

A photograph of a group of people sitting on a grey couch in a casual setting. A woman with curly hair on the left is smiling and looking towards the right. A woman with long dark hair in the center is looking thoughtfully towards the right. In the foreground, the back of a person's head and shoulders is visible on the left, and the arm and hand of another person are visible on the right. There are glasses of iced coffee on a table in front of them. The text "JOURNEY TO EXCLUSION STOPS HERE." is overlaid in white, bold, sans-serif font across the middle of the image.

JOURNEY TO EXCLUSION
STOPS HERE.

HELSINKI
MISSIO

TARGET GOALS

Challenge: How to get donors and raise awareness for youth social exclusion?

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Consumer insight: Generally majority of people say that they want to help others. But it's only a *want and* not a *need*. The want isn't a strong enough emotion to convert into action. To keep people doing something the actions need to be easy and people need to get a recognition of their work.

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Insight: We must make helping a *must* to people. Convert desire into action. Make it easy, make it relevant, make it count.

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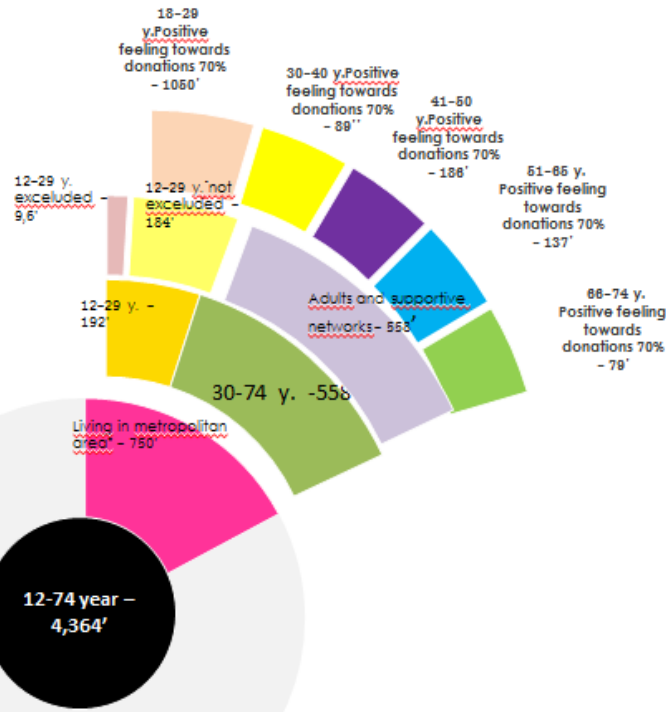
Solution: Make the donation process easy and quick and bring it to people's everyday life. Increase the awareness by showing the

THE POTENTIAL

Total potential:
495,000.



90% use public transportations
445,500.



In Market: Short-term demand

Positive attitude towards charity, living in metropolitan area, age 18–29, use public transportation not socially excluded – **97,200**

Positive attitude towards charity, living in metropolitan area, age 30–74, use public transportation – **347,800**

Total short-term demand 445,500

Tasks for communication

1. Overcome barriers to donate
2. Build in-market awareness

Not in market: Long-term demand

Positive attitude towards charity, living in metropolitan area, age 30–74 – **390,000**

Total long-term demand **390,000**

Tasks for communication

1. Build awareness and change attitudes towards of social exclusion of youth
2. Bring it close to target and motivate new donors

HELSINKI
MISSION

Sources: JCDexauc/Street talkers/ Norstar 2014. Atlas 2015

GAINING NEW DONORS

SHORT TERM

LONG TERM

DESIRE OBJECTIVE



Consumer Desire

Convince target group to donate money for HelsinkiMission by making the donation process relevant, relatable, and effortless. Embedded in their daily lives through transportation and HSL.



Brand Appeal

Creating conversions with emotional stories.

Differentiating & targeting the message (stories) to different target groups based on their individual motivations and history.



DEMAND OPPORTUNITY



Immediate Demand

Goal is to get average 3 donations per HSL card reader devices (average 3.800 pc)

1. Minimum 10.000€ donations within the campaign period
2. Awareness +20,6%



Growth Potential

1. Minimum of 1500 donors per year (including one-time donations and monthly donors).
2. Awareness.

Market Potential

194 000

495 000 total potential market

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INSIGHT & THE BIG IDEA

Insight:

- DONATING: Actual donation need to be easier – don't let donators think it trough too long. Make it very easy and quick.
- AWARENESS: Reasons behind social exclusion have existed for centuries →same issues/problems have touched the lives of many. We can all relate to the issues of exclusion such as: being an outsider at soccer practise, being bullied during recess, having family issues, falling behind peers, during our lives.

The idea:

- Make the donations via HSL card reader which the target sees on daily basis.
- Support the donations with transportation advertising which explains your role in helping youth.
- Sharing personal stories, embedding giving (donating) into people's everyday lives as an effortles activity.
- Reinforcing transparency between the donors and results.



MEDIA & COMMUNICATION TASKS AND KPIS

2 Engage Target Groups, Drive traffic

KPI: Conversion, CPA

Media: Programmatic, re-targeting, social (own & paid), SEM & SEO,

3 Convert

KPI: Donations (monthly, one timers)

Media: SEM, re-targeting,

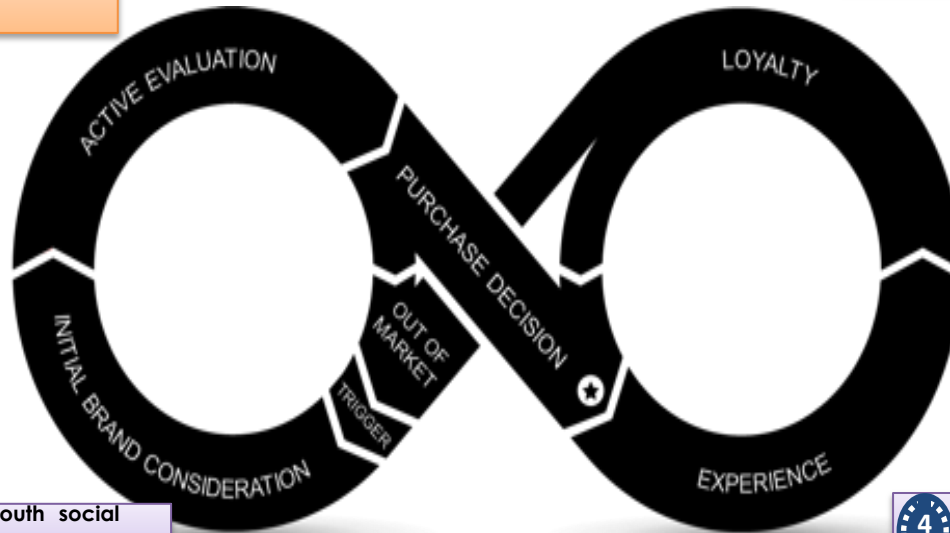
5 Maintain donor relationships, keep transparency between € and results

KPI: Longterm donorship

Media: HelsinkiMission personnel

Raising awerenes

Converting to donors



1 Create awareness for youth social exclusion and HelsinkiMission

KPI: Awareness, TOM, knowledge

Media: OOH (digi screens), FB (own, paid)

4 Expectations and promises

KPI: Satisfaction of (potential) donors

Media: Own channels, HelsinkiMission personnel

CHANNEL CHOICE

1

Create awareness for youth social exclusion and HelsinkiMission

KPI: Awareness, TOM, knowledge

OOH:

Digi screens in HSL transportation to raise awareness to the cause and make the target group donate via HSL-card machine. Explaining the reasons to donate and motivate target to do so.

FB (Paid)

Mobile reach, geo and time targeting. To reach the target group in HSL public transportation during the busiest hours (mornings & afternoons). Adding awareness to HelsinkiMissio and engage them to donate there and then via their transportation cards.

4

Expectations and promises

KPI: Satisfaction of (potential) donors

Own channels:

Ensure that the site is working as it should be → avoid problems in donore registration. Provide enough info about the charity work and show where donores help really goes.

2

Engage Target Groups, Drive traffic

KPI: Conversion, CPA

Programmatic Display Video + re-targeting:

Targeting the audience with specific segments based on interest+intent+socio-demographs. Used variation of relevant messages (story) to reach targets. Messages via Ad-sequency model.
Use re-targeting to target who has seen some of the creatives but still haven't converted.

Social media (own & paid):

Social Media for reach campaigns, combined with video. Tailor-made ads for social media but to be built on same story as TV and WebTV. Syncing Facebook ads with TVC's in prime time

SEM & SEO:

Ensure the visibility and foundability.

Own channels:

Ensure that the site is working as it should be → avoid problems in donore registration.

3

Convert

KPI Donations (monthly, one timers)

Re-targeting:

Use re-targeting to target who has seen some of the creatives but still haven't converted to donore → arvest the low hanging fruits

SEM & SEO:

Ensure the visibility and foundability.

Own channels:

Ensure that the site is working as it should be → avoid problems in donore registration.

5

Maintain donor relationships, keep transparency between € and results

KPI: Longterm donorship

Keep the donors aware of the help they have provided via monthtly donations

USE OF DATA AND ANALYTICS

- Combining interest+intent+socio-demographics we can create truly targeted campaign
- Several creatives → A&B testing
- Optimizations
- Display and video formats
- Ad-sequency
- Conversions

MEDIAPLAN AND BUDGET

- **Step 1. the short term goal**
 - OOH 35.000€/3 week
 - Mobile Reach 5.000€/2 weeks
- **Step 2. the long term goals**
 - Facebook video (2 wk) + re-ta (3-4 wk) / 23.000€
 - Programmatic video (2 wk) + re-ta 28.000€ (3-4 wk partly same time as video)
 - Own site/SEO 4.000€
 - SEM 5.000€

TOTAL: 100.000€

SUMMARY

MAKE HELPING A NEED



MAKE IT EASY



MAKE IT REAL



MAKE IT COUNT



MAKE IT A MISSION