

# #MATTI ON THE GO

## SUMMARY

#MattiOnTheGo gamifys social media API's into a responsive gamelike campaign page and aims to gain more donators for HelsinkiMissio and increase the awarness of socially excluded youngsters in a fun and simple way.

Matti, the main character of the game, represents all the socially excluded youngsters. He's kind and symphatic, even though he doesn't always feel that good.

On his journey, Matti faces different barriers from brick walls to dragons and from drugs to unemployment, which are demonstrated by funny animations and more serious videos. Together with the social media community and donators, he'll overcome the objects and raise money for the work against social exclusion of the youth.

Campaing is taking part in public conversation in various channels and from different perspectives. In addition, Matti represents all the socially excluded on chosen channels.



# INSIGHT

We've been told, that once you're old enough you'll see your life as a path: sometimes you've stayed on the path, sometimes you haven't. But what matters the most, each person has one, and each one needs guidance at some point not to get lost.

Every now and then there isn't guidance available or the social safety net fails for some reason, and that is when HelsinkiMission helps youngsters to follow their path.

In this campaign, people will have a chance to peek what HelsinkiMissio is doing and be part of the important work.

# OUR SOLUTION

The gamelike site on [mattionthego.com](http://mattionthego.com) is the heart of the campaigning. Besides the game, site offers real stories of HelsinkiMission's work, campaign info and all campaign media.

Facebook post likes and Twitter hashtags are Matti's fuel: the more buzz, the better mood Matti has and the faster he goes.

On his journey, Matti faces barriers and the audience can invent and vote on Facebook how to surpass: not only to engage them but to increase organic reach as well. Every vote counts and the chosen surpass methods will be added to the game.

While the journey goes on, videos related to social exclusion and funny animations are created and published in the game and on social media. HelsinkiMissio's own medias and social media channels support the campaign strongly with more serious peak.

On Twitter Matti shares his own thoughts. His Snapchat is diarylike and provides peer support for alike.



100%




# #MATTI ON THE GO

Each one of us has a unique path of life: some of us stay on the path and some of us get lost.



Matti is a kind of guy who lost a track of his life. And he's not the only one - in fact about 50 000 young Finns are socially excluded.

**HelsinkiMissio** and **Voima** project are working with these people to help them to cope with life.

Help Matti on his route, and at the same time you're helping all socially excluded youngsters through HelsinkiMissio.

OK, I GOT IT

100%

Hey thanks @Cannes\_Lions for using my hashtag - it keeps me going.



If I just wouldn't have to walk...

It's a long way to go. Boost Matti's journey and surprise him with a widget of your choice!

<10€      10-50€      +50€

FOLLOW MATTI'S JOURNEY ON FACEBOOK >>

100%

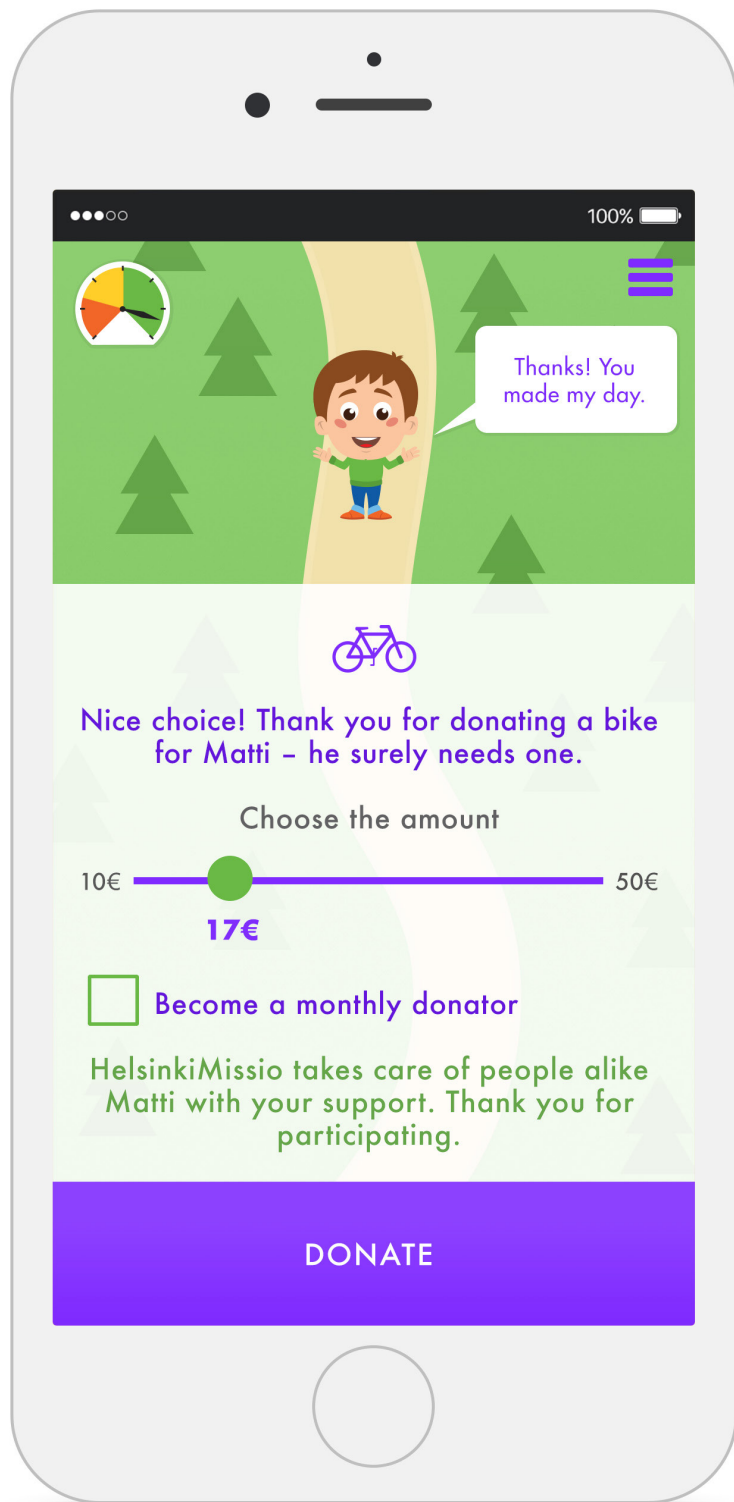



Oh snap! How should I pass it? Go to Facebook if you'd like to help me!

Unexpected barrier. This might take some time, why not to buy Matti a cup of coffee or shelter? A skipping rope would make it too.

<10€      10-50€      +50€

7:22:59 TIME TO VOTE >>



# PROBLEM SOLVED

Instead of shocking, we wanted to charm people.

Beautiful design and a playful look together with the creative use of social media mechanics make the campaign stand out. By engaging people through different medias and involving them to contribute in the advance of the campaign makes the issue personal.

Campaign's multidimensionality ensures the coverage of right target groups with corresponding messages. Due to transmedial storytelling, people can participate in the campaign in one or more channels: play the game on [mattionthego.com](http://mattionthego.com), contribute on Facebook, take part in the conversation on Twitter or get peer support and awareness about social exclusion on Snapchat.

Campaign mechanics makes sure that the buzz around the topic stays on the carpet and social exclusion gets the attention it deserves.

Donating through the campaign is motivating: donators see Matti reacting to their actions and get an instant reward. When the whole fundraising process is gamified, participating is easy and fun: or wouldn't you like to see Matti riding a unicorn?

Saunalahti 3G 17.56 76%

**Matti**  
@mattionthego

Just a Finnish guy. Struggling my way on everyday life.

Tweets Media Likes

**Matti** @mattionthego 9s  
To walk or not to walk? I wouldn't mind having a bike – anyone?

**Matti** @mattionthego 23s  
Me, and many others, would like to work, unfortunately it's not that simple. #A2ilta

**Matti** @mattionthego 52s  
Quote of the day.


**I WILL NOT KEEP CALM AND YOU CAN**

**Matti** @mattionthego 1m  
Even though I'm dead tired, today has been a good day! Thank you for supporting my journey 😊

Home Notifications Messages Me

**Liisa Sievinen**  
April 29, 2016 at 1:57am

Hahaa, I just packed this Matti guy with a bike! To be serious, it's for a good purpose. Check the site and become Matti's supporter as well!



**Matti on the Go**  
Fuel Matti on his path and join the ride.  
MATTIONTHEGO.COM

Like Comment Share

**HelsinkiMissio** shared Matti on the Go's link.  
April 27, 2016 at 1:42am

Hey peeps, have you met Matti? He's on the go and needs your help. Like this post to help him out!



**Matti on the Go**  
Fuel Matti on his path and join the ride.  
MATTIONTHEGO.COM

Like Comment Share

**HelsinkiMissio** @HelsinkiMissio - now  
We're running a campaign together with @mattionthego. Help him out at bit.ly/abcdef #mattionthego

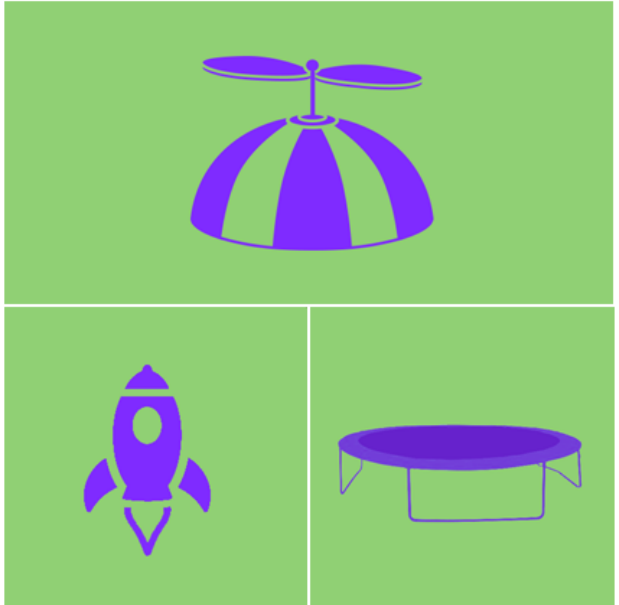


Like Comment Share

**Matti on the Go** added 3 new photos.  
October 29, 2015

ANIMATION TIME!  
Matti has faced a barrier and we're about to help him. But first, we want to hear your opinion: how should Matti cross the vicious brick wall? Would you like to see Matti flying with Space X rocket or propeller hat? Or maybe he should get a little push from a trampoline?

The choice is yours. Vote by liking your favourite image and we'll worry about the execution!



Like Comment Share