



Have you got the Energy for Norway?

Visit Norway's Facebook campaign is urgently calling all Brits to download the Office Energy Converter. See who puts most energy in at work, and challenge your friends!

The energy you put into work everyday will be converted into the chance to win an energetic holiday to Norway. There's one to be won every fortnight, so if you're one of Britain's most energetic workers you could be skiing, kayaking, mountain biking and surfing your way around Norway very soon.

DON'T FORGET! Open the widget every time you start your computer or your energy won't be recorded. In the meantime, why not share this with your Facebook friends and challenge them to see who the most energetic worker is?

<http://apps.facebook.com/energyconverter/>

Background info on the Campaign

Innovation Norway, the Norwegian tourist board, has worked with the Advertising agency Amp to launch its first social media campaign in the UK, encouraging new online audiences to consider Norway as a leisure destination for active people. Norway is traditionally known for its fjords and beautiful nature which tends to attract an older target group. But very few people are aware of all the outdoor activities Norway can offer. Through the campaign, Innovation Norway hopes to raise awareness of the variety of activities on offer and also reach a younger target group (25-35 years).

The campaign builds on the brand tagline 'Powered by Nature' and targets active sports enthusiasts via the online social media, Facebook. It demonstrates why Norway is the perfect destination for active people and showcases the diverse range of active and extreme sports on offer in Norway, challenging people to see if they have 'got the energy for Norway?'

The idea behind the promotion is that people in Britain work the longest hours in Europe, and the financial crisis has only perpetuated this tendency. The people in Norway also work hard, but they use their energies in other ways too. Namely in their spare time, where they enjoy active experiences in Norway's beautiful nature. Norwegians feel very close to the British and they are worried by this emerging trend and therefore invite the British population convert their energies at work into the opportunity to win a free activity holiday to Norway for 2 people. The campaign will run for eight weeks and there will be a price draw every other week. A spoof film where members from Visit Norway (Innovation Norway's consumer brand) invite the British public to participate in the competition and explain how to download the widget.

The widget is downloaded on the desktop and has been built with a Microsoft sleeve around it which means that the vast majority of British workers will be able to download it on their work desktop. Once it is downloaded it will measure the individuals input through typing and mouse movements on a daily basis. There will be an inbuilt button on the widget encouraging you to challenge friends and a facebook page will be set up with a leader board where you can track who is the hardest working person in Britain and monitor where you are in the pecking order.

To create awareness of the campaign Amp has briefed 50 bloggers who regularly writes about extreme sport and outdoor activity, we will have social advertising on facebook and the spoof film will be featured on You Tube. We are also hoping for a viral effect through participants challenging friends.

To find out more go into your Facebook page and search for the Office Energy converter or type in <http://apps.facebook.com/energyconverter/>

See our video on You Tube:

<http://www.facebook.com/ext/share.php?sid=128146623437&h=rjs8l&u=JPnvp&ref=mf>

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