



NAME Johanna Mäkinen

Background

Johanna lives in Helsinki with her husband and two children, a 7-year-old daughter and a 10-year-old son. She balances a demanding career in marketing with her responsibilities at home. Johanna values family time and is highly involved in her children's education, extracurricular activities, and overall well-being. As someone who grew up in Finland, she's deeply rooted in Finnish traditions but also embraces modern, international influences.

Buying Habits

- **Research-Driven:** Likes to research before making purchases, comparing prices and reading reviews. Uses Finnish comparison sites like **Hintaopas** to ensure she's getting the best value.
- **Online Shopper:** Prefers shopping online, using sites like **Verkkokauppa**, **Amazon**, and Finnish e-commerce platforms. She also appreciates companies that offer free shipping or easy returns.
- **Loyal to Finnish Brands:** She has a strong preference for Finnish or Nordic brands that align with her values, such as **Fiskars**, **Pentik**, or **Arabia**.
- **Gift Planning:** Plans ahead for major holidays like Christmas, making lists of potential gifts well in advance to avoid the last-minute rush.

Demographic

 Female 38 years

 Helsinki

Married

Marketing Manager

€55,000 annually

Goals and Values

- **Gift Giving as a Thoughtful Tradition:** Johanna prefers meaningful gifts that reflect the recipient's personality, interests, and needs.
- **Sustainability and Ethics:** She prefers eco-friendly and ethically sourced products. She often opts for gifts made from natural materials and supports local Finnish artisans and sustainable brands.
- **Quality over Quantity:** She prioritizes high-quality, durable items over trendy, disposable goods. Functional yet aesthetically pleasing gifts are her preference.
- **Personalized Experiences:** Johanna enjoys giving experiences as gifts, like family outings, cultural events, or learning opportunities, aligning with Finland's focus on holistic, well-rounded development for children.

Gift Preferences:

For Children:

- **Educational and Creative Gifts:** Johanna prefers STEM toys, educational books, and creative activities (like arts and crafts kits) that encourage learning and curiosity.
- **Outdoor and Nature-based Items:** She often buys gifts that encourage outdoor play, such as sleds, bicycles, or nature exploration kits.
- **Cultural or Scandinavian Design:** Johanna appreciates classic Scandinavian designs, whether it's children's furniture, clothing, or toys made from wood, which also align with her eco-conscious values.

For Family Members & Friends:

- **Finnish and Local Products:** She often gifts handcrafted Finnish design items, like Marimekko textiles, Iittala glassware, or sauna accessories, reflecting Finnish culture.
- **Experience Gifts:** Tickets to museums, concerts, or family experiences such as a weekend getaway to a Finnish forest cabin.
- **Practical Tech:** Smart home devices or wearables that improve daily life but don't contribute to excess gadget clutter.

Pain Points:

- **Time Constraints:** Johanna often struggles to find the time to carefully choose gifts, especially around Christmas, birthdays, and other special occasions.
- **Budgeting for Gifts:** She looks for good value and often balances between high-quality items and affordability, particularly for her children's friends' birthdays.
- **Clutter Avoidance:** Finland's minimalist design philosophy influences her gift choices. She dislikes unnecessary clutter and prefers gifts that have practical use or lasting sentimental value.

Favorite Retailers/Platforms:

- **Finnish Design Shop:** For high-quality, aesthetically pleasing home goods and decor.
- **Verkkokauppa.com:** For tech gadgets, games, and educational tools for the kids.
- **Prisma or Sokos:** For more general, family-oriented shopping.
- **Facebook Marketplace:** Occasionally used to find second-hand items in good condition, reflecting her desire to reduce waste.

Conclusion:

“ Johanna Mäkinen, is a modern Finnish parent who balances traditional values with contemporary life, prioritizing quality, sustainability, and thoughtful connections in her gift-buying habits. ”

Key Influences:

- **Environmental Awareness:** As an environmentally conscious parent, Johanna avoids excessive plastic and prefers gifts that promote sustainability.
- **Children's Interests:** Her children's evolving interests--be it sports, science, or creative arts--greatly influence her gift choices.
- **Seasonal and Cultural Events:** Finnish cultural traditions like Juhannus, Christmas, and Name Day celebrations are key moments for gift-giving, with Johanna often seeking to celebrate Finnish heritage through these gifts.



NAME **Eero Eerola**

Background

- **Living Situation:** Eero lives in a cozy home near the forest in Espoo, with two children (ages 5 and 9). He and his wife are passionate about conscious living, and they are raising their two children in a way that emphasizes simplicity, nature, and creativity. Eero works from home as a SysAdmin, allowing him to maintain a flexible schedule and spend time with his children. His lifestyle is grounded in eco-conscious, minimalist values.
- **Language:** Fluent in Finnish, conversational in Swedish and English

Demographic

♀ Male 42 years

📍 Espoo

Married

SysAdmin

€51,600 annually

Buying Habits:

- **Thoughtful and Intentional:** Eero rarely makes impulse purchases. He puts a lot of thought into every gift he buys, ensuring it aligns with his values and the recipient's personality. He plans well in advance to avoid buying under pressure.
- **Local and Small Businesses:** Eero supports local, small-scale Finnish businesses or shops through Etsy or small boutiques that focus on sustainability. He also enjoys shopping at Finnish flea markets for vintage or second-hand items.
- **Eco-Conscious Online Shopping:** While Eero prefers buying local, he sometimes shops online from eco-conscious websites like **Ekovista** and **Ruohonjuuri** to find sustainable, ethical products for his family.

Favorite Retailers/
Platforms:

- **Etsy Finland:** For handcrafted and sustainable gifts made by local artisans.
- **Weecos:** An online marketplace specializing in Finnish ethical and ecological brands.
- **Fida Second Hand:** A popular Finnish second-hand store where Eero finds unique, preloved gifts.
- **Papu Design:** For eco-friendly clothing made from organic materials, often purchasing sustainable children's clothes.

Conclusion:

“ Eero Eerola is an idealistic gift buyer who prioritizes sustainability, ethical consumption, and simplicity in every aspect of life. His approach to gift-giving is an extension of his values: carefully selected, often handmade or repurposed, and aligned with his belief in nurturing creativity and nature connection in his children. Eero strives to find balance by giving gifts that are not only thoughtful but also reflective of his minimalist and eco-conscious ideals. ”

Gift Preferences:

For Children:

- **Nature-Inspired Gifts:** Eero encourages his children to connect with nature. He prefers giving gifts like camping gear, plant-growing kits, bird-watching sets, or hiking accessories. He also enjoys giving books about nature or animals.
- **Creative and Open-Ended Play:** Eero values toys that inspire imagination and creativity, such as wooden building blocks, organic clay, or drawing and painting supplies. He avoids plastic toys and gadgets, opting for handcrafted or sustainably made items.
- **Experience-Based Gifts:** He often gives his children experiences over material goods, such as day trips to nature reserves, visits to Finnish cultural sites, or participation in creative workshops.

For Family and Friends:

- **Handcrafted and Ethical Products:** Eero buys gifts from local artisans, such as hand-knitted wool sweaters, pottery, or custom-made leather goods. Supporting the Finnish craft scene is important to him.
- **Sustainable Home Goods:** He enjoys giving practical yet beautiful gifts that are ethically sourced, like handmade linen napkins, reusable glass containers, or organic cotton blankets.
- **Zero-Waste and Eco-Friendly Products:** He often gifts zero-waste starter kits or reusable products, such as bamboo cutlery sets, beeswax wraps, or stainless-steel water bottles.

Pain Points:

- **Avoiding Over-Commercialization:** Eero feels uncomfortable with commercialized holidays and the pressure to buy "the latest thing." He often faces internal conflict during the holiday season, trying to balance tradition with his distaste for consumerism.
- **Finding Unique, Meaningful Gifts:** With a commitment to sustainability, Eero often finds it difficult to locate gifts that are both unique and ethically produced, especially for his children, who are often exposed to more mainstream trends.
- **Balancing Children's Wishes with His Values:** His children, like most, are influenced by their peers and sometimes ask for popular toys or electronics. Eero tries to find a middle ground by giving gifts that satisfy their interests while aligning with his principles.

Goals and Values:

- **Minimalism and Sustainability:** He avoids consumerism and only purchases what is necessary or deeply meaningful. He believes in owning fewer, high-quality items that serve a purpose.
- **Nurturing Creativity and Nature Connection:** He believes in holistic education, focusing on both artistic expression and outdoor learning.
- **Ethical Consumerism:** He is conscious of where the products come from, eco-friendly, fair trade, and cruelty-free items.
- **Gift-Giving as an Expression of Values:** He prefers giving gifts that align with his values of sustainability, creativity, and ethical living.



NAME Liisa Korhonen

Background

- **Living Situation:** Liisa lives in Tampere, with two children (ages 12 and 15). She runs a small artisan shop where she sells her own handmade ceramic art and other locally crafted items. Liisa is deeply immersed in the artisan community, regularly collaborating with fellow makers, hosting workshops, and supporting local craft markets. Her passion for the handmade, the unique, and the personal extends beyond her work to her approach to gift-giving, where she prizes craftsmanship and creativity.
- **Language:** Fluent in Finnish, proficient in English.

Demographic

♀ Female 45 years

📍 Tampere

Married

Craft Shop Owner

€35,000 annually

Buying Habits:

- **Shopping Locally and Online:** Liisa buys most of her gifts from local artisan markets, craft fairs, and independent shops in Tampere. She also shops from online marketplaces like Weecos or Madeby Finland, which showcase Finnish artisans.
- **Personal Interaction with Artisans:** Liisa prefers to meet the makers in person, either at markets or in their studios, to learn the story behind each product. This personal connection is important to her gift selection process.
- **Bespoke and Commissioned Items:** Liisa frequently commissions custom-made gifts, such as a personalized ceramic set or a handcrafted leather bag, ensuring that the gift is one-of-a-kind and special for the recipient.
- **Eco-Friendly Packaging:** She's highly conscious of the environmental impact of her purchases. Liisa opts for gifts that come with minimal or biodegradable packaging, and often wraps gifts herself in reusable materials like cloth.

Favorite Retailers/ Platforms:

- **Taito Shop:** A Finnish chain that promotes handcrafted goods from local artisans. She visits Taito for unique Finnish homeware, gifts, and textiles.
- **Weecos:** A Finnish online marketplace specializing in sustainable, ethical, and handmade goods.
- **Finnish Craft Museum Shop:** For a wide range of traditional Finnish crafts and modern artisan creations.
- **Local Art and Craft Markets:** Liisa regularly attends Tampere's Tallipiha Craft Market and seasonal markets like Joulutori (Christmas Market) to find gifts directly from artisans.

Conclusion:

“ Liisa Korhonen is a dedicated artisan gift buyer who prioritizes craftsmanship, sustainability, and personal connection when selecting gifts. Her passion for handmade goods and her commitment to supporting local artisans deeply influence her choices. Her gifts reflect the beauty of traditional Finnish craftsmanship, eco-conscious values, and a belief in the lasting impact of thoughtfully made, high-quality items. ”

Gift Preferences:

For Family:

- **Handmade Ceramics and Textiles:** Liisa often gives beautiful, handmade Finnish ceramics (such as mugs, plates, or vases) or handwoven linen textiles (like tablecloths or sauna towels) as gifts for family members. These items reflect Finnish craftsmanship and her love for functional, artistic pieces.
- **One-of-a-Kind Jewelry:** She enjoys supporting local jewelers who create unique, nature-inspired pieces, often buying custom jewelry as gifts for loved ones.
- **Art and Craft Supplies:** For her children, she loves to encourage creativity by gifting them high-quality art supplies, such as sketchbooks, painting sets, or craft kits that they can use to explore their own artistic interests.

For Friends and Community:

- **Locally Sourced Food and Drink:** Liisa often gifts artisanal food items, such as locally made jams, cheeses, or craft beverages from Finnish microbreweries or distilleries. She pairs these with handmade wooden serving boards or woven baskets.
- **Artisan Home Goods:** She gives practical yet beautiful gifts like hand-carved wooden kitchen utensils, sustainable candles, or custom pottery that reflects Finland's love for simple, natural designs.
- **Workshop Experiences:** Liisa enjoys giving the gift of experience, such as tickets to pottery classes, weaving workshops, or other creative events that her friends and family can enjoy while learning new skills.

Pain Points:

- **Avoiding Over-Commercialization:** Eero feels uncomfortable with commercialized holidays and the pressure to buy "the latest thing." He often faces internal conflict during the holiday season, trying to balance tradition with his distaste for consumerism.
- **Finding Unique, Meaningful Gifts:** With a commitment to sustainability, Eero often finds it difficult to locate gifts that are both unique and ethically produced, especially for his children, who are often exposed to more mainstream trends.
- **Balancing Children's Wishes with His Values:** His children, like most, are influenced by their peers and sometimes ask for popular toys or electronics. Eero tries to find a middle ground by giving gifts that satisfy their interests while aligning with his principles.

Goals and Values:

- **Supporting Local Artisans:** Liisa prefers buying gifts that are unique and handcrafted, reflecting the skills and stories behind them.
- **Craftsmanship and Quality:** She values high-quality materials and traditional craftsmanship, preferring timeless, well-made items over mass-produced goods.
- **Sustainability:** In line with her values as a craftsman, Liisa is eco-conscious. She avoids fast fashion and disposable products, choosing gifts that are sustainable, made from natural materials, and have a low environmental impact.
- **Personal and Meaningful Gifting:** She likes to match the uniqueness of the item with the recipient's tastes, often customizing or commissioning gifts from other artisans to add a personal touch.