

Have you seen them?

In search of the lonely and
forgotten ones



**NUORTEN
KRIISIPISTE**
HELSINKIMISSIO



**What if one of them
was missing?**

Challenge: We cannot afford to lose any more young people.

There are almost 1 million people from 18 to 30 years old in Finland.

5 % of them are present but not seen.

Maybe they didn't have a choice.



A group of young men, likely soccer players, are huddled together in a circle. They are wearing dark soccer jerseys with "MOC" visible on the front. They are all looking towards a smartphone held by one of the players in the center. The background is bright and slightly out of focus, suggesting an outdoor setting. The overall mood is one of teamwork and focus.

Communications strategy which allows to

- Reach the young people (18-30 years old) effectively**
- Awake feelings with the use of storytelling**
- Raise awareness without blaming anyone**
- Send the message that even the smallest amount of money can make an impact**



**What's in
it for me?**

**What if they
could have
decided?**

**How can I
help?**

Peer group

Stigma

**Is there a second
chance?**

What if it was me?

Disability pension

New era of donations

**Network of donation partners:
Grocery stores, clothing stores, online
stores, restaurants, cafes, terraces,
sports centres, sporting events, concerts,
festivals, travel bookings...**

**Donate during the
transaction or as a
mobile payment.**

**Promotion of the
new donation
method in media.**

**Grab a beer for
yourself and help the
young.**

**While you
exercise,
donate for
good.**

**Buy a shirt and bring
some colour to the young
whose world is black.**

These young people could be closer than we believe.

Awareness

DOOH

Instagram

**Spotify
video**

**Online
video**

Facebook

**Direct to
donation site**



How?

- **Shocking video which illustrates the missing and forgotten young people around us**
- **The same creative can be used both in digital outdoor advertising and online**
- **Selected media are present everyday**
 - **Mobile-friendly approach**
- **People are encouraged to share the content**
- **Retargeting single donors**

Why does it work?

- **Creative that really stops you**
- **Identify with other people at the same age**
- **Often the road to a donation site is too long**
 - **Donating becomes casual and everyday**
 - **Making single donations effortless**
- **No need to commit to monthly donations**
 - **But gradually build lasting donor relations**

Have you seen him?

Emergency calls... 74% 12:55

