

Background

Majority of the Finnish
children and young people are
doing well.

But at the same time
increasing health and welfare
differences touch them.

Nowadays the children and young people
are more and more divided to affluent
and to those who are not doing that well.

In 2010 there were approximately
50,000 socially excluded young
people in Finland.

Why?

Creative Insight

Dreams.

Exclusion starts where
dreams end.

Dreams give us
meaning.

Dreams give us
purpose.

Dreams make us
part of the everything.

A dream is knowing that
everything will be alright.

You are alive as long as
you have a dream.

These **50,000** people don't
have a dream anymore.

Task in the brief:

Increase awareness & collect
funds for the cause

Our Solution

A person is kneeling on a patch of dry, brown grass next to a dark asphalt road. The person is wearing a light-colored, long-sleeved shirt and dark shorts. The text "BURY YOUR DREAM" is overlaid in the center of the image in a bold, white, sans-serif font. The word "BURY" is partially enclosed in a white rectangular box.

BURY YOUR DREAM

BURY YOUR DREAM

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

BURY YOUR DREAM

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

BURY YOUR DREAM

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

BURY YOUR DREAM

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

BURY YOUR DREAM

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

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

BURY YOUR DREAM

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)

*Too swift for those that fear,
Too long for those that grieve.*

Missing you, Sami

ams | **donate at helsinkimissio.fi**

To my love

Dream of being a fireman

b. 21.9.1989 Vantaa
d. 10.4.2016 Helsinki

*Time is too slow for those that wait,
Too swift for those that fear,
Too long for those that grieve.*

#buryyourdreams | **donate at helsinkimissio.fi**



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BURY YOUR DREAM

Periscope broadcast where we
read the obituaries aloud.

(Like they have been read aloud in some congregations)

BURY YOUR DREAM

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

BURY YOUR DREAM

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.

BURY YOUR DREAM

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

BURY YOUR DREAM

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!

BURY YOUR DREAM

SOCIAL MEDIA CHANNELS

CAMPAIGN WEBSITE

**DIGITAL OUTDOOR
ADVERTISING**

SPREAD AWARENESS

GET DONATIONS

BURY YOUR DREAM

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.