Have you seen them?

In search of the lonely and forgotten ones







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.





What's in it for me?

How can I help?

Stigma

What if it was me?

What if they could have decided?

Peer group

Is there a second chance?

**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.

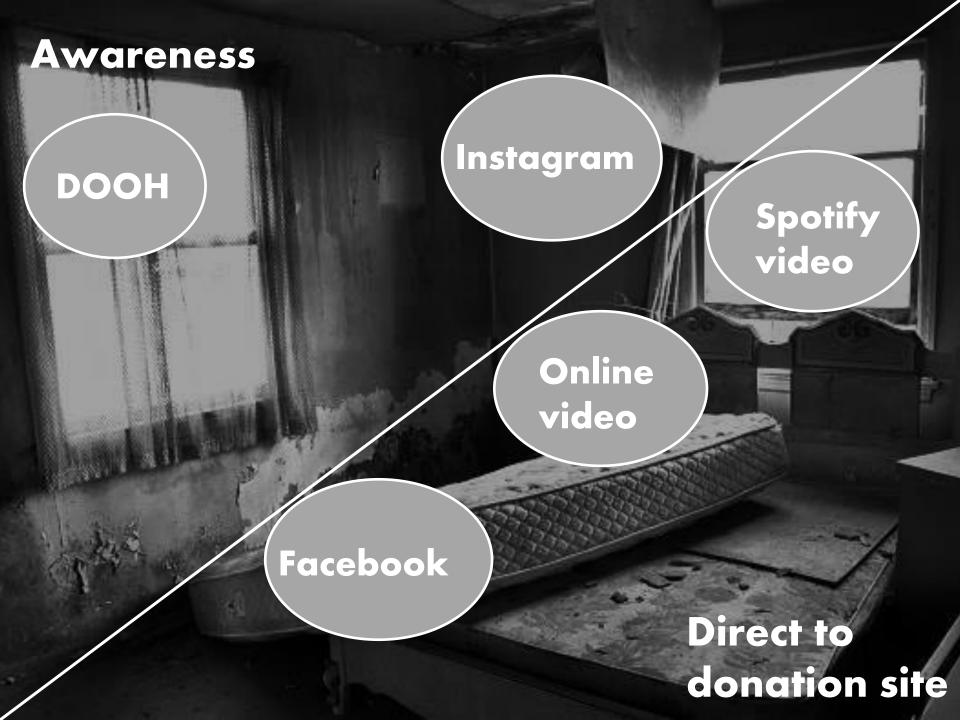
Grab a beer for yourself and help the young.

While you exercise, donate for good.

Promotion of the new donation method in media.

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

These young people could be closer than we believe.



## 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?

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Emergency calls., 7 🗈 🖨

