

F*ck like a Finn

Finland is the best country for love-making, stated in this campaign video that has gained a million organic views in Finland alone.

The uniqueness of the Finnish love-making culture starts with liberal education on intimacy and gender equality, but is also affected by a relaxed attitude towards nudity and being comfortable with one's own body (and each other).

Being the 100th anniversary of Finland's independence, the brand behind the campaign, Sultan, is also celebrating its 50th anniversary, and therefore all that is wonderful about Finnish sex.

The condom brand has put together a kit for romancing the Finnish way, including the likes of salty liquorice, woolen socks, a flashlight, mosquito repellent and a seat cover.