

## PURE GOOD

### CAMPAIGN DESCRIPTION

One of HelsinkiMissio's missions is to prevent social exclusion of young people in Finland. Youth exclusion is a massive issue. 1 in 20 young people between 15–29 are socially excluded. The issue has profound impact on both individuals and society. The grounds for social exclusion are often created in childhood. Family circumstances and a safe everyday life for a child/youngster effectively prevent exclusion.

The values of good everyday life and its impact on mental and physical health are shared by Jenkki, Finland's most loved chewing gum. Jenkki represents energetic empathy here and now, building a bridge between people. Jenkki is present in ordinary situations of everyday life. It creates a positive feeling that transforms into sharable smile – energetic empathy.

Together HelsinkiMissio and Jenkki raise national awareness for social exclusion with "*PURE GOOD!*" campaign, targeting heavy users of Jenkki (focus: families). Social exclusion is present everywhere, touching us all. 1 in 20 – that is how many young people are socially excluded. But just like exclusion, there is energetic empathy everywhere, spread by Jenkki. And where there is energetic empathy, there is a means to prevent social exclusion.

The campaign consists of two phases:

1. Pre-launch phase: Raising awareness and curiosity in a disruptive manner → recruiting new donors
2. Launch phase: Launching a product dedicated to the cause → long-time reminder and continuous financial support for HelsinkiMissio

### CAMPAIGN CHANNELS

PRE-LAUNCH PHASE (Feb 2017)	LAUNCH PHASE (May 2017)
<p><b>Content:</b> Jenkki portfolio ( 29 SKU) is harnessed for raising awareness and attracting curiosity. In each pack, 1 in 20 gums has "wrong" flavor&amp;color. Confused consumer, looking for contact details on pack, finds address <a href="http://www.puregood.fi">www.puregood.fi</a></p> <p>The site offers a choice: Complain about the wrong gum for refund, OR donate 1 € to HelsinkiMissio. Jenkki doubles the donation.</p> <p><b>Impact:</b> Awareness to 50 % of Finns 15-50 yo Conversion to 12 000 new donors = 24 000 €.</p>	<p><b>Content:</b> Jenkki launches a dedicated <i>1 in 20</i> pack. One of twenty pieces is surprise: new flavor, color and mouth-feel. This surprise, always 1 in 20, serves as long-term reminder and drives awareness for the cause for 2-3 years. For each pack sold, Jenkki donates 1/20 of net-sales value to HelsinkiMissio.</p> <p>Same "1 in 20" theme is brought to every-day situations where energetic empathy is needed. Channels OOH + shopper.</p> <p><b>Impact:</b> Continuing awareness (230 000 pc / year) Financial support from Jenkki (11 500 € / year)</p>
<p><b>Social activation &amp; identifiers:</b> <a href="http://www.puregood.fi">www.puregood.fi</a> @HelsinkiMissio @xylitoljenkki #puregood #1in20</p>	<p><b>Social activation:</b> Sequel for pre-launch campaign Encouraging voting for next flavor of Jenkki</p>
<p><b>Budget:</b> 40 k € / Jenkki / planning &amp; production</p>	<p><b>Budget:</b> 100 k € / Jenkki / planning &amp; production 100 k € / HelsinkiMissio / media 200 k € / Jenkki / media</p>

Deliverables:

- Key visual identity (incl. pack design)
- Social activation plan: platform for #1in20
- Detailed media plan according to guidelines above