

#AnyoneOfUs



People are moved by things that emotionally hit close to home. A cause that triggers an action in people is one that touches their lives on an intimate level.

#AnyoneOfUs is an integrated, disruptive digital campaign designed for HelsinkiMissio and VOIMA, bringing the issue of social exclusion close to everyday lives of ordinary people and making the issue's main message very personal. The campaign is build around a long-lasting concept that can be altered by focusing on certain topics at different times.

By making the cause and the campaign disruptively personal, we raise awareness and donations for an issue that could touch anyone of us.

#AnyoneOfUs

DONATE NOW

CREATIVE INSIGHT

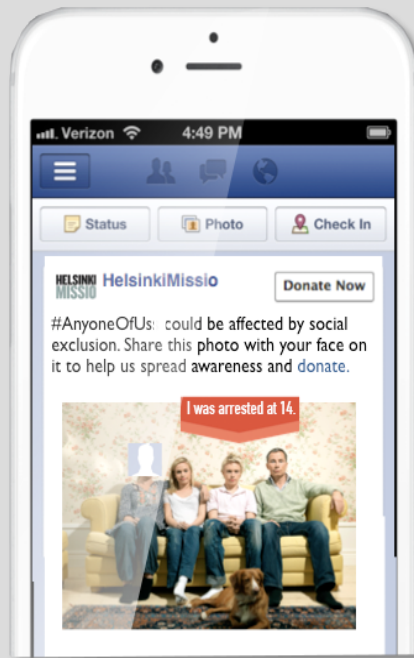
Our campaign emphasizes that through our network, anyone of us could be affected by the issue of social exclusion. We make social exclusion visible and personal! Wouldn't you want to help if you saw the problems your peers could be battling with?

THE SOLUTION

Using billboards with live footage of ordinary people combined with quotes from socially excluded youngsters, we create a disruptively personal and shareable campaign. We stop people with their own pictures taken to the context of social exclusion.

HOW IT WORKS?

50 000 young Finns is at the risk of being socially excluded. On average, Finns have 194 friends on Facebook. Thus, the issue is more widespread as it touches all of us through our networks. Anyone could be affected by social exclusion: the kid sitting next to you in a classroom, the best friend of your child, your grandchild, or your partner.



We use live footage on billboards to display real quotes from excluded youngsters on bypassers



On Facebook, we use age and gender targeting to generate personalized ads



We post real quotes on Twitter & encourage discussion around the hashtag #AnyoneOfUs

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DIGITAL PLATFORMS



BILLBOARDS

WE MAKE USE OF THE DIGITAL BILLBOARDS AND DISPLAY AD SCREENS IN ALL OF THE MAJOR CITIES IN FINLAND.

IN ORDER TO ENSURE A WIDE AUDIENCE TO THE HASHTAG #ANYONEOFUS AND OUR CAMPAIGN, WE TARGET THE BUSY TRAFFIC HUBS WITH A PR CAMPAIGN THAT SHOWS:

LIVE FOOTAGE

We display live footage of the bypassers in the streets, in metro and train stations and shopping centers, to billboards and display screens.



REAL QUOTES FROM SOCIALLY EXCLUDED YOUNGSTERS

To get their attention, we collect a set of real quotes from the stories of socially excluded youngsters HelsinkiMissio and VOIMA have worked with. These quotes are displayed on top of bypassers' heads, in quotation marks.



EFFECT: DISRUPTIVE, SHAREABLE

With a personal message, we create imagery people are likely to share. With the QR code directing to donations website and the campaign hashtag #AnyoneOfUs clearly displayed on the screens, we create awareness & interest to sharing and donating to the campaign.



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AUDIENCE TO THE HASHTAG
#ANYONEOFUS AND OUR
CAMPAIGN, WE TARGET THE
BUSY TRAFFIC HUBS WITH A PR
CAMPAIGN THAT SHOWS:

“I’m lonely.”

“My son is an
alcoholic.”

“I have suicidal
thoughts.”

“I’m depressed.”

“My grandchild is out
of school.”

“My son has
a drug abuse problem”



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DIGITAL PLATFORMS



IN ORDER TO MAKE THE MESSAGE OF
THE CAMPAIGN PERSONAL AND
RELEVANT ON FACEBOOK, WE CREATE
AND MAKE USE OF:

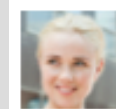
PERSONALIZED, DISRUPTIVE STORIES

We create a set of ads based on the stories of the young people HelsinkiMissio and Voima have worked with. Re-creating these stories as Facebook ads, we leave someone in the ad image blank.



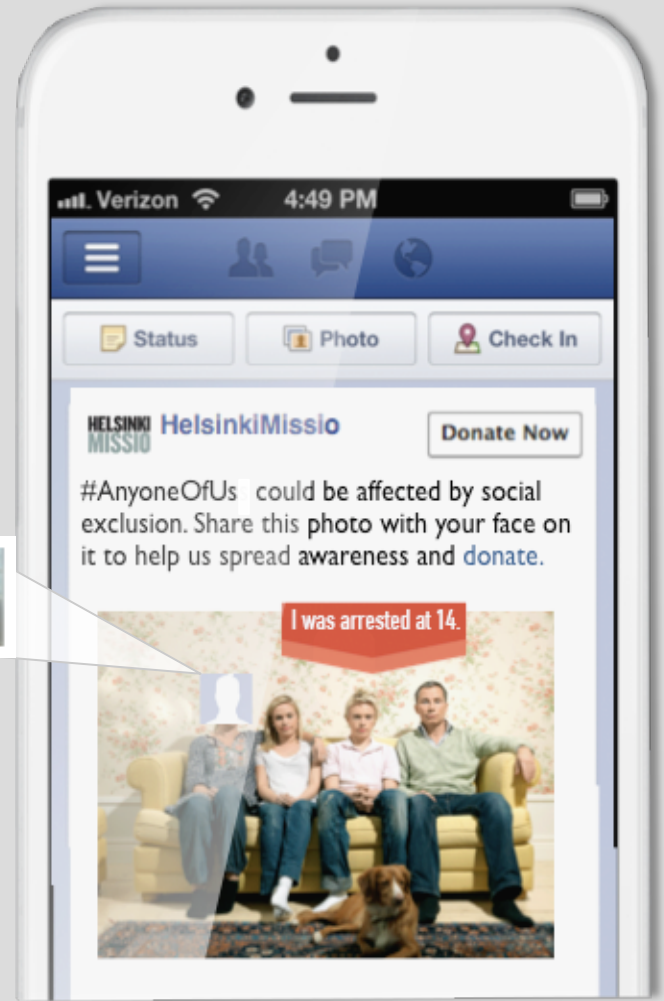
TARGETING

We use **age, gender and interest** targeting to target people with the relevant stories. We make them even personal by replacing the blank space on each ad with the profile photo of the person viewing the ad; Showing them that this could be you.



DIRECT CALL TO ACTION

Once we have people's attention with their picture displayed on a disturbing message and imagery on Facebook, donating to the campaign is made easy with a direct CTA button in each ad.



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DIGITAL PLATFORMS



TWITTER STORIES

ON TWITTER, WE MAKE USE OF THE REAL STORIES OF THE SOCIALLY EXCLUDED YOUNGSTERS HELSINKIMISSIO AND VOIMA HAVE WORKED WITH.

IN LINE WITH THE CAMPAIGN'S THEME OF CREATING AWARENESS OF THE ISSUE OF SOCIAL EXCLUSION BY MAKING IT GRAPHICAL & PERSONAL, WE:

SHARE EXAMPLE STORIES

We share real, anonymous stories on the HelsinkiMissio Twitter, and ask people to share their own experience using the campaign hashtag #AnyoneOfUs.



ENCOURAGE DISCUSSION

We encourage discussion around the hashtag #AnyoneOfUs by giving examples and ask questions, such as " #AnyoneOfUs could be touched by social exclusion of our peers. What do you think is behind social exclusion?"



ENCOURAGE SHARING PERSONAL STORIES

By sharing real stories, we create discussion around the hashtag and lower the threshold of taking part in a public discussion with your own experiences.





THANK YOU