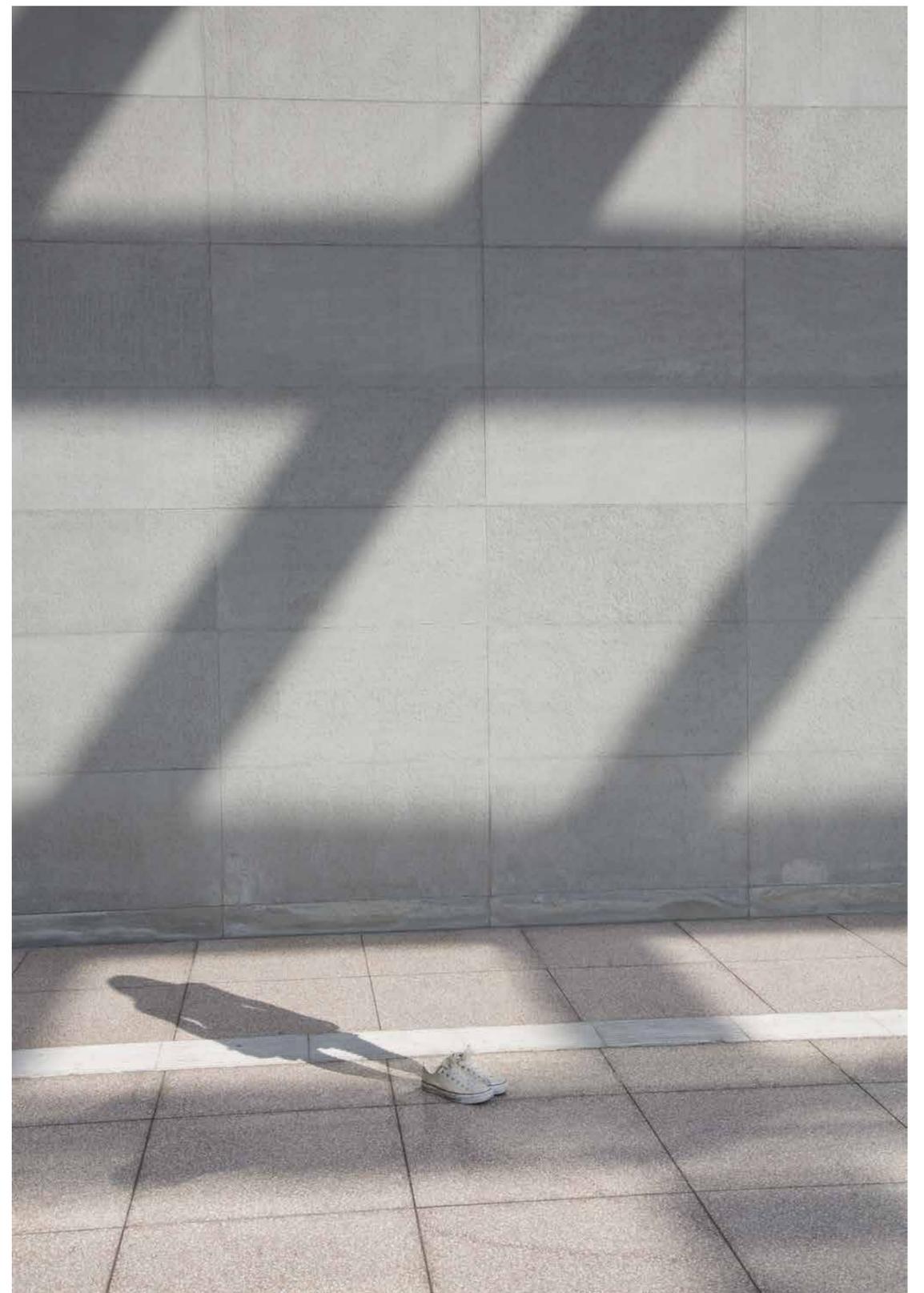


Campaign summary

The campaign places real stories of socially excluded young people – the Invisibles – to the actual settings they took place in, both online and offline.

Prologues of the stories are brought to the masses to discover and engage with through a campaign site, social media, interactive billboards and partnering with navigation and map solutions providers. As the lead characters in these stories feel invisible and are statistically perceived as such, people have to work together to raise awareness of the issue and unlock epilogues of the stories through social shares before the Invisibles completely disappear. By striking a chord with local communities and appealing to the whole nation the fates of the socially excluded young people underline the importance of preventive and empowering work against social exclusion among Finnish youth, urging people to acknowledge the problem and donate right on the spot by using various options of payment technologies.

During the upcoming years, the Invisibles continue to grow as a phenomenon facilitating possibilities to contribute to the cause.

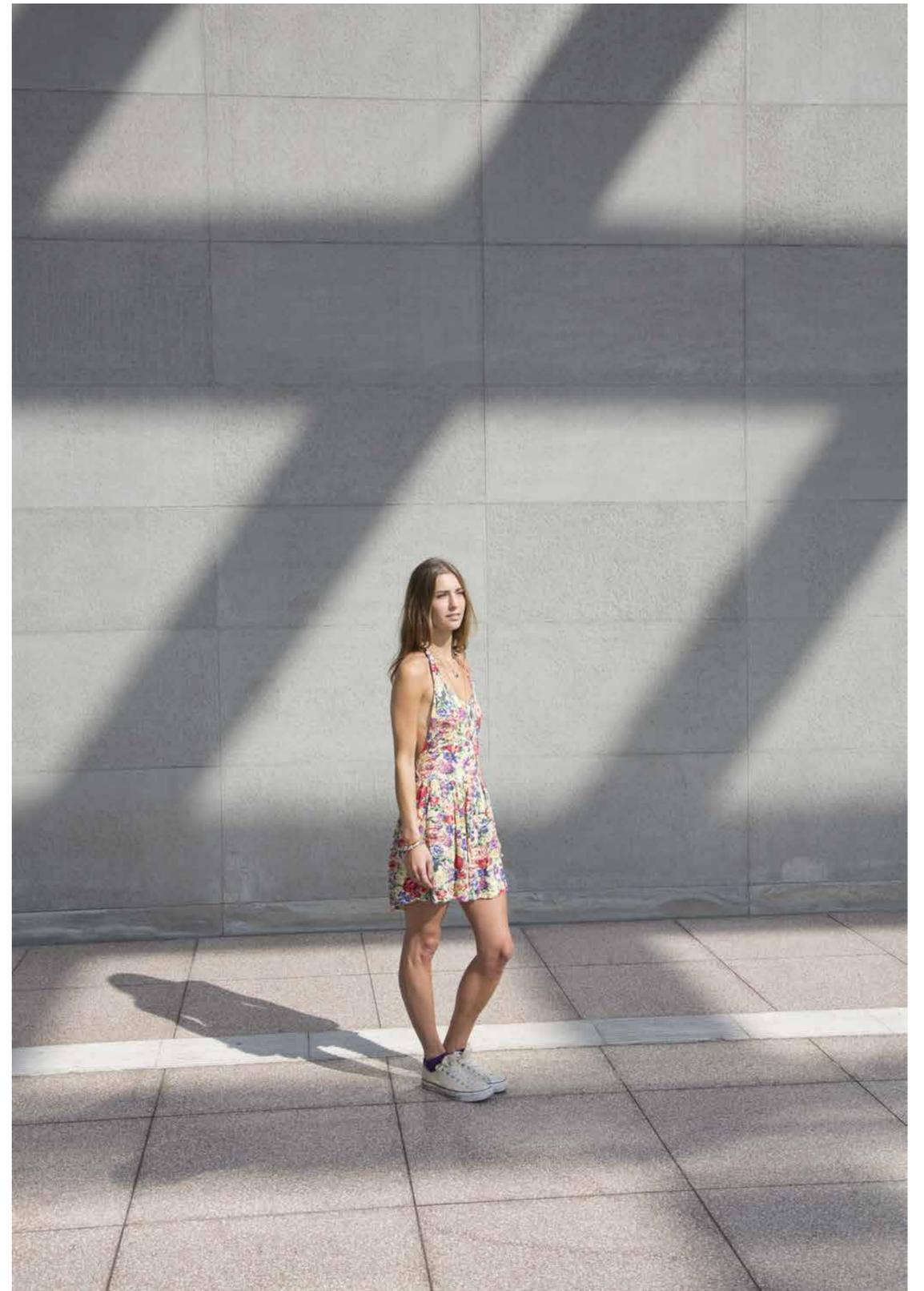


Creative insight

In 2010, the vast majority of all socially excluded 15 to 29 year olds in Finland were completely of the radar: not appearing in any statistics. Not studying, unemployed, nor even applying. Nobody really knew who they were or what they did with their lives. To society they were invisible – and they felt like it.

Six years later some of the Invisibles have found meaningful ways to participate in society, but the number of young people on the brink of relegating to the fringe of society is yet to decline. The longer they are prevented from participating fully in the life of our society, the harder it becomes to reach them. Even though we don't necessarily realize it, their situation affects us all through interpersonal relationships and from an economical and social sustainability point of view.

By revealing the stories of the Invisible we can prevent more young people from diverting below the social horizon.



Solution to the brief

– technologies, tools and platforms used

The campaign is launched in partnership with Facebook by activating the Safety Check feature in Finland for one day.

A map featuring prologues of the stories is embedded to the campaign site. Epilogue of a story is unlocked if that story hits certain amount of social shares before the time runs out. Revealed stories contain a call-to-action to donate right on the spot by using various technologies. When all the stories are revealed the features of the site will be expanded.

Interactive billboards featuring a story of an Invisible are placed all across the country on the actual settings the story took place in. The billboards have the same features as the stories featured on the map on the campaign site.

Companies providing navigation and map solutions are challenged to integrate the stories into their services for their users to discover.

Geo-targeted social media advertising with localized creative supports the first year of the campaign.



How the campaign works and solves the problem of the client

Partnership with Facebook allows us to reach over 2 million potential donors and engage them in a way that results in increased awareness and traffic to the campaign site.

The stories of the Invisibles tap into the concern for the welfare of others by appealing to altruism: The main driver for social media engagement.

Utilizing elements of crowdsourcing and gamification in unlocking the stories through social shares not only builds sense of urgency and advocacy, but also creates a sensation of an ability to make a difference through digital civic engagement.

Challenging navigation and map solution providers to participate expands the reach of the campaign and provides surprising touchpoints to target groups.

Interactive billboards provide an offline dimension to the campaign making it discoverable for wider audiences.

Social media advertising encourages acting locally for the national cause.

Tapping into global non-cash payment trends allows us to lower the barrier for donations.

Features of the campaign site foster the possibility to build phenomenon around the theme of the campaign.

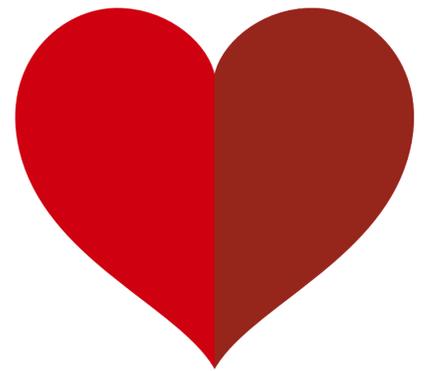


Image summary of the campaign: Facebook Safety Check feature



Image summary of the campaign: Campaign Site

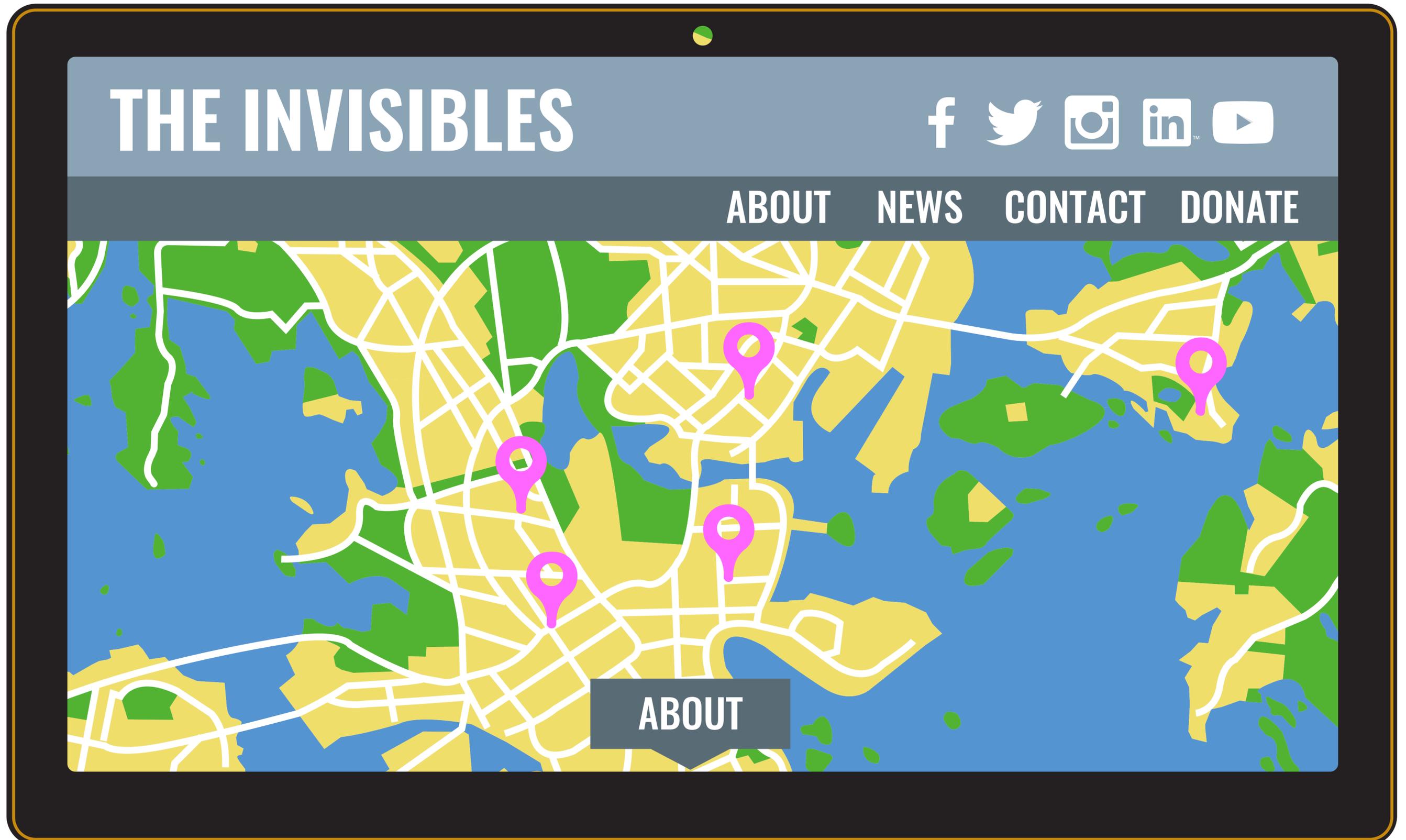


Image summary of the campaign: Interactive billboards

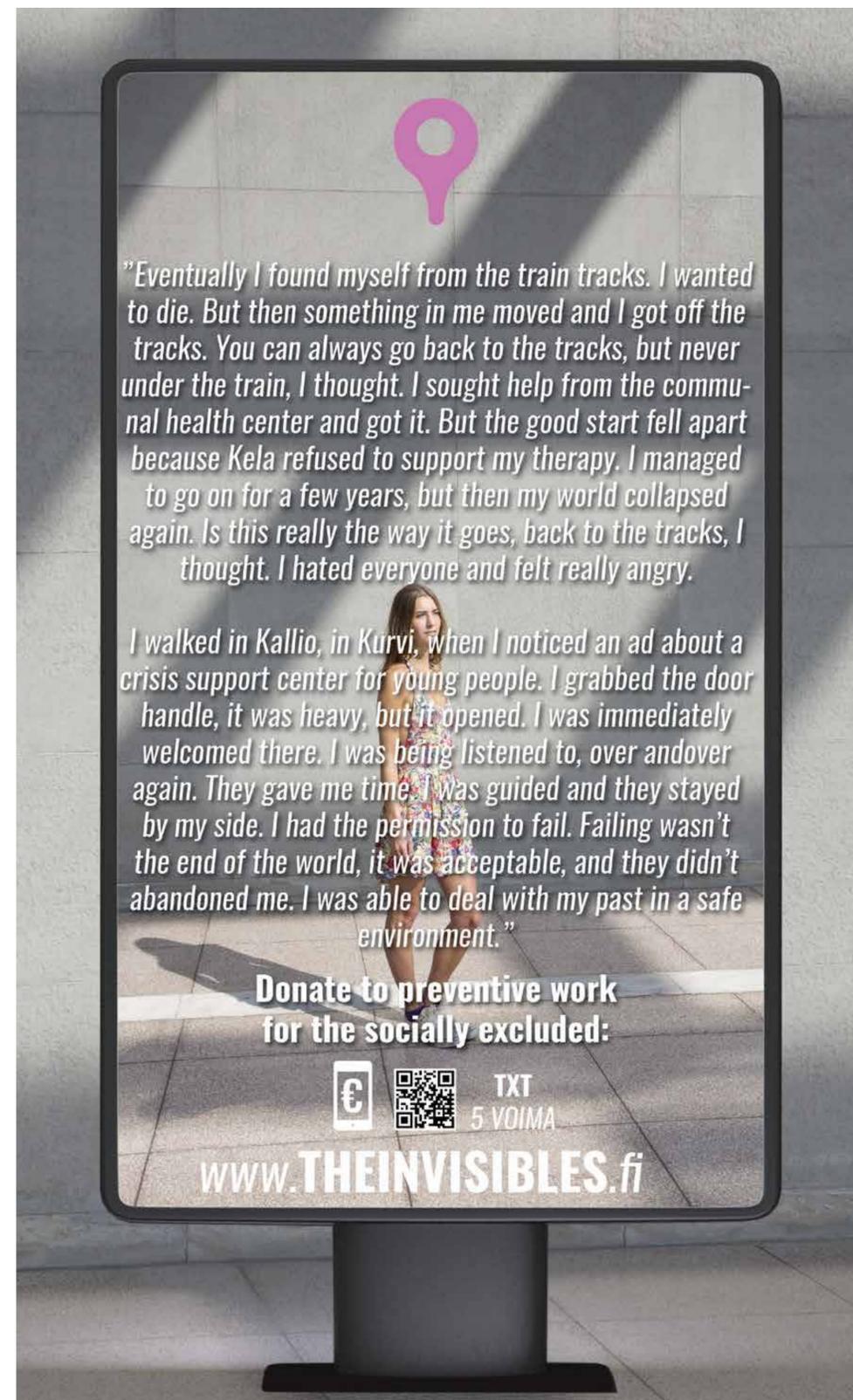
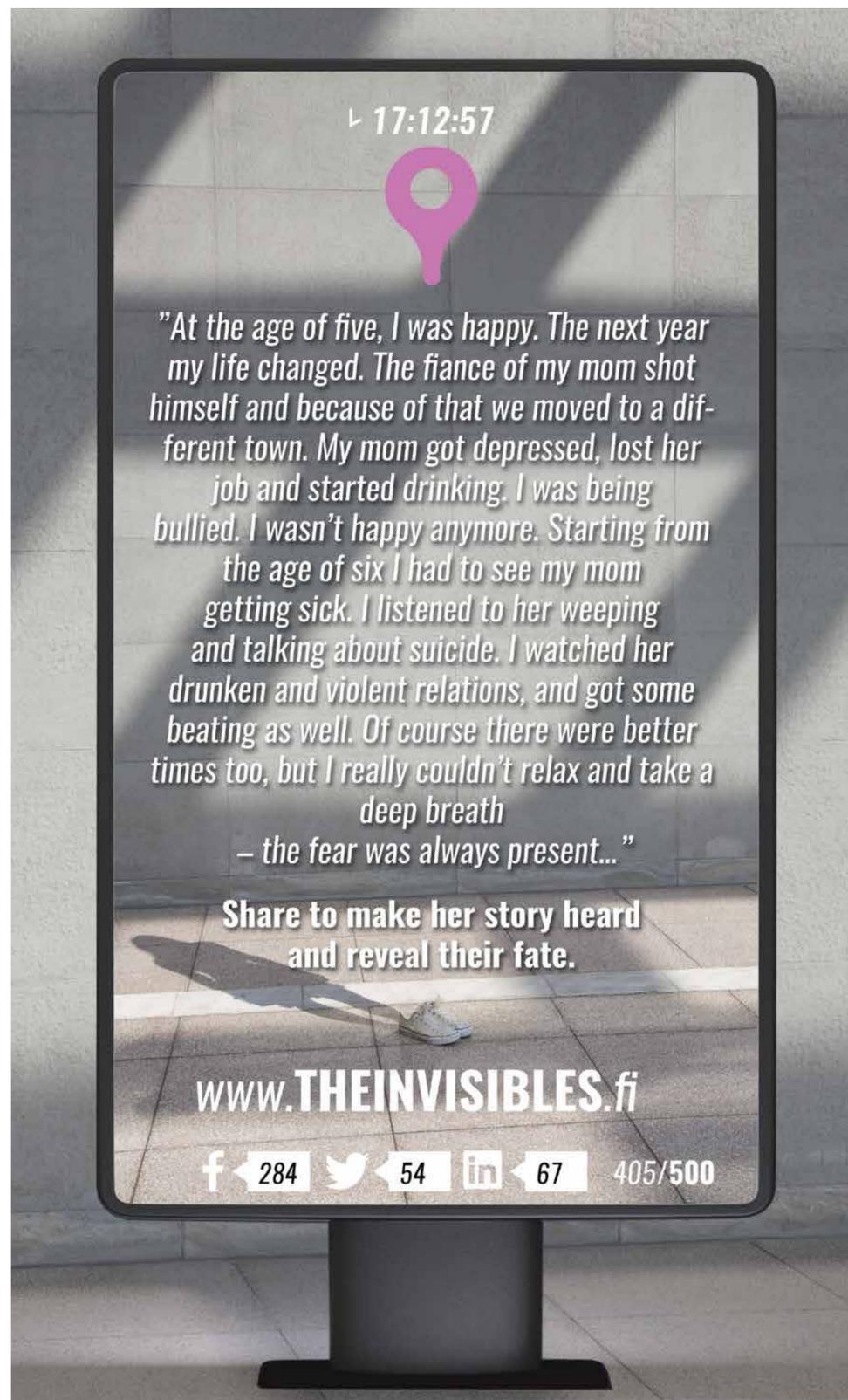


Image summary of the campaign:

Partnerships with navigation & map solution providers

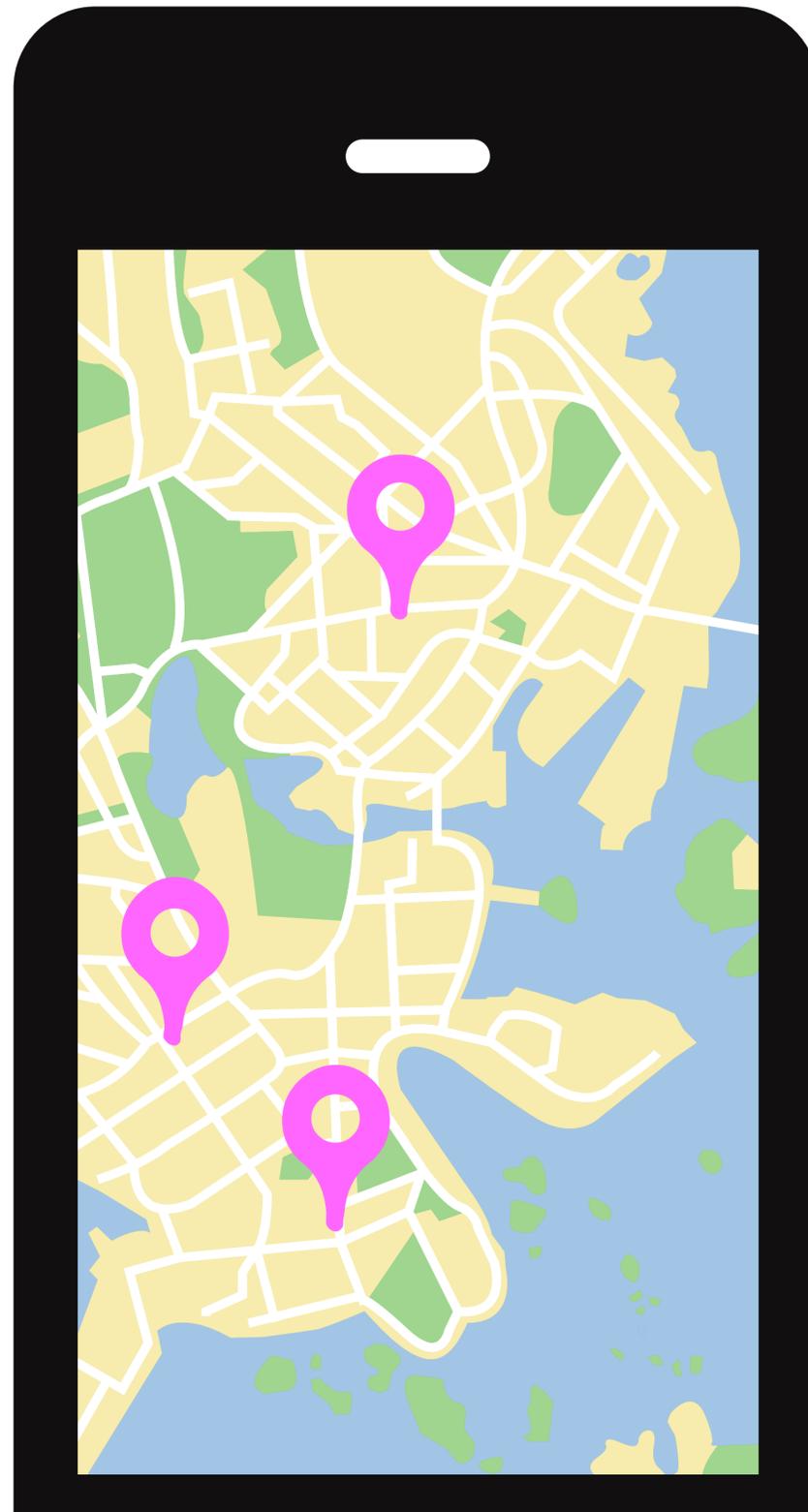


Image summary of the campaign: Social media advertising



The Invisibles

Sponsored



Like Page

After comprehensive school Jenna became invisible.
The last know whereabouts are right here at Kamppi.



The Story of Jenna

There are approximately 50 000 socially excluded young people in Finland. They may feel invisible and are statistically perceived as such. Discover and share the stories of the Invisible – Let's make them finally visible together. #theinvisibles

[Learn more](#)

Image summary of the campaign: Campaign site with extended features



THE INVISIBLES



ABOUT

NEWS

BLOG

EVENTS

PARTNERS

ADVOCATES

STORE

DONATE

Celebrity X: "I feel like I've become visible again."

Press to read more stories

UPCOMING EVENT: YOUTUBE CV CLINIC

Come and watch as Sami helps you create your CV for the next job interview.
Live chat available!

NEW PODCAST! DOS AND DONTS - JOB INTERVIEW

Funny insights and actual events that may come to anyones path.