

PROBLEM

Social exclusion of young people in Finland.

OBJECTIVE

- 1) Raise national awareness to the cause and spark conversation
- 2) Recruit donors
- 3) Help to support mental and physical wellbeing of youth (fund the Voima project) → prevent social exclusion

INSIGHT

It's normal to have dreams about our future and goals to our lives.

IDEA

Raise funds through a lottery concept for the social excluded.

HELSINKI
MISSIO



For the socially excluded,
just the ability to dream is
a challenge or even
impossible.

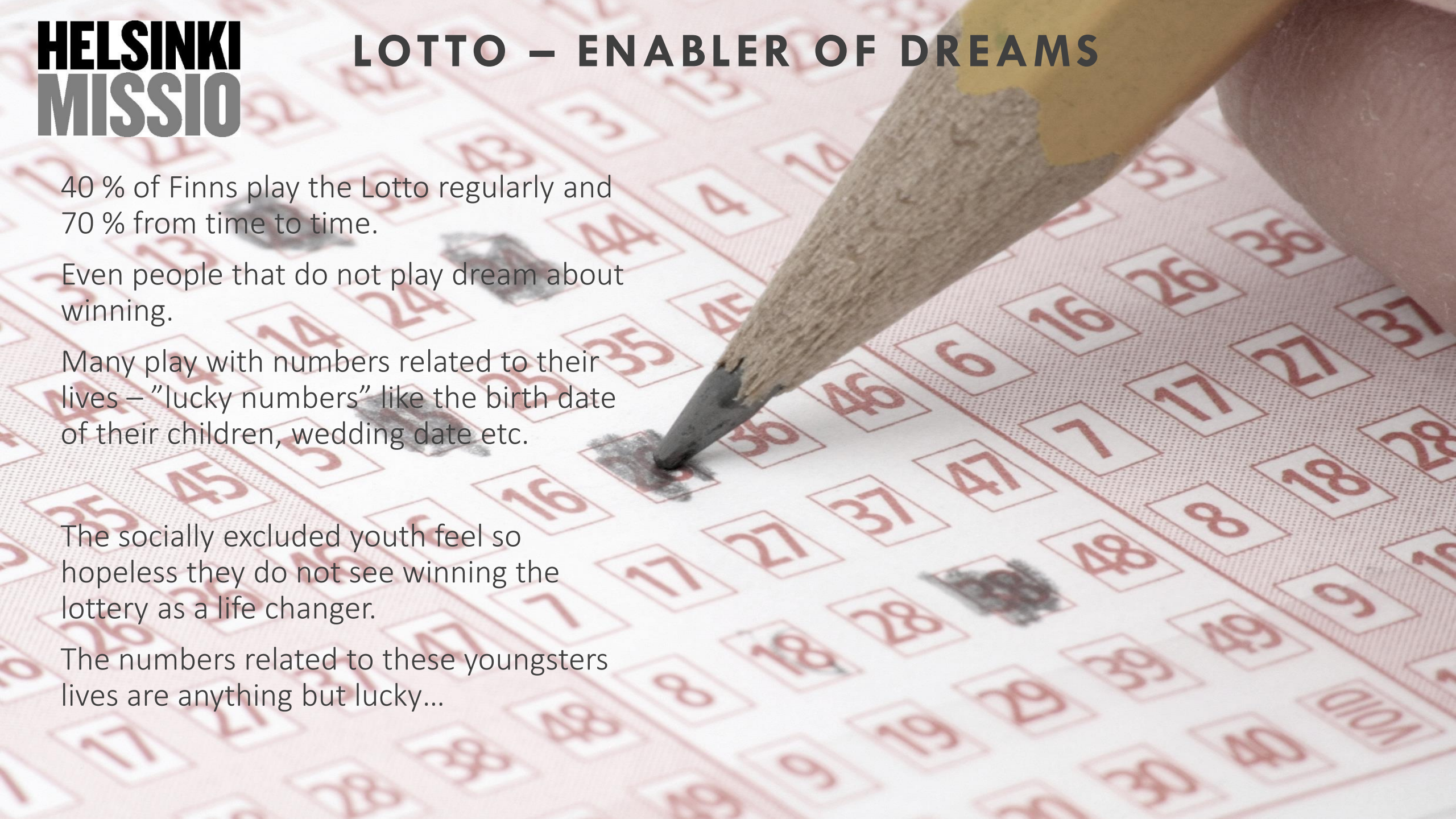
40 % of Finns play the Lotto regularly and 70 % from time to time.

Even people that do not play dream about winning.

Many play with numbers related to their lives – “lucky numbers” like the birth date of their children, wedding date etc.

The socially excluded youth feel so hopeless they do not see winning the lottery as a life changer.

The numbers related to these youngsters lives are anything but lucky...



#MYNUMBERS

Explain to and educate people about social exclusion through the nation's Lotto phenomenon.

Message:

"Over 13 000 of our country's youth have lost their ability to dream. Join Helsinki Mission's Voima project to collect the most meaningful lottery pot valued much greater than money."



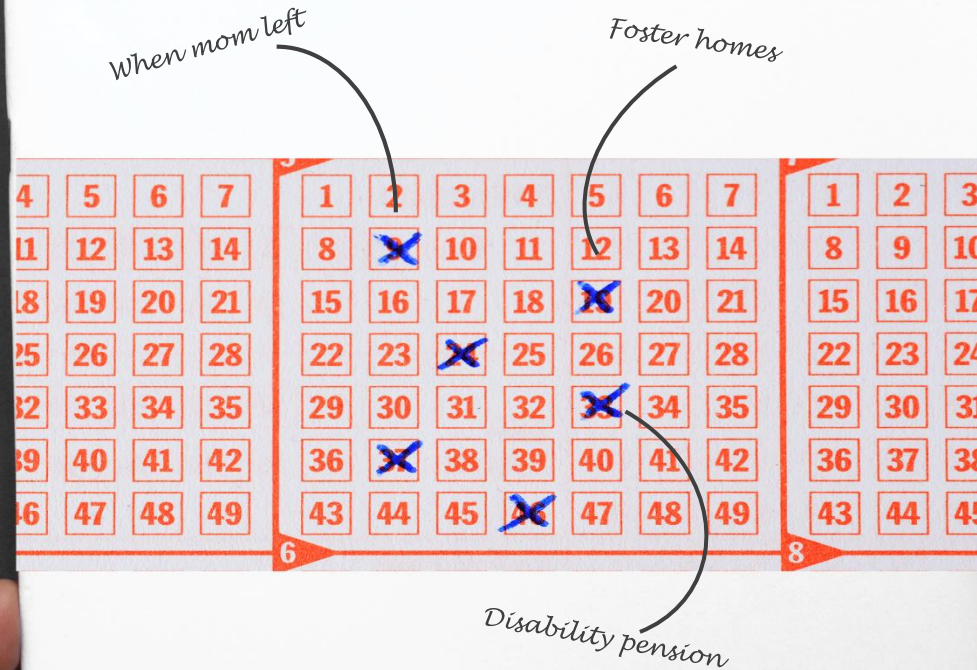
THE CAMPAIGN



For great impact launch the campaign
in print on a Friday.

- Lotto is relevant on weekends

#MyNumbers

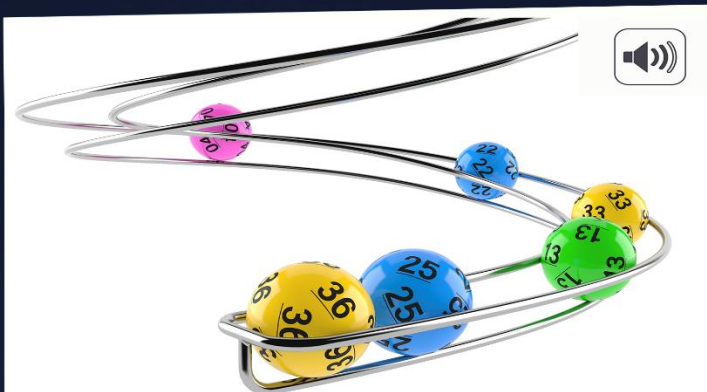


For most of us winning the lottery would be
a dream come true.
But over 13 000 of our country's youth have
lost their ability to dream.

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Continue to raise awareness in
outdoor media.

The affected youth tell their
stories by numbers in audio.



#MyNumbers




Help us give Matti's numbers a new meaning.
Donate 1 euro by texting 16454.


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Compose new Tweet ×




Anna's numbers: 12, 3, 40, 15, 28, 35, 2


  GIF 

100  Tweet

Compose new Tweet ×

Anna was 15 when the school guidance counselor told her not to apply to law school with her skills [#MyNumbers](#)

  GIF 

31  Tweet

Share a lottery row each day in Twitter to communicate individual stories and struggles.

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People rather share others' emotional stories in social media than their own.

Therefore, the youth tell stories behind their numbers in Facebook videos.



55:55 / 80:30



Reach estimated 3,6 M people (regular Lotto players) through digital activities and print.

Spark conversation about the cause through an everyday topic.

Large amount of individuals donating small amounts.