

WIF USA – Campaign Content

Living in Finland	Working in Finland	Residence Permit
9 headlines • 3 descriptions	8 headlines • 4 descriptions	4 headlines • 4 descriptions

Living in Finland

CAMPAIGN	WIF USA Jatkuva
THEME	Living in Finland
LANDING PAGE	Work in Finland: Living in Finland
TAG	living

Headlines

#	Copy
1	Living in Finland
2	Work-Life Balance in Finland
3	Quality of life
4	Safety and stability
5	World's happiest country
6	Finland for families
7	Life in Finland
8	Finnish culture
9	Work in Finland

Descriptions

#	Copy
1	Find out what's behind Finland's happiness and stability.
2	Build your career while maintaining a fulfilling personal life

3 Experience a family-friendly lifestyle in Finland

Working in Finland

CAMPAIGN WIF | USA | Jatkuva

THEME Working in Finland

LANDING PAGE [Work in Finland homepage](#)

TAG

Headlines

#	Copy
1	Working in Finland
2	Unique job opportunities
3	Work opportunities
4	Everyone has equal worth
5	A culture of innovation
6	Work in Finland
7	Find work-life balance
8	Find a job in Finland

Descriptions

#	Copy
1	Experience working and living in Finland
2	Finland offers opportunities for professionals who want develop their skills.
3	Finland's educational system is the foundation of the country's research and innovation.
4	Ready to take the next step in your career?

Residence Permit

CAMPAIGN	WIF USA Jatkuva
THEME	Moving to Finland
LANDING PAGE	Residence permit guide
TAG	moving

Headlines

#	Copy
1	Residence permit in Finland
2	Work in Finland
3	How to apply residence permit
4	Check the requirements

Descriptions

#	Copy
1	How to apply for a first residence permit for an employed person.
2	Read the requirements for a residence permit for an employed person.
3	Step-by-step guide how to apply for a resident permit.
4	Check that the residence permit for an employed person is the right permit for you.