# SPOT POTENTIAL IN YOUTH

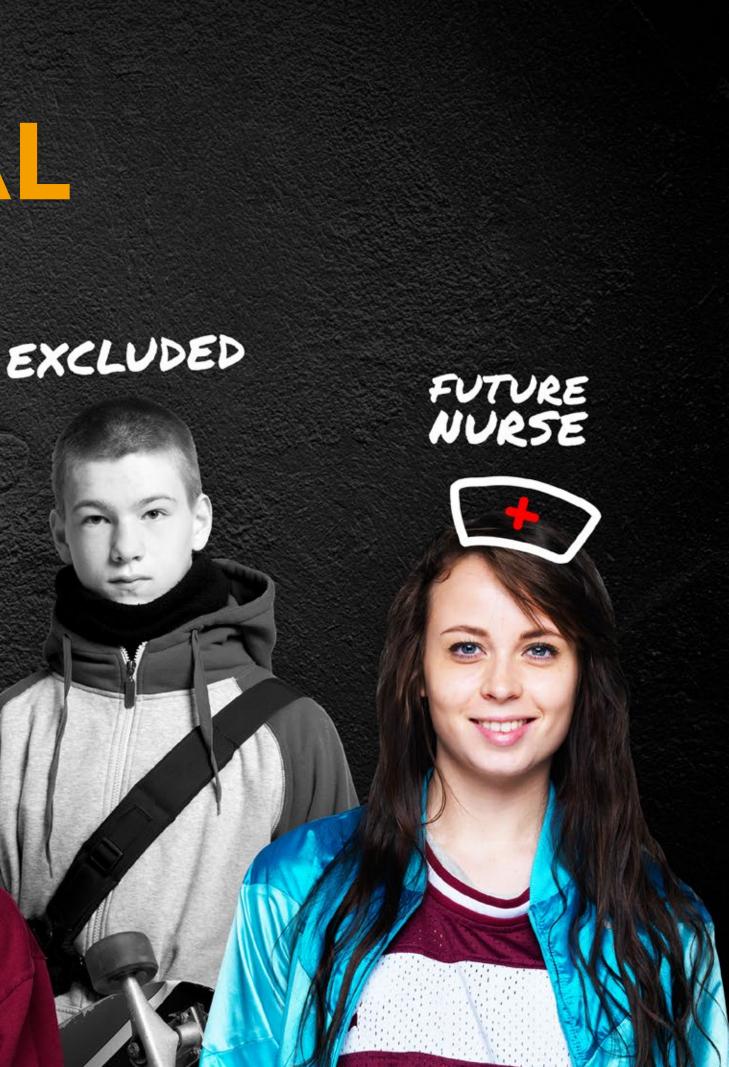
Digital campaign plan

FUTURE FIREFIGHTER





2



## **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**.



## **#SPOTPOTENTIAL**



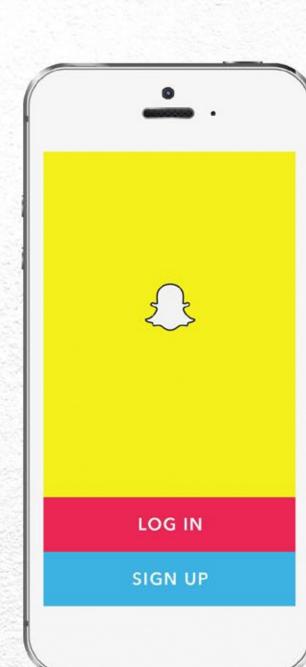


## **Creative insight**

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 infograph 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.





## 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.





## How we solve the problem

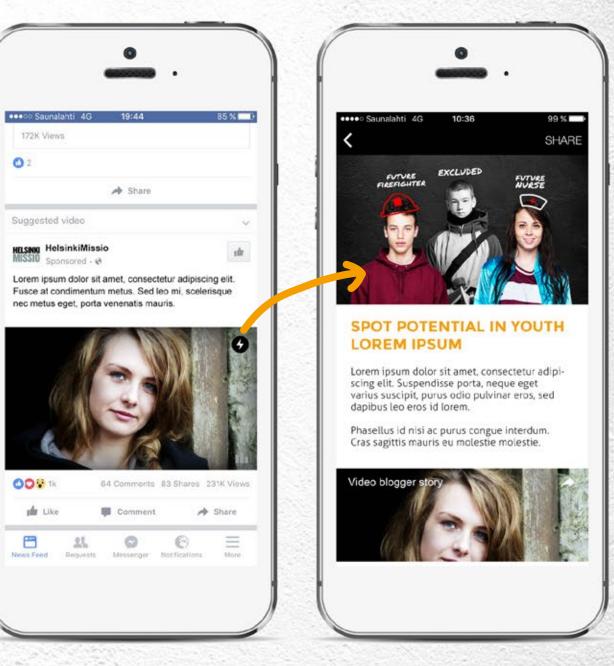
Our campaign has both reach and depth. The reach is achieved with the use of display ads in selected target demographics and large national media brands on a long term timescale. The peculiar use of Ylilauta as a media channel is a way to speak straight towards the youth at risk.

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.

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**Sponsored Facebook post** Video blog

**Facebook Canvas** 

Including: article, blogger video and CTA to donation landing

page

## **Campaign timeline**

For the **first year** 

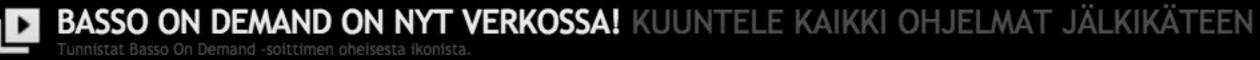












Lauantaijatsit 14:00-16:00

Erikoisohjelma

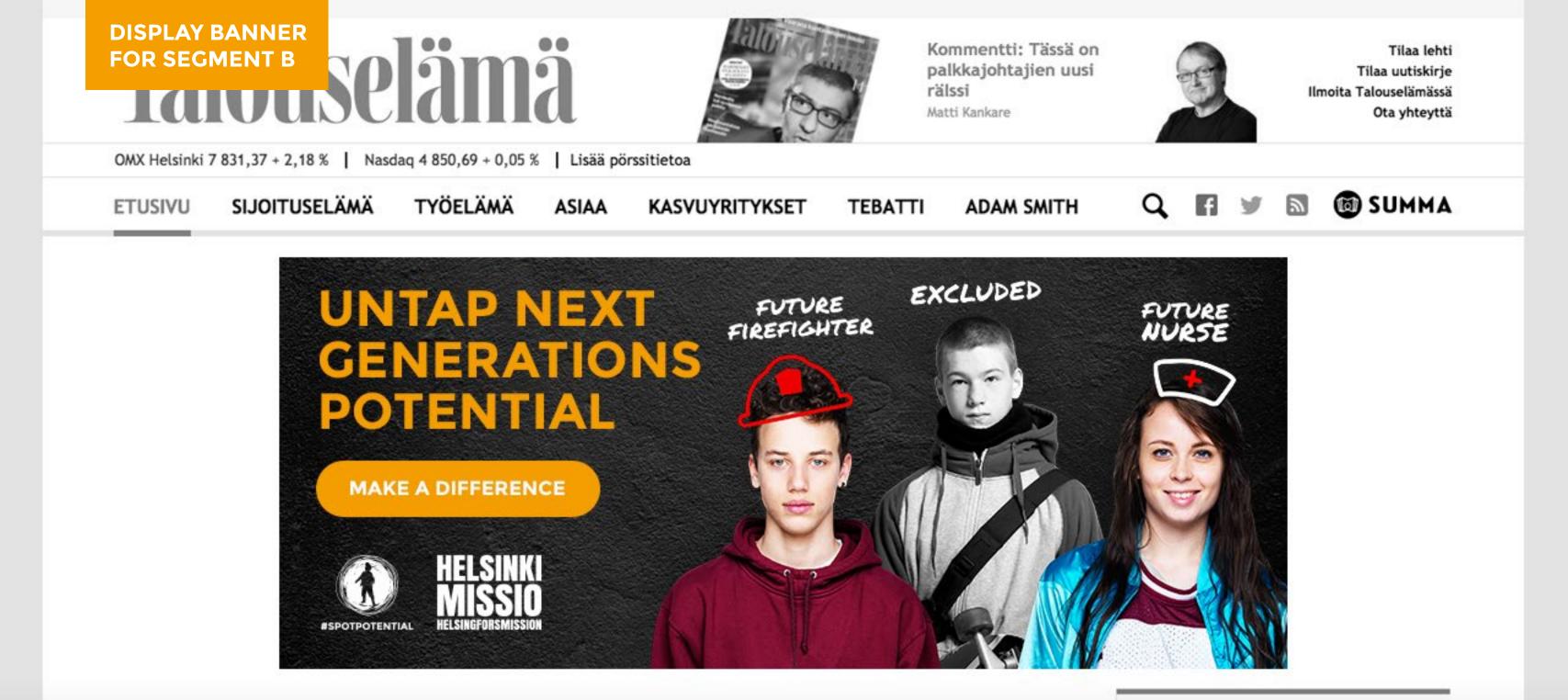






www facebook

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PALKAT () 9.4. 09:02

## Talous kituu, mutta Suomi-pomo pärjää hyvin palkkavertailussa



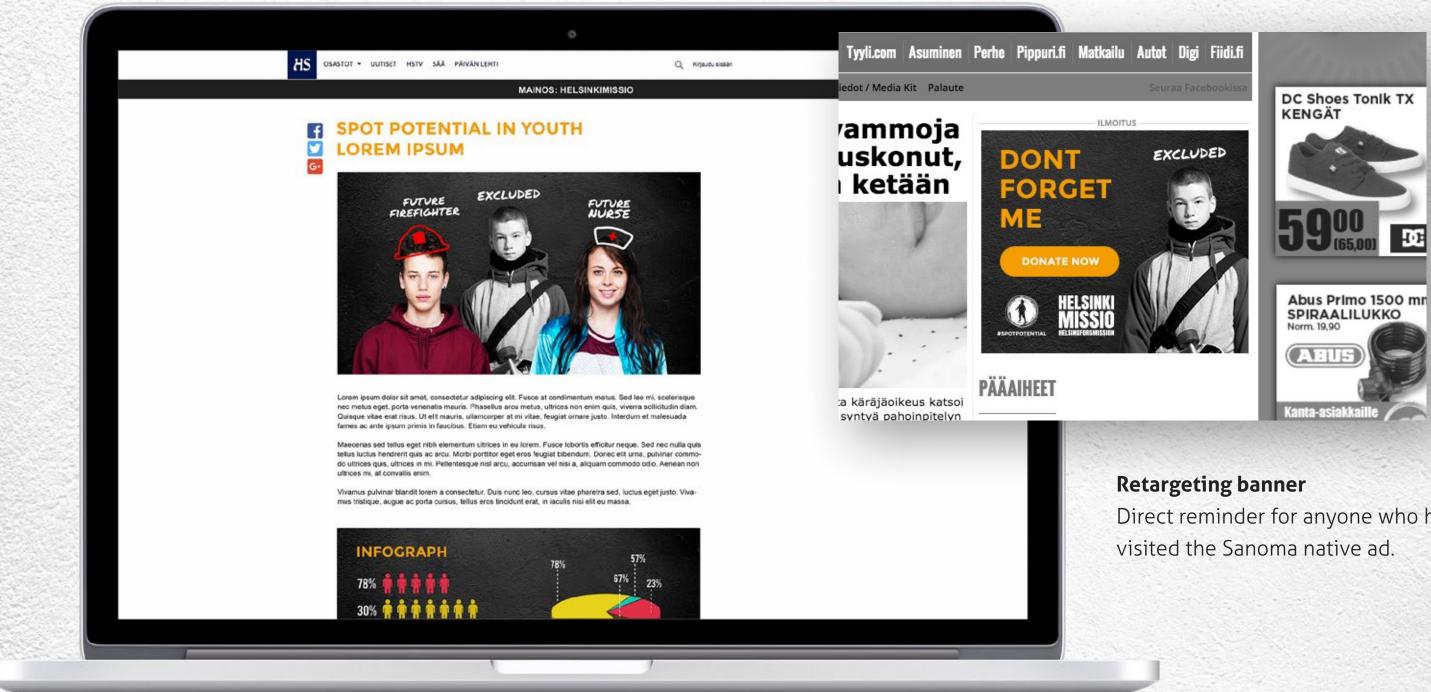
### Uusin lehti



Uusin Talouselämälehti 14/2016 on ilmestynyt ja on luettavissa Summapalvelusta!

### NATIVE AD / SANOMA

### **RETARGETING BANNER** FOR GOOGLE NETWORK



#### Sanoma Native AD

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

Direct reminder for anyone who has





### 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)

Ylilauta						
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Muoti ja pukeutuminen Musiikki My Little Pony	Kysyttävää, kehitysideaa tai muuta p	alautetta? Postaa tänne: <u>http://ylilauta.org/palaute</u> .	t.			





#### LANDING PAGE

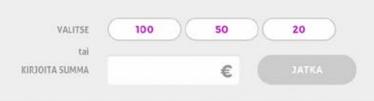
#### Customized landing page for easy donations

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

Traffic will be directed from display ads and youtube annotations.

### Tee kertalahjoitus

- HelsinkiMission auttamistyö
- Lapsiperhetyö
- Nuorten kriisityö
- Resonaari erityisoppijoiden hyväksi
- Seniorityō



#### VOIT LAHJOITTAA MYÖS SUORAAN HELSINKIMISSION KERÄYSTILILLE

Helsingin OP Pankki FI68 5008 5320 0123 05

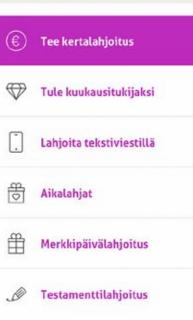
#### KUUKAUSITUKIJAKSI VOI LIITTYÄ MYÖS SUORAMAKSULLA.

Kuukausitukijaksi voi liittyä myös suoramaksulla. Suoramaksu toimii kuten käytöstä pois jäänyt suoraveloitus. Llittyessäsi kuukausilahjoittajaksi suoramaksulla lähetämme sinulle postitse toimeksiantolomakkeen täytettäväksi ja allekirjoitettavaksi. Lomakkeen volt tilata osoitteesta

#### RAHANKERÄYSLUPA

Myöntäjä: Poliisihallitus/Arpajaishallinto Luvan numero: POL-2014-8805 Myöntämisajankohta: 14.8.2014

KYSYTTÄVÄÄ TAI PALAUTETTA LAHJOITTAMISESTA? lahjoitus@helsinkimissio.fi



#### Mahdollisuus yrityksille

Etsitkö mahdollisuutta tehdä hyvää ja kantaa yhteiskuntavastuuta joustavalla ja monimuotoisella tavalla?

LUE LISĂĂ >













