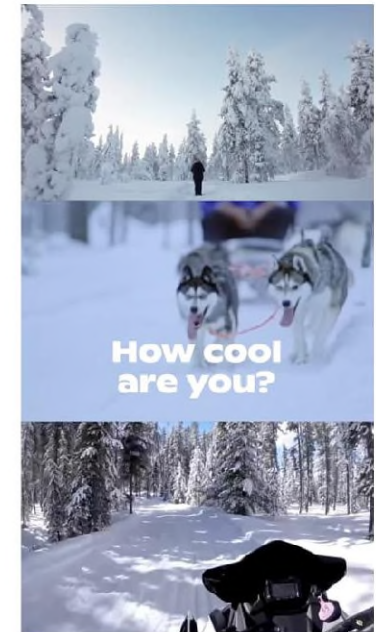
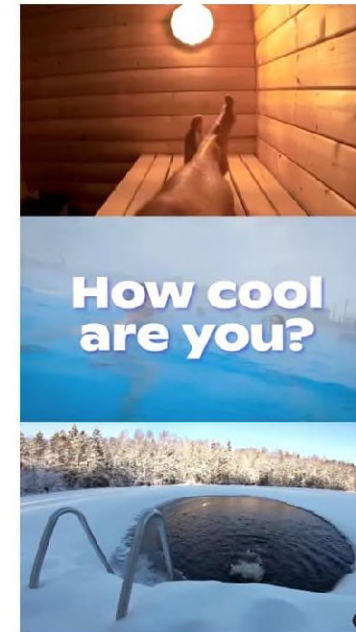


How cool are you? campaign

- Channels: Visit Finland Meta & TikTok
- Targeting: 30-55y. (Meta), +25y. (TikTok), travel interest
- Target: Reach / video views
- Campaign time: December 2024 – February 2025



<https://www.instagram.com/reel/DEE5h0UBJTo/>

<https://www.instagram.com/reel/DEkAPIJv4ec/>

<https://www.tiktok.com/@visitfinland.com/video/7453017795102559510>

<https://www.tiktok.com/@visitfinland.com/video/7457503988095733014>

