

Merry Co-creation from

This year we co-created our Christmas gift



Here at 358 we use co-creation as a working method for everything. Even for Christmas gifts. Co-creation is a way of creating ideas together. It means we talk to people to find out how to make services or products better.



Esteve Pannetier
Co-creation strategist
358 Helsinki

We interviewed five of our clients about Christmas gifts

We asked them what kind of gifts they had received from companies in the past. We also wanted to know which ones they liked and which ones they didn't. Then we showed them 10 of our own gift ideas and asked for their honest opinions

about them. The ideas varied from 358 woolly socks to a singing contest where the winner gets the entire gift budget.

"Those 358 products would be completely useless."



Ossi Ahto
Brand Manager
Hartwall / Heineken

Our Co-Conclusions

1. USELESS STUFF IS BAD

Everyone already has everything they need. Even high quality design products can be a pain in the ass if they don't suit your taste. So we skipped all the ideas related to stuff.

2. WINE AND FOOD ARE NICE, BUT NOT VERY CREATIVE

People like to get wine and food. You can eat it or drink it away, and don't need to carry anything to the fleamarket afterwards. But unfortunately those are not very creative gifts. So no booze or food for you, sorry.

3. PEOPLE LIKE CHARITY

Everyone liked our idea of giving shoes to homeless people instead of buying gifts to clients. In the end: you guys already have everything you need and if you want a bottle of wine, you can go and buy it yourself.

Thanks!



Heikki Hursti
Mr. Charity

And the gift is...

As a result of our Co-Christmas-Creation, we used our entire gift budget to buy mittens, scarves and woolly hats for poor and homeless people. Clothing company Halti also helped us and donated four boxes of winter clothes. Many thanks guys!



Mr. Heikki Hursti, who is known for helping needy people in Helsinki, has promised to deliver them to the people who are really in need.