

CAMPAIGN DESCRIPTION / VOIMA -box: teens who fuel the world.

Our core idea is to empower teenagers by letting them make a difference in their local community. This will start a cycle of positive reinforcement, one little idea and action at a time. The starting point is seeing teens as an asset in local communities, not an annoyance.

How do Neste and Hello Ruby contribute? Service stations are well-known hang-around spots for teens around Finland. Service stations lead by local dealers are hotspots for the local community as well. Hello Ruby, on the other hand, teaches 21st Century Skills with modern technology. Thus, VOIMA -boxes with Hello Ruby's whimsical tools inside are distributed to 100 Neste service stations to take the VOIMA -programme to the next level.

Each VOIMA -box lets teens, who already spend time at the service station, share their own development ideas through a guided process with a video clip. Visitors get to vote for the ideas at the service station only, not online. Voting is limited to service stations to give equal opportunities to teens, regardless of the number of their Facebook friends – it's the idea that counts!

Every month at each service station, the most voted ideas receive 100€ from their local VOIMA -mentor. The teens behind the idea get to execute the project themselves, with help from the mentor. Local people see the results of their donations in a concrete manner, which encourages becoming a regular donor for Helsinki Missio.

CAMPAIGN CHANNELS

Launch: To create awareness, the project should be launched together with Finnish Snapchat influencers (i.e. Kalenterikarju, Mariieveronica, Eskomorko). Creating a buzz with them is crucial, as they are far more powerful idols to teenagers than any authorities.

Traditionally Helsinki Missio communications have had a strong focus on bringing attention to societal problems, but in this campaign we want to bring positivity first. The campaign should showcase the ideas, actions and results brought by youngsters to their local communities.

3 years of continuous storytelling: #VOIMABOX

On the VOIMA website, during the 3-year project, small stories of projects around the different service stations should be shared publicly. The teens and stories behind each idea should be at the center of communications. Snack-sized versions could be shared on social media to tease people into visiting the website, which serves as the main platform for the project.

In summary, we expect you to create a powerful and positive campaign idea around the VOIMA -box concept, catching youngsters where they are: online.

Appropriate channels and budget

Responsive website voimabox.fi and social media channels Snapchat, Instagram and Facebook.

Media 1st: 78K, 2nd: 30K, 3rd: 30K.