A CHRISTMAS IDEA FOR N4KU

The Fantastically Festive Puuro Challenge

What's Finland's best Christmas porridge?

N4KU × VERY FINNISH PROBLEMS



EVERY DECEMBER

Helsinki does something very Finnish.

It stands in the cold, in a queue, in silence, for porridge.

Your miso caramel bowl turned a humble Christmas breakfast into one of the hottest tickets at Tuomaan Markkinat. This year there are five bowls on the counter and we think the whole world should help decide which one is Finland's best Christmas porridge.





ENTER THE JUDGE

Possibly the least likely porridge judge in Finland.

Joel Willans is scarred by the watery porridge of his English childhood. He arrives at the stall a sceptic and works his way through all five, getting increasingly wowed until somewhere between Marimekko Magic and the miso caramel one bowl wins him over.

That bowl gets his vote, which is exactly one vote. People love telling Joel he's wrong and now they get the chance to prove it.

THE CONTENDERS

Five bowls on the counter

Each one suits a different kind of person, from the true traditionalist to the wonderfully wacky. As Joel tastes them, he works out who each bowl is for.

Marimekko Magic

Marimekko Magic

This year's newcomer, created with Marimekko.

NEW FOR 2026



Hittipuuro

Rice porridge with miso caramel. The 2023 original that made N4KU famous.

THE CULT CLASSIC



Nielu

Forest porridge with forest granola, a hint of spruce and a hidden surprise.

FROM THE WOODS



The Joulupuuro

Plum, fig and lingonberry with toasted white chocolate and browned butter.

CHRISTMAS IN A BOWL



Perinteinen

Classic rice porridge with browned butter, just as Finnish grandmothers intended.

THE TRADITIONALIST

FINLAND DECIDES

Then Joel hands the verdict to his 1.3 million followers

Anyone in Helsinki can come and taste the contenders, then scan the QR code at the stall to vote for their favourite. Anyone further away can take the online taste test, a fun quiz about what they like that reveals their taste and which puuro is theirs. This helps showcase N4KU and Finnish food to the world beyond Finland.

1

Watch

Joel tastes all five, picks his favourite and dares everyone to prove him wrong.

2

Taste or test

Locals taste it at the stall. Everyone else takes the taste test to find their puuro.

3

Vote

Voting takes one tap from the QR code or the quiz. Every vote enters a prize draw.

4

Get a treat

Voters who leave their email get a code to spend at the stall or the recipe if they live too far away to queue.



HOW IT WORKS

MOCK-UP. FINAL WORDING TO COME.

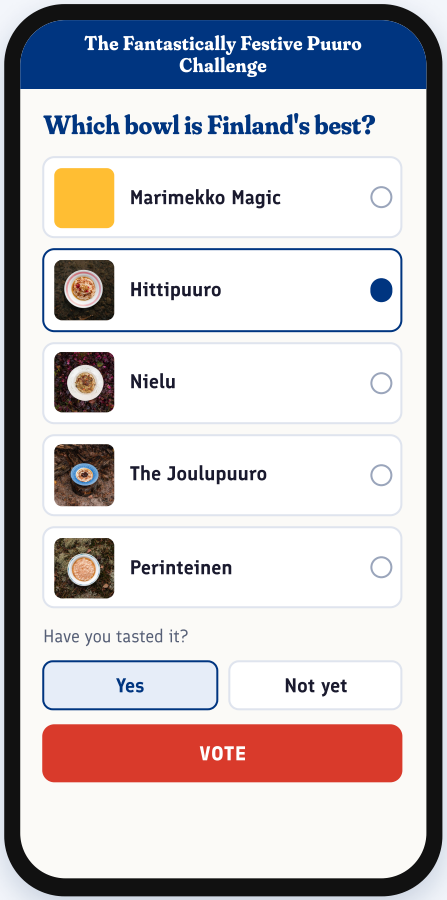
One QR code, one quiz, one vote

Everything runs from a single link, built and hosted by Very Finnish Problems. Sign-ups go straight into N4KU's own newsletter.



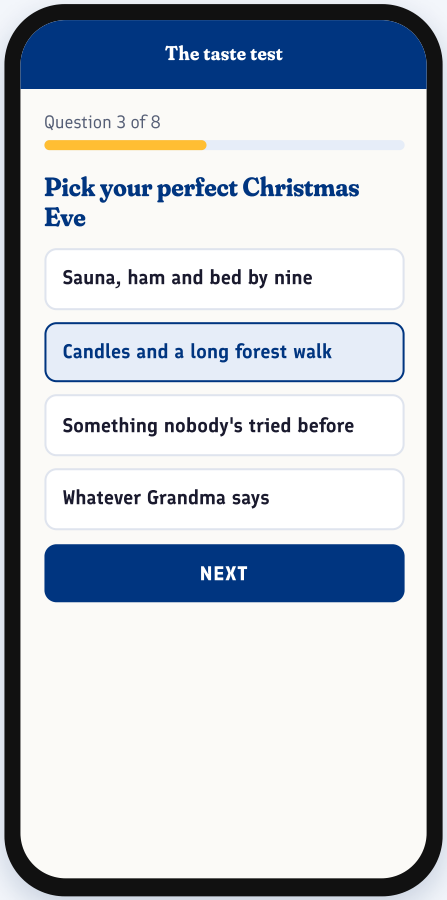
At the stall

A QR sign on the counter takes tasters straight to the vote.



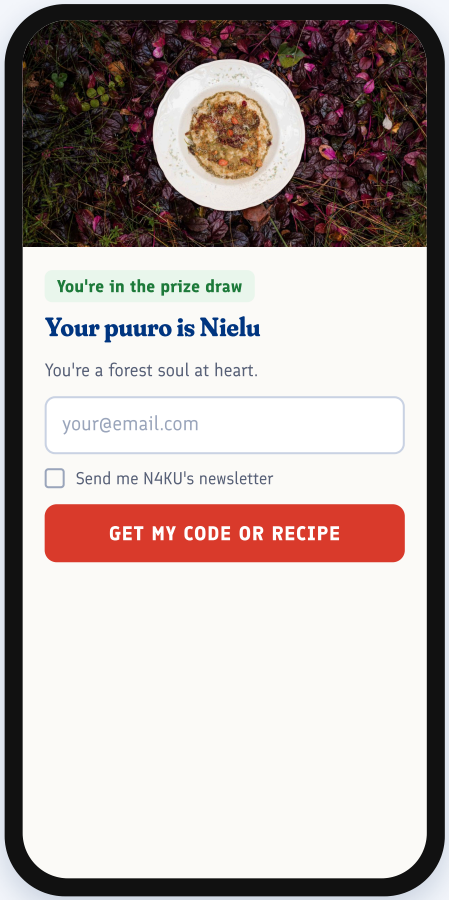
The vote

Pick a bowl and say whether you've tasted it. Every vote enters the prize draw.



The taste test

A fun online quiz for anyone who can't get to the stall. It also shows whether people lean traditional or wacky.



The reward

Leave an email for a stall code in Helsinki or the recipe abroad. The newsletter box is never pre-ticked.

THROUGH DECEMBER

The debate and excitement keep building

Joel keeps the challenge going on his channels all month, showcasing the contenders and sending people to the stall and the taste test. The taste test also reveals what people really want from their Christmas porridge. Is Finland a nation of true traditionalists or wonderfully wacky experimenters? Those findings become content of their own. Just before the market closes we reveal what the tasters chose, what the rest of the world chose and whether they agree. Then we crown Finland's finest Christmas porridge, with a real crown on the winning bowl at the stall.

Tue 1 Dec
Joel films at the stall

Thu 3 Dec
The challenge launches with Joel's verdict

Mid December
The contenders, the leaderboard and the first taste test findings

Fri 18 Dec
Voting closes

Sun 20 Dec
The crowning at the stall

Tue 22 Dec
The winner reigns until the market closes





FOR N4KU

The stall becomes the place to settle a national debate.

It gives international visitors a reason to join the queue. It also builds a list of fans who signed up along the way and will be ready for whatever N4KU does next.

- Voting codes bring online fans to the stall in person.
- Every email sign-up joins N4KU's own list, at home and abroad.
- The taste test shows what people really want, which is useful for future menus.
- A crowned winner gives the final days of the market a fresh story to sell.



Shoot day is pencilled in for Tuesday 1 December.

THE PACKAGES

Two ways to run the challenge

Both packages include the shoot at the stall, the launch reel, the vote and the taste test. Fantastically Festive adds a YouTube film, more content through December and the live leaderboard.

Festive



€4,189 + VAT

475,000+ guaranteed views

€8.82 per 1,000 views

Save €290 Same reach as Boost at ~~€4,479~~

- Shoot at the stall on Tuesday 1 December
- Launch reel as an Instagram collab with N4KU, also on Facebook, YouTube Shorts, TikTok and X
- One carousel introducing the contenders
- Four story shares, three slides each
- Vote and taste test site, with sign-ups going to N4KU's newsletter
- Two months' use on N4KU's channels including paid ads, which you can split
- Report with views, engagement, votes and sign-ups

BEST VALUE

Fantastically Festive



€5,479 + VAT

650,000+ guaranteed views

€8.43 per 1,000 views

Save €2,748 Worth ~~€8,227~~ at Boost's rate plus a €2,097 YouTube film

Our Xmas present to N4KU

This is a fun one and we want it to fly, so we've wrapped up the YouTube film for free.

- Shoot at the stall on Tuesday 1 December
- Launch reel as an Instagram collab with N4KU, also on Facebook, YouTube Shorts, TikTok and X
- **Long-form YouTube film of about five minutes**
- **Two carousels, the contenders and then the final push**
- **Six story shares, three slides each**
- **Vote, taste test and live leaderboard site, with sign-ups going to N4KU's newsletter**
- **Feature in the Very Finnish Problems newsletter or a story on veryfinnishproblems.com**
- **Three months' use on N4KU's channels including paid ads, which you can split**
- **Full report with data analysis showing what people want from Christmas porridge, where your new fans live, when the stall is busiest and Joel's recommendations for next year**

Views on every platform count towards the guarantee. You pay once the campaign is complete. N4KU supplies the prize, the recipes or stall offer, printing of the QR sign and access to its newsletter account.