

SPOT POTENTIAL IN YOUTH

Digital campaign plan

FUTURE
FIREFIGHTER

EXCLUDED

FUTURE
NURSE



#SPOTPOTENTIAL

**HELSINKI
MISSIO**
HELSINGFORSMISSION

Campaign summary

Our client **HelsinkiMissio** has the needs for increasing awareness of social exclusion of youth, and to acquire more donors for the cause.

We have recognized two demographics which are more prone to donate for such causes, age groups of **18-30 (Segment A)** and **51-60 (Segment B)**. The campaign will be executed with an emphasis on reaching these two target groups.

Chronologically the campaign will begin with a reach in **increasing awareness** for the cause, sparking up the attention of the audience.

Middle part of the campaign will include the use of content marketing to **spread information** regarding the issues and solutions revolving around social exclusion of the Finnish youth, with a call to action for helping hands.

Finally the campaign will increase the reach towards the wealthy segment B for **fundraising**.



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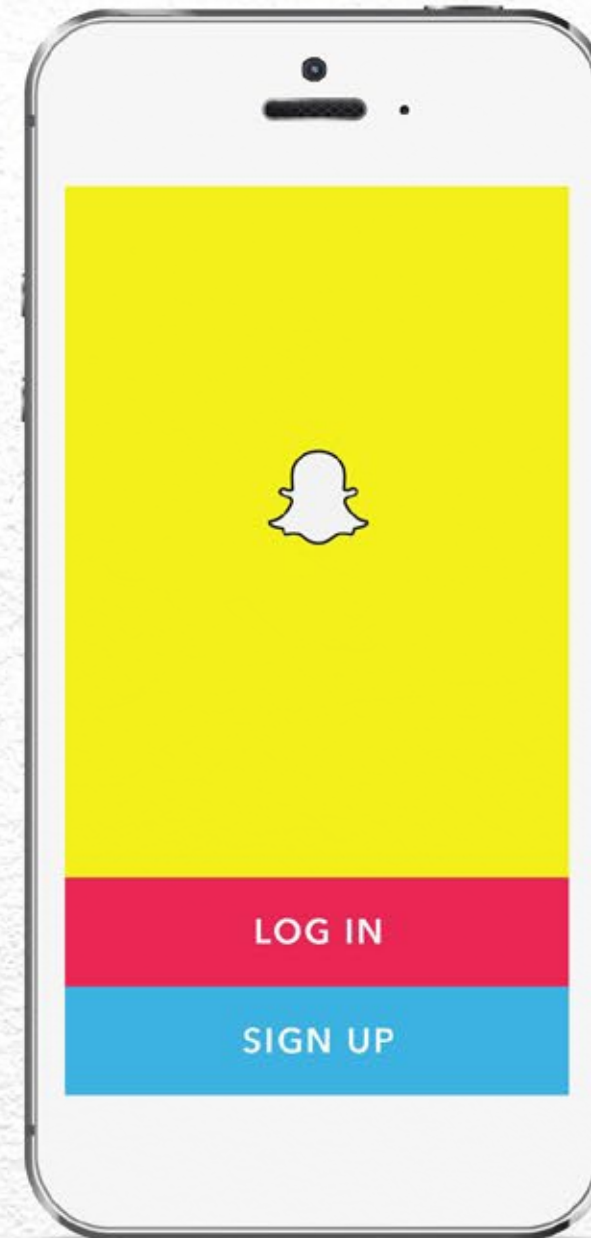
**HELSINKI
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HELSINGFORSMISSION

Creative insight

Campaign logo is a child in midst of a spiral towards loneliness. It will be implemented in materials **for every channel**.

Message of the campaign points out that youth has **untapped potential**, and if you can help young people on a personal level, you can help the society as a whole to work more efficiently. Reducing the economic strain and increase **overall well-being of the society**. Native ad includes an infographic with statistics of the toll social exclusion takes on society.

The message is tuned to speak with the target audience in mind. For segment A we are delivering a reminder that anyone can get cast out from social circles, which leads towards unemployment. Segment B will be offered an alternative way to help on a societal level. Approach towards niche media of Ylilauta demands a raunchy approach which speaks straight to the audience of at risk youth.



Snapchat

HelsinkiMissio's Snapchat account will bring transparency in their operations and shows how donations will be used.



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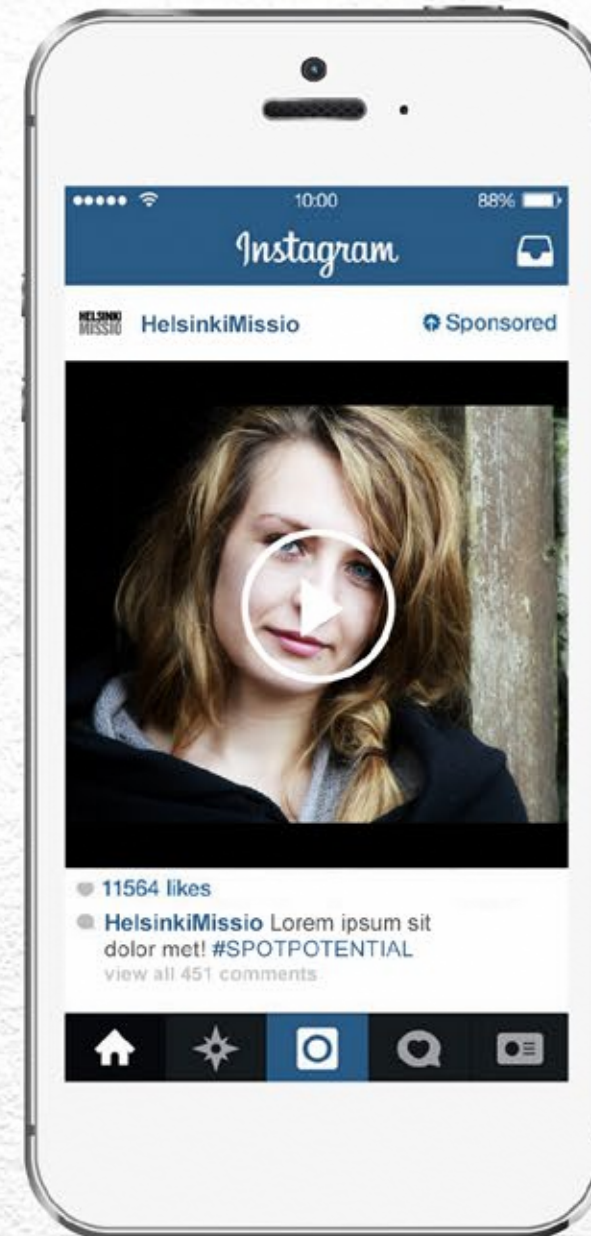
Solution

This campaign will include **a wide scale of digital media products** from programmatic display ads to native advertising and has included social media dimensions.

Display ads will be targeted both with a media brand edge and via programmatic media procurement.

Content marketing will revolve around **video bloggers** who will inform the audience about the situations which lead towards exclusion, how to reach and help these people who are cast out from society. Content will be used both in Instagram and Facebook. Social aspects of Snapchat tells the story of how the donated funds are being used and brings the everyday realities towards the audience, **increasing transparency**.

Native used in Helsingin Sanomat will serve as a platform for existing content produced by HelsinkiMissio, embedded donation element included. Programmatically bought, targeted display ads with retargeting ran network wide in media spaces of Sanomat and Alma Talent to reach the wealthy segment B.



Instagram sponsored content

Video blogger will produce a 15 second PSA.



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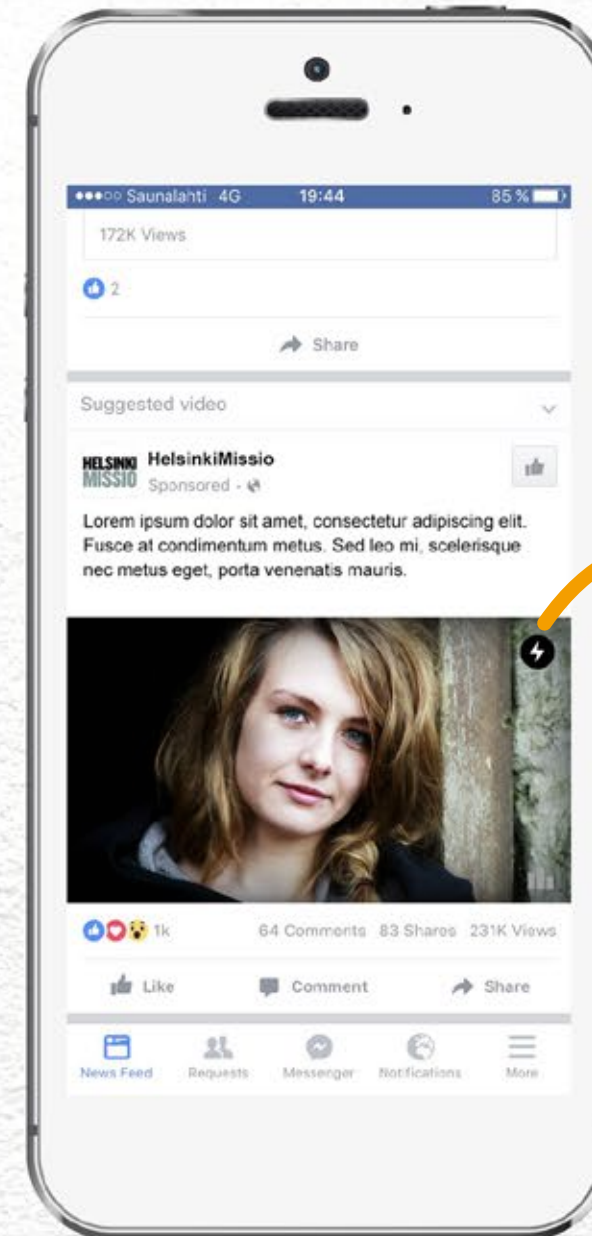
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How we solve the problem

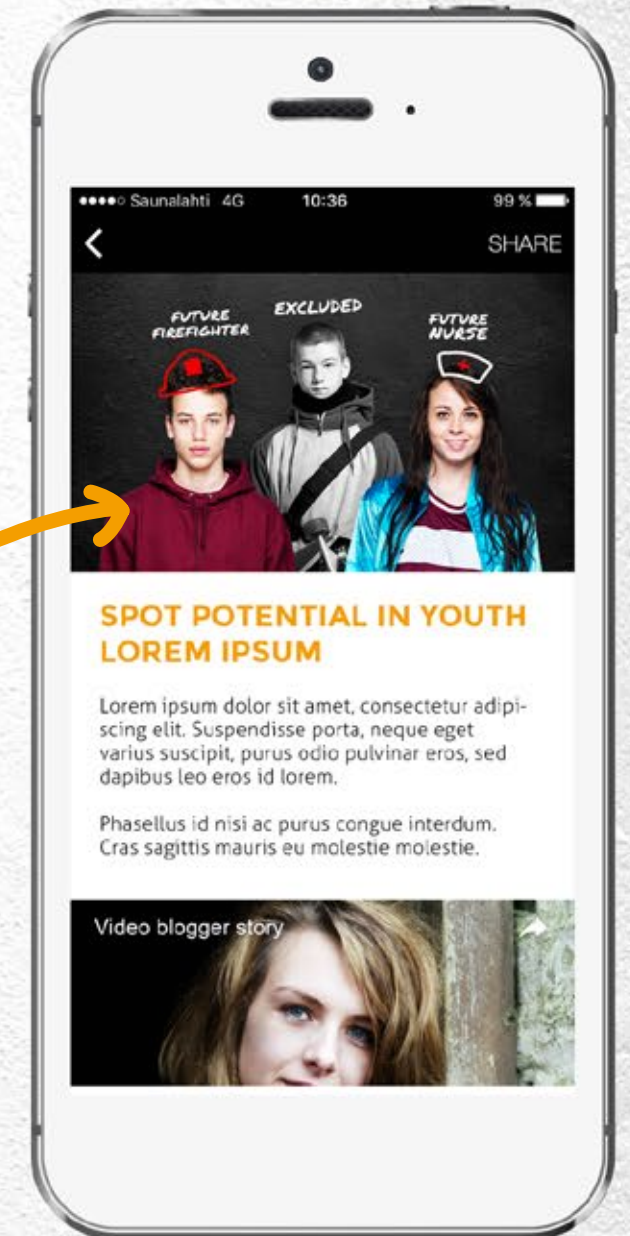
Our campaign has both reach and depth. The reach is achieved with the use of display ads in selected target demographics and large national media brands on a long term timescale. The peculiar use of Ylilauta as a media channel is a way to speak straight towards the youth at risk.

The depth for the campaign is created with extensive use of content marketing in the form of **video bloggers** and existing blogs of HelsinkiMissio to bring the stories to the audience. Propensity to donate towards the cause can be influenced by creating the **desire to help** - this can be affected by telling the story with the tools of contemporary social media.

Largest single donations came in from the segment B, and to reach this segment we are utilizing professional media brands of Alma Talent, this channel can also **reach potential businesses** willing to donate for PR purposes.



Sponsored Facebook post
Video blog



Facebook Canvas
Including: article, blogger video
and CTA to donation landing
page

Campaign timeline

For the **first year**



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**HELSINKI
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HELP YOUTH HELP SOCIETY

MAKE A DIFFERENCE



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BASSO ON DEMAND ON NYT VERKOSSA! KUUNTELE KAIKKI OHJELMAT JÄLKIKÄTEEN

Tunnistat Basso On Demand -soittimen oheisesta ikonista.



Lauantaijatsit 14:00-16:00

Erikoisohjelma

[www](#) [facebook](#)

PKS 102,4 Mhz

TAMPERE 103,1 Mhz

TURKU 101,9 Mhz

VAÄSKYLÄ 99,7 Mhz

DISPLAY BANNER
FOR SEGMENT B

Talouselämä



Kommentti: Tässä on
palkkajohtajien uusi
rässi
Matti Kankare



Tilaa lehti
Tilaa uutiskirje
Ilmoita Talouselämässä
Ota yhteyttä

OMX Helsinki 7 831,37 + 2,18 % | Nasdaq 4 850,69 + 0,05 % | Lisää pörssitietoa

ETUSIVU

SIJOITUSELÄMÄ

TYÖELÄMÄ

ASIAA

KASVUYRITYKSET

TEBATTI

ADAM SMITH



SUMMA

**UNTAP NEXT
GENERATIONS
POTENTIAL**

MAKE A DIFFERENCE

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PALKAT 9.4. 09:02

Talous kituu, mutta Suomi-pomo pärjää hyvin palkkavertailussa



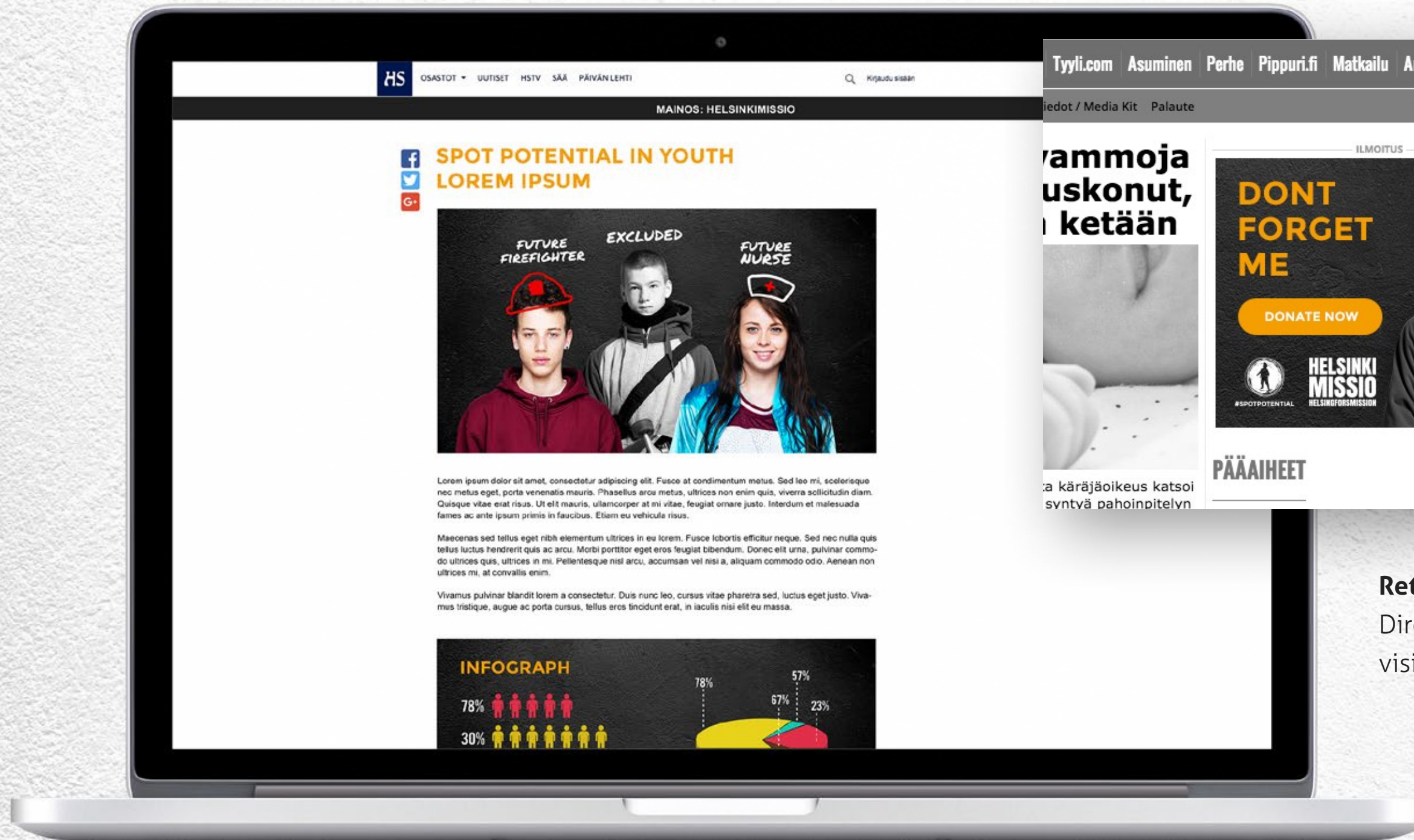
Uusin lehti



Uusin
Talouselämä-
lehti 14/2016 on
ilmestynyt ja on
luettavissa
Summa-
palvelusta!

NATIVE AD / SANOMA

RETARGETING BANNER FOR GOOGLE NETWORK



Retargeting banner

Direct reminder for anyone who has visited the Sanoma native ad.

Sanoma Native AD

Existing blog content from HelsinkiMissio. Including article, infographics and donation form.



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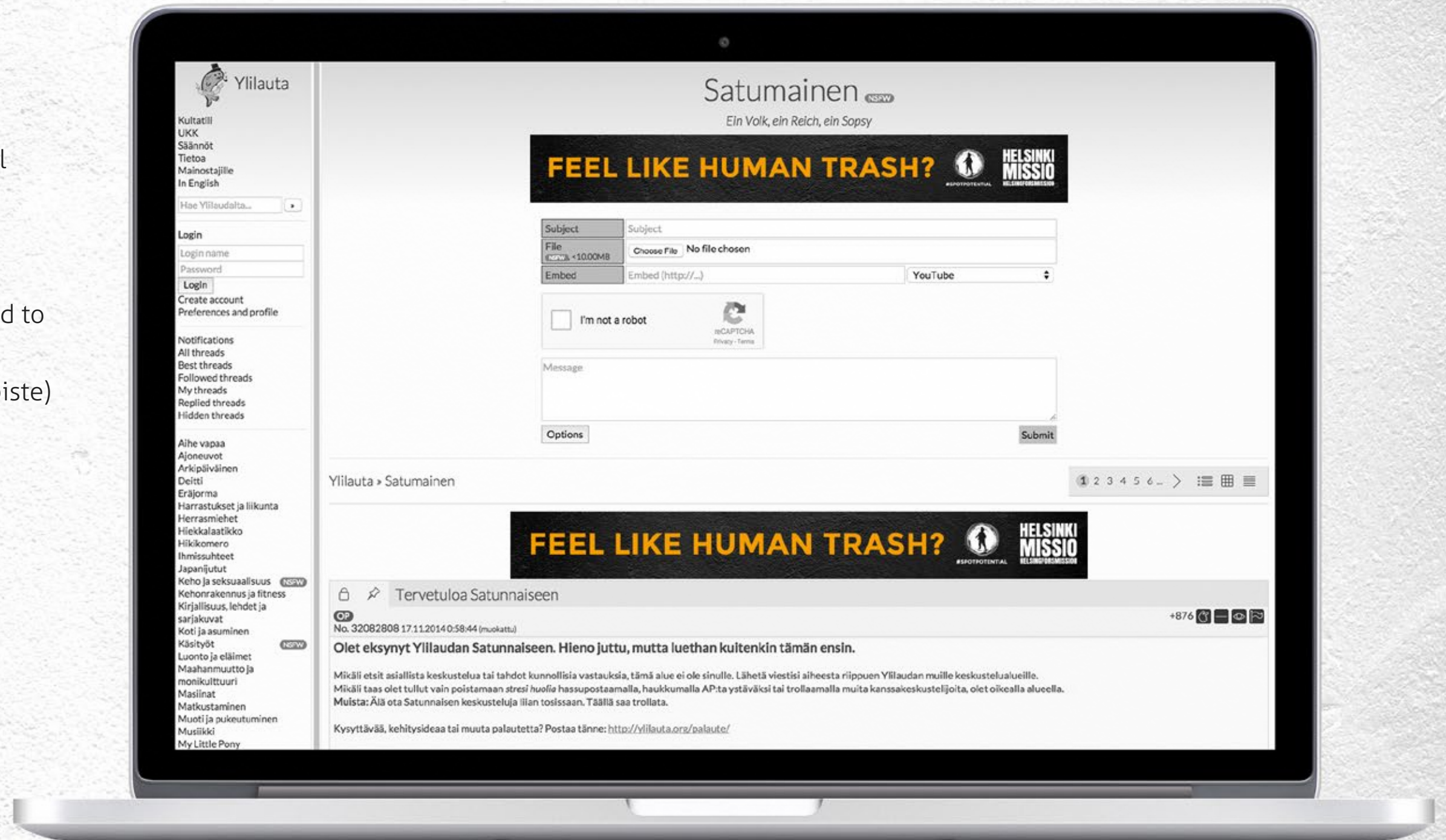
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DISPLAY BANNER FOR NICHE MEDIA

Display banner for Ylilauta.org

Channel to reach at risk youth. Special message to gain attention and spark discussion.

Traffic from the banner will be directed to HelsinkiMissio's help page.
(www.helsinkimissio.fi/nuorten-kriisipiste)



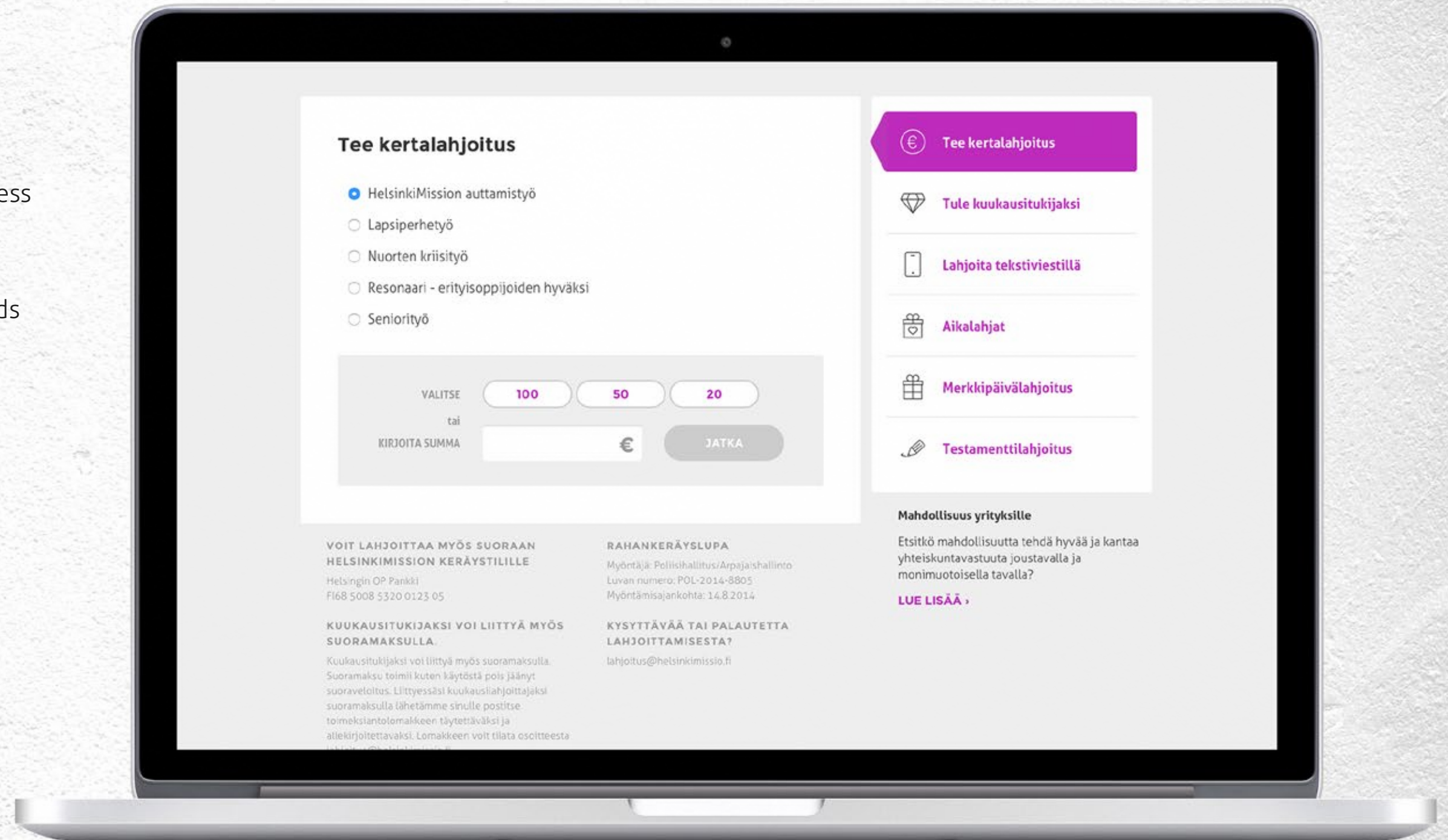
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Customized landing page for easy donations

Includes a short brief to raise awareness and a donation form.

Traffic will be directed from display ads and youtube annotations.



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