



In 2015, 57 232 babies  
were born in Finland.

What if they all went  
missing?

Ada-Maria Wäck  
Noora Peitsara  
Dentsu Aegis Network



# Among the Finnish youth, an **entire generation is missing.**

There are 59 784 socially excluded young people.

They are the 15-29 year-olds, who don't have a job or a school place, and thus don't show up in any statistics.



But they are not really missing  
– **just lost.**

# Lost & Found

A black and white photograph of a shaggy dog, possibly a Weimaraner, sitting on a dirt path. The dog is seen from the back, looking down the path towards a forest. The path is straight and leads into the distance, flanked by trees and foliage. The lighting is soft, creating a contemplative mood.

The amount of socially excluded young people equals an entire generation.

That's an entire generation missing from the workforce.

**Lost & Found** is about fighting against social exclusion by helping the young people who are lost to find a direction in their life by engaging both consumers and companies.

Phase 1

# Lost

**Objective** – To highlight the magnitude of social exclusion among the Finnish youth.

**Execution** – Wake strong emotions such as the maternal instinct to protect by contrasting the socially excluded young people to a lost generation.



PERUSTETTU  VUONNA 1889

## HELSINGIN SANOMAT

Sunnuntaina 2. kesäkuuta 2013 Viikko 22. N:o 148 (41070). Irtonumero 4,00 €, kotiin tilattuna alk. 0,91 €/pv (12 kk:n jatkuva tilaus). 136 sivua



## MISSING

What if every one of the 57 232 babies born last year went missing?

Among the Finnish youth, an entire generation is missing.  
Our search for them has begun.

Join the rescue team at [www.helsinkimissio.fi](http://www.helsinkimissio.fi).

Phase 2

# Found

Consumers

HelsinkiMissio

Companies

Support HelsinkiMissio's preventive work through donations.

Help the young people in the risk of becoming socially excluded to get a degree and a job.

Support HelsinkiMissio to help these people to enter the workforce through commitment to work placement.

Phase 2

# Found

Consumers

## The Rescue Team

HelsinkiMissio's preventive work helps the lost ones to find their way, but they need your help too.

Help find the missing generation.  
Gather your own special forces.  
Donate together.  
Challenge others.

A black and white photograph of several hands reaching out and holding each other, symbolizing support and community. The hands are positioned in the center and right side of the frame, with some wearing dark sleeves. The background is a soft, out-of-focus landscape.

Phase 2

# Found

Companies

## The Future Promise

HelsinkiMissio's preventive work helps the lost ones to find their way, but they need your help too.

See the potential.

Offer mentoring.

Give the first work experience.



# Campaign structure

Phase 1 – Lost

Phase 2 – Found

**PAID**

**EARNED**

100 000 €

- OOH
- Print
- Social

- WOM
- PR

