

A person wearing a white hoodie is seen from behind, standing in a dark, dense forest of bare trees. The scene is dimly lit, creating a somber and mysterious atmosphere. The person's face is obscured by the hood.

NÄKYMÄTTÖMISSÄ

CURRENT SITUATION

- In 2010 there were about 51 300 socially excluded young people in Finland who don't have degree, they are not students and they are not working
- Among those 51 300 people there are approximately 32 500 who are not announced to be unemployed job seekers. They are not visible in any statistics so nobody knows who they are.
- Drivers behind social exclusion e.g. are
 - Traumatic childhood - Family background (intoxicant problems in family, child has been left alone without love, unsecure and unstable relationships)
 - Loneliness - Lack of social networks, feeling that one is different from others
 - Ending up with wrong people - Abuse of intoxicants
 - Lack of education - No degree after primary school
 - Immigrant background - Difficulties to adapt to society



Young people who are invisible in society. Who they are and where they are?

Campaign objectives

- To create awareness of Finnish youth social exclusion in society and to recruit new donors to support the cause. The short term goal is to fund the Voima project with the funds got from donors. The long term goal is to get a minimum of 1000 donors per year within the next three years.

TARGET GROUPS

Preliminary target group - Potential donors

- People who are potentially interested in young people and are concerned about their well being
 - The trend is that the amount of the donations grow with age
 - Younger age groups donate smaller amounts and older bigger amounts
- 66% from current private donors are women

Secondary target group – The network that ensures that no one falls through the safety net

- i.e. Parents, social workers, teachers, school personnel

Insight

- The most frequently reported motivations for making donations are 1) feeling compassion for those in need 2) wanting to help a cause in which the donor personally believes and 3) being personally affected by the cause of the organization



People are more likely to donate when the cause touches them and makes them concerned about the topic

CAMPAIGN STRATEGY

- Bring up issues that are invisible for public and make them visible by sharing true life stories
- The phrase below will be replayed in all marketing messages:

Anna mun kertoo sulle mun tarina
– niin näet mut



Invisible to visible

CREATIVE CONCEPT

Young people's social exclusion is an invisible issue in Finnish society because nobody knows who they are and where they are. Thus, awareness of the Finnish youth social exclusion will be created by telling individual stories – **these youngs will be made visible**. By touching and inspiring human fates we spread information in Finnish society about youngsters' social exclusion and drive target group to become donors for Helsinki Missio.

The key message of the campaign is "Anna mun kertoo sulle mun tarina – niin näet mut". This phrase will be used as a message in all media channels and its purpose is to drive people to the campaign site where the full stories are found. From the campaign site one will find more information about the topic, about the campaign and detailed information about how to donate.

In the message one socially excluded person tells by one sentence his/her key issue and after this says the phrase that will be repeated in all communication. For example "Erilaisuuteni takia en ole koskaan tuntenut kuuluvani mihinkään ja olen jäänyt yksin. Anna mun kertoo sulle mun tarina – niin näet mut." At this point youngster's face will not be shown – he/she is far away, showing his/her back and is seen only as a figure. Objective of the message is to get the person who has exposed to the ad watch the full video loaded at the campaign site.

In the beginning of the full video, the story teller is still far away and back towards camera. When he/she has finished his/her story, the person turns around, walks towards the camera and is showed to the viewer. Person behind the story will be revealed. **They become visible.**

CREATIVE CONCEPT

In order to create awareness of the various reasons behind the social exclusion and understanding of different kinds of human fates, every message will be different. Facebook was chosen as a main channel not only because of its cost effective reach but also for good platform to spread teasers of the individual stories in video posting form. Radio, cinema, professional magazines and SEM are chosen to support Facebook.

In Facebook, one video posting will be executed per week in order to keep top of mind with the issue. By video postings interest and curiosity will be created and people will be driven to watch the full video in campaign site by link provided.

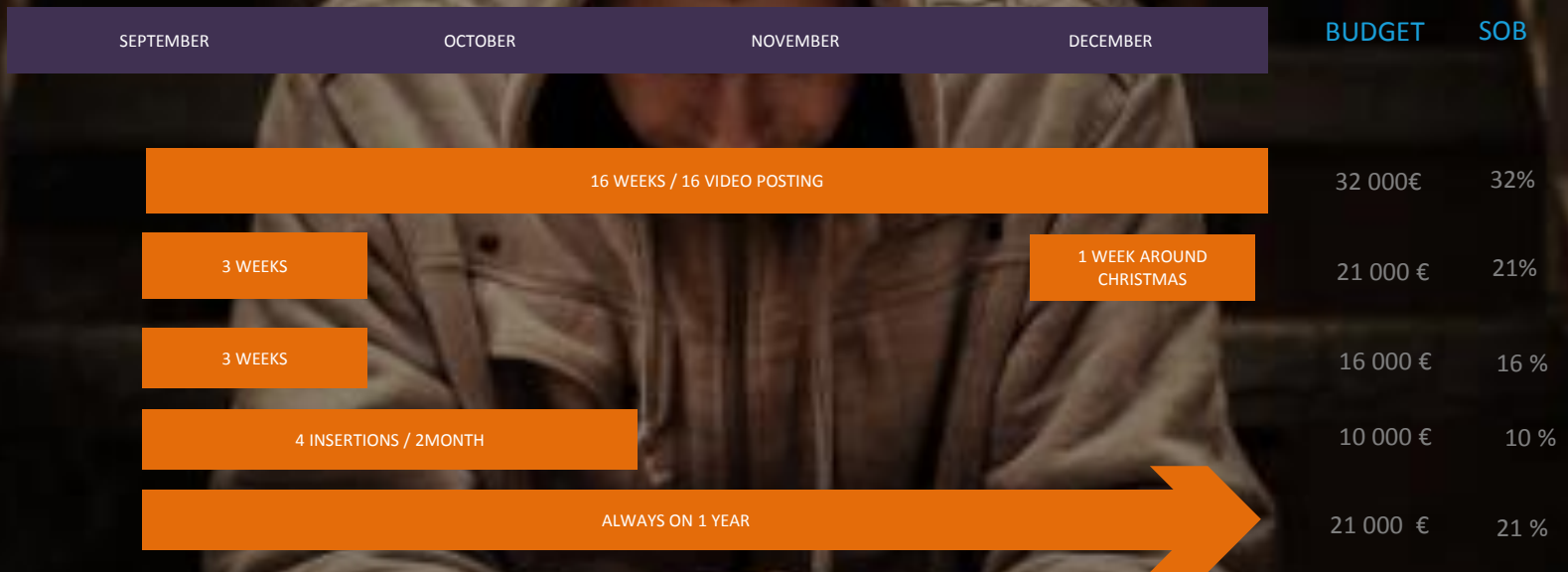
The same structure will be used both in radio and cinema messages. In radio, young socially excluded persons will tell his/her story in one sentence and the campaign phrase will come after that. At the end there will be a tail that drives the listener to the campaign site to see the full video and to get more information about the campaign. Similar spots to Facebook will be used in cinema. The spot will be positioned near to the movie starts (short and powerful spot) -> high attention value.

Teachers and social workers are the ones to ensure that no one falls through the safety net. Because their high potential for donate and their important role preventing youngs' social exclusion, they are noted in the campaign by professional magazines.

SEM will support all the media and will go on through the year to ensure that the campaign will be found when one is searching information about youth social exclusion or of the campaign. To be on top of the search listing is important when driving people to the campaign site. SEO is also highly recommended to be used.

CAMPAIGN CALENDAR

CAMPAIGN TIMING



MEDIA CHANNEL CHOICES

Facebook

- Facebook will be the main media channel for the campaign in order to reach young and middle aged potential donors. Campaign period will be from mid September until Christmas. Themes will vary: in the beginning stories will be related to school and education and closer to Christmas the messages will focus on loneliness and being alone in Christmas time. The idea of using Facebook as the main channel is to create high awareness of the issue, create curiosity, interest and inspiration and to drive people to the campaign site.

Radio

- Radio is chosen to the campaign because of its high reach and cost effectiveness. Women are highlighted in the current donors and to reach them the spots are planned to run in nationwide radio channels i.e. Radio Aalto or Iskelmä. The first burst of the campaign will be 3 weeks starting from mid September. Another burst will be 1 week just before and during Christmas. In the Christmas time radio is listened a lot when people are driving to meet relatives and friends. For the campaign, it's the perfect time to talk about socially excluded and lonely people with a powerful message.

Cinema

- The role of cinema in the campaign is to be powerful and to impact on feelings. Advertising on big screens is effective way to create high attention value in the place where there are no other stimulus. Targeting in cinema is precise because movies chosen to the campaign are based on viewer profiles. Cinema campaign will be 3 weeks starting from mid September.

Professional magazines

- Professional magazines provide important information about current topics and are targeted to specific professional groups. By choosing the right magazines, campaign messages and information about the campaign will be targeted to the people who are professionally in important role to prevent social exclusion and are naturally interested in the topic and therefore have high profile on the potential donors. Print is a good source of information, since it's considered as trustworthy media.

SEM

- Search engine marketing will be used to support other media. Its main role is to increase the visibility of the campaign site and to make sure that when people are searching information about socially excluded youth or of the campaign, they will find the campaign site.

SUMMARY

A person wearing a red hoodie and a dark face mask is crouching on a sidewalk. They are looking down at a small, light-colored dog. The background is a wall covered in graffiti, with the word 'RISE' visible in large blue letters. The overall scene is dimly lit, suggesting an urban environment at dusk or dawn.

Objective

- To create awareness of Finnish youth social exclusion in society and to recruit new donors to support the cause. The short term goal is to fund the Voima project with the funds got from donors. The long term goal is to get a minimum of 1000 donors per year within the next three years.

Target group

- Preliminary target group - Potential donors
- Secondary target group - The network that ensures that no one falls through the safety net

Insight

- People are more likely to donate when the cause touches them and makes them concerned about the topic

Strategy

- Bring up issues that are invisible for public and make them visible by sharing true life stories -> Invisible to visible

Execution

- By "Anna mun kertoo sulle mun tarina – niin näet mut" concept socially excluded youth will be made visible. The same message will be spread through all media channels and its purpose is to drive people to watch videos of true life at the campaign site. At the campaign site one will find more information about the topic, about the campaign and detailed information about how to donate. Media channels used in the campaign are Facebook, radio, cinema, professional magazines and SEM.

THANK YOU.

