

INSERT COIN TO RELEASE POTENTIAL

CAMPAIGN SUMMARY

Let's create a digital campaign that is based on a very strong insight about young people not being able to choose what they are born into.

The campaign is built around these elements:

- a campaign hub site with donation possibility
- short emotional videos for social media by VOIMA ambassadors and YouTube stars that participated in Koulukiusaamista vastaan campaign
- shareable personal content creation engine built around the videos
- MobilePay for quick donation possibilities

Emotional videos grab the attention to the topic and guide people to the campaign site to create and share their own content.

The public's sharable content creates engagement, more traffic to the campaign site, and raises discussion about the big issue.

MobilePay is used throughout the campaign to create a quick and easy donation possibility and the campaign site encourages for monthly donations.

CREATIVE INSIGHT

Most young people in the danger of social exclusion cannot choose the circumstances they were born into: alcoholism, poverty or death in the family; being prone to mental illnesses; or being socially excluded due to prolonged unemployment.

This is something that most people don't know and something we need them to understand. It's like you are trapped in a small locker that can only be opened from the outside.



SOLUTION TO THE BRIEF (TOOLS, PLATFORMS, TECHNOLOGIES)

- 1.** Campaign site brings all the content together and serves as a base for donations.
- 2.** 30–60 second emotional videos by VOIMA ambassadors as well as Youtube stars that participated in Koulukiusaamista vastaan campaign: Kim Kreuz, eeddspeaks, mmiisas, soikkuu, papananaama etc. Videos will be native to Facebook, YouTube and Instagram: we also use subtitles to optimize for the autoplay functions of the platforms. They all start with the slogan insert coin to release potential and end with an encouragement for people to create their own videos.
- 3.** Shareable personal content creation engine: insert yourself to the video structure to tell the world who or what has helped you during hard times in your youth.
- 4.** MobilePay for quick donation possibilities throughout all the campaign. We serve Facebook, Instagram videos by ambassadors and banner ads to those who have seen the campaign videos or videos shared by the public.

AMBASSADOR AND USER GENERATED VIDEO CONTENT STRUCTURE



HOW THE CAMPAIGN WORKS AND SOLVES THE PROBLEM OF THE CLIENT

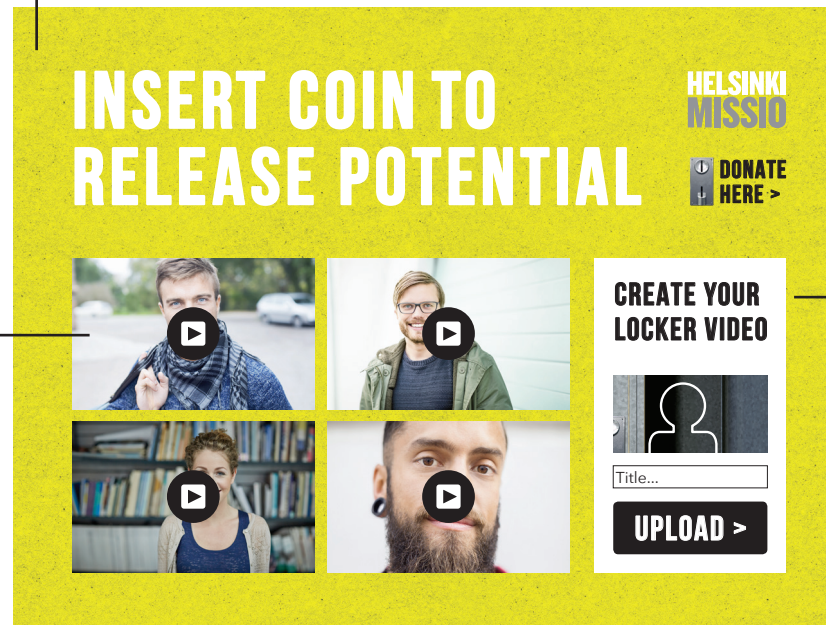
- ▶ The campaign kicks off with the videos (2) that encourage people to create their own videos (3). Everything will be created and distributed natively in Facebook, Instagram and YouTube. The organic reach will create even more awareness among the digitally native and through that will also reach more of the target group.
- ▶ The campaign hub (1) will bring all the material together and works as a central hub for the campaign. It also includes the tool to create your own shareable videos and the recurring donations possibility.
- ▶ MobilePay donation (4) ads and banners will be made to the people who have already seen at least one of the campaign videos or self-created videos. They encourage people to make a one time donation.

IMAGE SUMMARY OF THE CAMPAIGN

2) AMBASSADOR GENERATED VIDEO CONTENT



1) CAMPAIGN HUB AND RECURRING DONATIONS



3) USER GENERATED VIDEO CONTENT AND CREATION ENGINE



4) ONE TIME DONATION BANNERS AND AMBASSADOR VIDEO ADS USING MOBILEPAY FOR MONEY TRANSFER