Background

children and young people are doing well.

Majority of the Finnish

But at the same time

increasing health and welfare

differences touch them.

are more and more divided to affluent and to those who are not doing that well.

Nowadays the children and young people

people in Finland.

In 2010 there were approximately

50,000 socially excluded young

Why?

Creative Insight

Dreams.

dreams end.

Exclusion starts where

Dreams give us **meaning**.

Dreams give us purpose.

Dreams make us part of the everything.

everything will be alright.

A dream is knowing that

You are alive as long as you have a dream.

have a dream anymore.

These 50,000 people don't

Increase awareness & collect

Task in the brief:

funds for the cause

Our Solution



There's 50,000 young people that aren't dreaming anymore.

We are calling you to show your support by **Burying Your Dream!**

To activate people we recruit famous people to bury their biggest dreams.

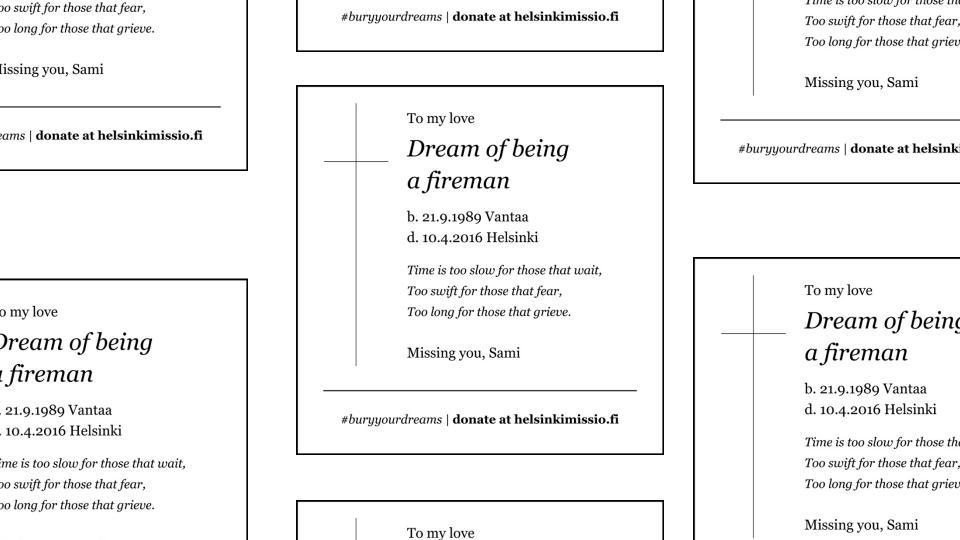
Tell us what your dream is and bury it using **#buryyourdream**

We create a Campaign Website where people can bury their dream and it will create an orbituary of it that you can share on social media.

(We promote this by creating a Facebook Event that invites people to a funeral)

We also create a Facebook Page with the name "Cemetery of Dreams" where the buried dreams are visible.

(We promote this by creating a Facebook Event that invites people to a funeral)



Periscope broadcast where we read the orbituaries aloud.

(Like they have been read aloud in some congregations)

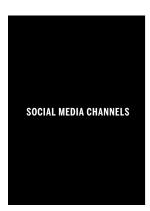
We create a banner where you can write your dream and we post it straight to our Instagram account @cemeteryofdreams

Digital OOH screen which shows one buried dream at a time. Send SMS (donation) and you can see the dream reincarnated real time on the screen.

Cool. But. How do we activate people to donate money for the cause?

We give people the chance to select a buried dream and reincarnate it by donating. Every reincarnated (donated) dream gets posted on our social media feeds. This creates buzz and is something that you want to share yourself.

I reincarnated someone's dream!







SPREAD AWARENESS

GET DONATIONS

Background

50,000 young socially excluded people

Creative Insight

- It all comes down to dreaming

Solution: How to increase awareness?

- Invite people to bury their dreams, activate them by using celebrities

Solution: How to get donations?

- Get people to reincarnate buried dreams.
- Create milestones for reincarnating dreams each month. Keep the buzz going.