

#LIFEINHEL

TAGLINE:

One man. One mission. To live in Helsinki Airport for **30 days**.

CORE IDEA:

Helsinki Airport has been awarded* as the best airport in the world. One man is about to find out if it's true by living at the airport for 30 days.

#LIFEINHEL is a disruptive content marketing campaign mixing reality TV, game shows and Social Media.

It's like **The Terminal** meets **The Truman Show**.

THE HERO:

Ryan Zhu is a multitalented Chinese actor and TV-personality. The 33-year-old fitness model loves outdoor activities as well as martial arts and has also taken part in China's *Strictly Come Dancing*.

CAMPAIGN TIME:

10.10.2017 - 12.11.2017

FORMAT TYPE:

#LIFEINHEL is a mix of a reality show and a game show. There are challenges with rewards as well as intimate moments with the hero. Every day is planned, but the content is adapted with what happens in real time. The hero will be given an open return ticket back home and he can leave whenever he wants. However, if he endures the whole month, he will win a trip to magical Lapland.

SOCIAL CHANNELS:



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