

THE UNBELIEVABLE CHALLENGE

*International competition
for architects*

Short update



FLATLIGHT FILMS

RUUKKI

Energy-efficient steel solutions for better LIVING. WORKING. MOVING.

Our investor...

We have a demanding investor, who needs and wants to build a new, abt 10.000-20.000 m² logistics center in rough environment close to North Pole.



The building should not look like typical grey, dull logistics building, but inspiring and attractive.

There are specific requirements for the materials to be used, as well as for energy efficiency throughout its life cycle.

Santa needs now the help of talented architects and Ruukki.

RUUKKI

Photo shootings in "location" has been done



Target: younger architect generation

We offer the winner to work in a well-known Norwegian architect's office for three months in the autumn of 2015.

<http://snohetta.com/>

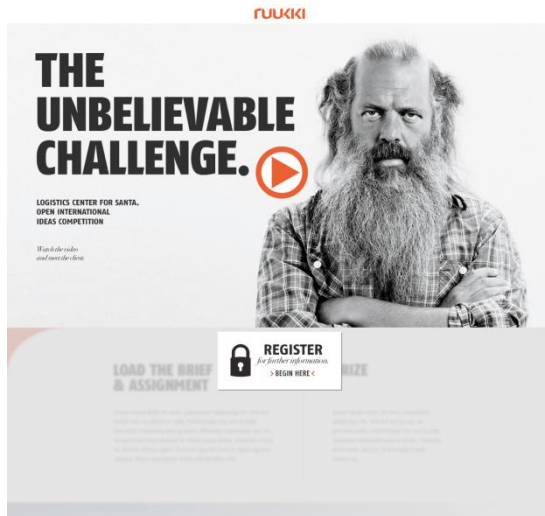


Landing page

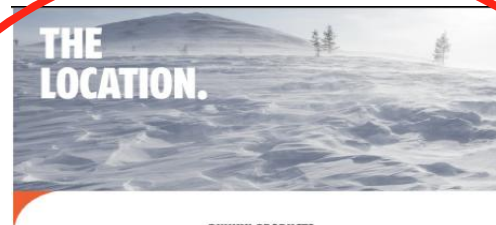
DRAFT

Page includes information on

- Requirements for the building
- Location for logistics center
- All products in one page (linked to related pages in ruukki.com).
- Competition timeline
- Prize
- Introduction of the jury of the competition



Contact information needed to proceed (contacts generated).



RUUKKI PRODUCTS



COMPETITION TIMELINE

1. Call for entries
2. Submission
3. Jury selection
4. Winner

REGULATIONS & ASSESSMENT CRITERIA

Learn more about the competition rules, regulations and assessment criteria. Find out how to participate, what the prizes are, and how the jury will select the winner.

QUERIES / FAQ

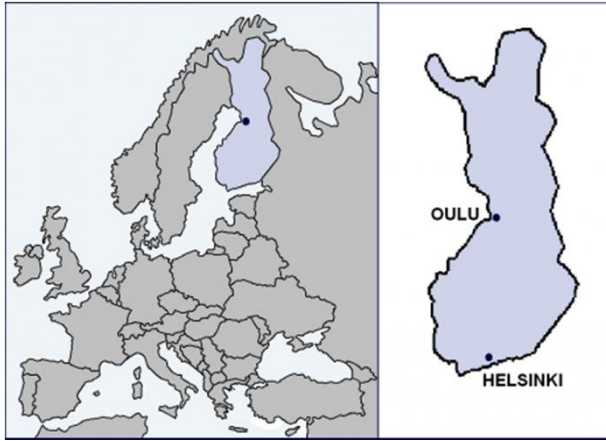
Find answers to frequently asked questions about the competition. If you have any questions, please contact the jury.

THE JURY

Learn more about the jury members and their expertise. Find out how they will select the winner.



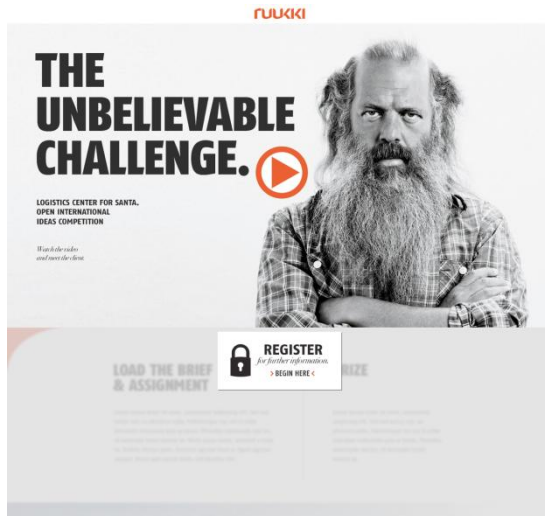
RUUKKI



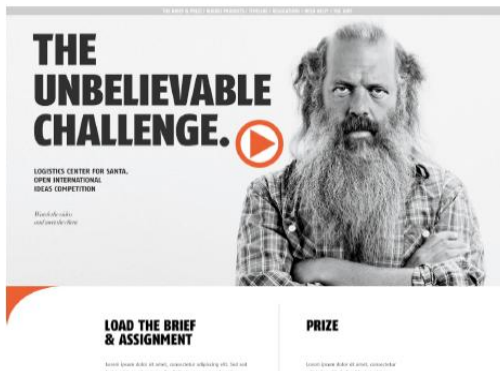
Discussions going on with construction companies:

- Skanska
- YIT
- Lemminkäinen
- SRV
- Hartela (?)

Landing page

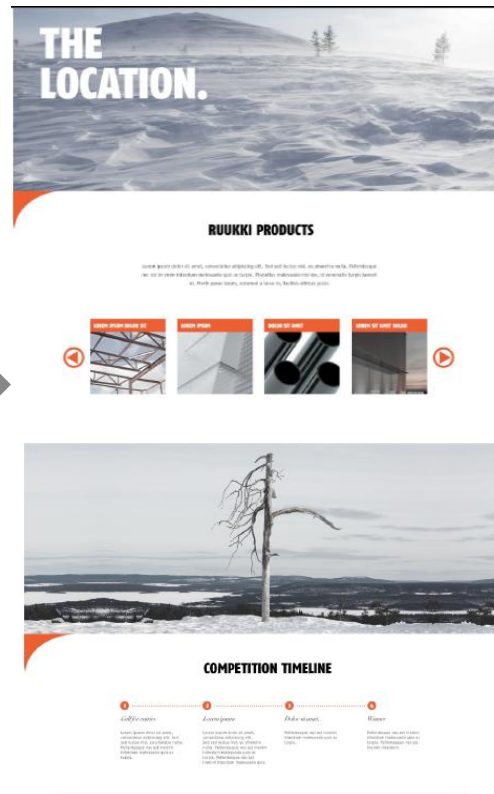


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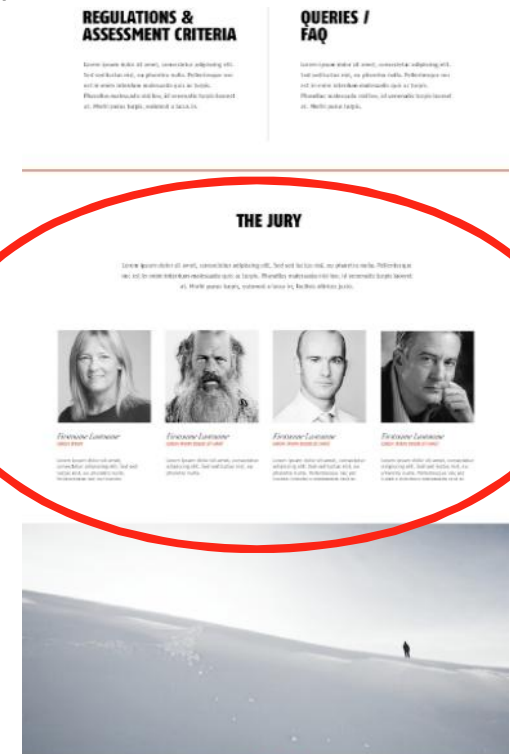
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RUUKKI

The Jury

- **Szczepan Wroński**, arkkitehti, WXCA, Puola (*agreed, not signed*)
- **Eli Synnevåg**, arkkitehti, Snöhätta, Norja (*agreed, not signed*)
- **Oulu city** (person tbd)
- **Kari Korkman**, arkkitehti, Helsinki Design Week, Helsinki (*agreed, not signed*)
- **Petteri Lautso**, arkkitehti, Ruukki (*agreed*)
- **Investor himself** and potentially a representative from the **construction company**



Goals for the campaign *(measures tbd)*

Ruukki

- General brand visibility
- New contacts
- New ideas on how to use Ruukki products in a logistics center type of one storage building (technical aspect included)
- Educate architects about products and materials – and strengthen the message about the value and benefits
 - *Ruukki® facade systems*
 - *Ruukki® life panel*
 - *Ruukki® energypanel*
 - *Frame solutions, foundations, etc*

City of Oulu / Construction company

- Inspiring, architecturally interesting looking images on how a logistics building could look like in real location specified by Oulu/construction company.
- Visibility via Santa campaign
 - *Promovideo*
 - *Campaign site (www)*
 - *Helsinki Design Week*

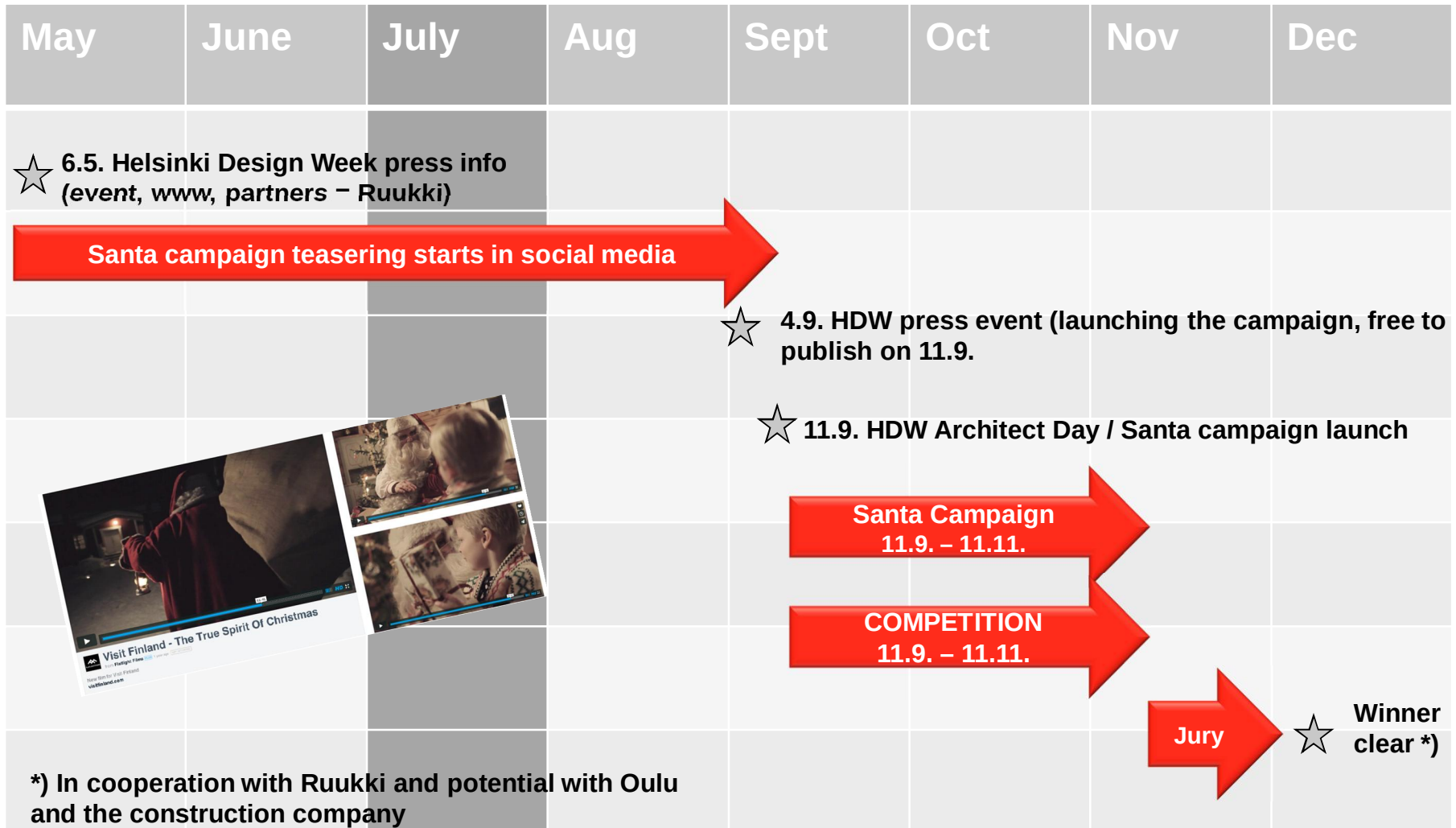
Kick off on Architect Day on 11.9. in
connection with Helsinki Design Week

Helsinki Design Week 4.9.—14.9.2014



- Pre launch beg May (teasering starts), first info to press
- Partners visible on architect day in Savoy theatre
11.9.2014
- Communication planning in progress with HDW and the
ad agency

Schedule



Campaign/ Competition materials

- Teaser & competition site
 - Teaser video on YouTube and shortly in BB
 - Landing page available

www.ruukki.com/challenge.

Twitter: #santachallenge

- Article
- Web banners for external sites
- Email signature

