

YOUNG LIONS FINLAND 2016 / MARKETERS: UNILEVER
"HELL'S GRILL" - HELLMANN'S IN COLLABORATION WITH HELSINKIMISSIO AND VOIMA GROUP
AGENCY BRIEF 21.4.2016

BACKGROUND

Social exclusion is one of the most significant problems facing Finland today. The costs of exclusion are horrific – 1.2 million euros per person for financial costs, not to mention the human costs. The causes of exclusion are numerous, but we believe that employment is key in preventing exclusion. With this campaign, we want not only to create public discussion about exclusion and raise funds for HelsinkiMissio, but also do our part in solving the problem: Hire the unemployable.

CAMPAIGN DESCRIPTION

HELL'S GRILL – a Dog that Makes a Difference

Hellmann's with HelsinkiMissio and Voima group will launch a project in the summer 2016: HELL'S GRILL food trucks. HelsinkiMissio is about presence and goodwill, and Hellmann's brings in the uniting power of food. We share street credibility and the culture of doing things differently.

HELL'S GRILL will be the first venture in Finland to operate completely on an Open Hiring policy. This means one can get a job regardless of lack of education, work history, homelessness, or even past drug use. One signs in, and when there is a free spot, the next person on the list gets the job. No questions asked.

The goal is that 95% of staff is formerly excluded or youth at risk. Over the course of three summers, we aim to provide employment and training to 200 young people. We start with 3 trucks this summer.

During the apprenticeship, employees learn the job and employment readiness skills. Unilever provides resources and training in professional skills. There are jobs from manufacturing and cooking to customer service, logistics, and training.

Our target donors and visitors are people from Helsinki region. The insight is that most of them don't know socially excluded, and think of them as lazy young people. Meeting real people and hearing their stories makes the problem visible and raises discussion. Visitors can help by buying a hot dog, or becoming a donor. The menu will be designed by Street Food chef & Hellmann's fan Richard McCormick.

CAMPAIGN CHANNELS

We expect you to design the Grill visual concept, as well as the communication idea for social and digital channels. Bring out the stories of the formerly excluded individuals now working for the grill. We also relaunch Hellmann's REAL mayo in 2017, for which we need you to create a campaign using the material gathered from the HELL'S GRILL project.

Our vision for the execution is that this campaign will create strong public discussion and earned media coverage, which will lead to minimum of 1000 new donors per year for three years and 50K hot dog sold. We understand that HELL'S GRILL cannot offer jobs to all excluded young people in Finland. Therefore we want to inspire other companies to do the same.

The tone should be urban, street credible, yet friendly and emotional. Production: 100K€

Digital and social media, outdoor spaces, back of Hellmann's products pack. Media: 100K€ (2016) 70K€ (2017) 70K€ (2018). Hellmann's REAL relaunch media: 100K€ (2017)