

# HELL'S GRILL



huevos/eggs  
patatas/potato chips

huevos/eggs  
patatas/potato chips  
Jamón Ibérico

huevos/eggs  
patatas/potato chips  
chistorra

huevos/eggs  
patatas/potato chips  
espárragos/asparagus  
salsa de soja/soy sauce

huevos/eggs  
patatas/potato chips  
tofe

huevos/eggs  
patatas/potato chips  
sauce de truffe/truffle oil

**HELSINKI**  
**MISSIO**  
HELSINGFORSMISSION

**NUORTEN**  
**KRIISIPISTE**  
**HELSINKIMISSIO**

HUEVOS  
ESTRELLADOS

CLÁSICO	4,00
CHISTORRA	6,00
JAMÓN	7,00
FOIE	7,00
TRUFA	7,00

A man is shown from the chest up, split vertically down the middle. The left side of his face and body is brightly lit, showing him as a doctor in a white lab coat with a stethoscope, smiling. The right side is in deep shadow, showing him with a distressed expression, holding a medical syringe. The background on the left is a clinical setting with white doors, while the right side is a dark, solid color.

# The costs of exclusion

1,2M€ per person

Lost potential

+ Life is a HELL



**“I was given a second chance,  
and a supportive community.  
I was given a job.”**

**-Kim**





- 1. Give jobs to youth at risk**
- 2. Raise discussion**
- 3. Raise funds**
- 4. Challenge other companies**



A photograph of two men in a kitchen. The man on the left is smiling and holding a pair of yellow gloves. The man on the right has a beard and extensive tattoos on his arms. They are both wearing black chef uniforms. The background is a white tiled wall with a stainless steel range hood and a sink area visible.

# **Open hiring**

## **No questions asked.**

# **Target group insight**

**"I don't know anyone  
socially excluded.  
Who are they?"**

**"Lazy. Get a job!"**





# A Dog that makes a difference

**Buy a Dog!**

**Hear their  
stories!**

**Donate!**







# HELSINKI MISSIO

HELSINGFORS MISSION

**Challenges to fight poverty and loneliness**

**Values: presence, goodwill & daring**

**Street cred and "Stadi" spirit**



# HELLMANN'S

'BRING OUT THE BEST'™

**Challenges you to live a richer life**

**Fans desire to make the best of any situation**

**Street cred and authenticity**



# What we want you to do

- 1) **Visual design of the HELL'S GRILL Food Truck**
- 2) **Social media campaign incl. video production of stories**
- 3) **Hellmann's product launch campaign after the project**

**Channels: Digital and social media, outdoor, Hellmann's pack**

**Targets: 1000 new donors / year for Helsinki Missio. Earned media coverage. Shares in social media, Other companies inspired to hire "the unemployable", 50K dogs sold / year**

**Tone of voice: Street cred, Urban, friendly, emotional**

**Production 100K€ Media 100K€ (Y1), 70K€ (Y2), 70K€ (Y3)**

**+ 100K€ Media for Hellmann's product launch**





**Problem:**  
**50K outcast young  
people who are  
invisible and  
meaningless to most**

**Insight:**  
**Employment  
readiness key to  
preventing  
exclusion**

**Key to success:**  
**HELL'S GRILL  
Open Hiring**

**Reason to believe:**  
**Concrete impact,  
Real stories  
Brand fit**