

## Creative insight

We want people to understand the needs of excluded young people, to really care about them and to feel the need to help them.

But what makes people care? This can be seen from the current donor statistics; the biggest group of helpers are as old as the people VOIMA is helping. The second largest group consists of people whose children could be in danger of exclusion. It's easy to draw conclusions: the main factor is the feeling of identification.

The realization that this could happen to me or my kid.

In this campaign, we want to make people imagine themselves living the excluded people's lives. We can make people see how the excluded are suffering and what they're daily challenges are like.

## Campaign summary

We create an imaginary employment agency VOIMATYÖ and a plausible web page for it. This agency provides temporary job opportunities. These vacancies make you understand what exclusion really means.

### VOIMATYÖ AGENCY

is a solution for temporary employment needs. We seek talents who can step in and take care of excluded young people's daily challenges. Are you the person we need?

### EMPTY CALENDAR COORDINATOR

A lonely person from your neighborhood is recruiting someone to arrange absolutely no meetings at all and to coordinate a totally blank calendar.

The coordinator will also be in charge of answering a phone that never rings.

#### Requirements

High tolerance for lonely and uneventful life.

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The announcements make you realize how exhausting normal tasks can feel and how exclusion makes life hard. Applying for the jobs isn't possible; the apply button leads to encouragement to donate.

# Our solution to the brief

The job website is the core of the campaign. We steer visitors to the campaign page, make social media sharing easy and boost donating options.

The website is a believable work agency page almost all the way; at the bottom there's an information box unveiling the trick and encouraging to donate. This box appears also if you try to apply for a job.

## Creating traffic

Facebook and Twitter accounts are created for VOIMATYÖ agency. HelsinkiMissio's social media pages give them visibility. VOIMATYÖ's accounts share their job announcements just as any work agency would. New announcements can be written during the campaign.

Traffic is also created with native advertising in both digital and print magazines. A fake vacancy announcement is natural content for the campaign and draws attention.

When the campaign is in action, it's boosted with press releases.

# Answer to the questions: how does our campaign work and solves the problem of the client?

This campaign works because it's surprising. It tells touching stories in a way that doesn't feel too heavy or tragic; a touch of humor makes the hard subject easier to explore.

The job announcements are so clever content that people who are interested in the matter will probably share it on their social media. The press will most likely be interested, too: it's more like a creative project addressing an important matter than a traditional advertisement. The campaign will make people notice, think and speak about the excluded – which leads to donations.

## GETTING DRESSED SPECIALIST

We're looking for someone who has the energy to get up and get dressed every day, even though they have no reason to do so.

### Requirements

Must be able to work independently.

### Pay rate

There will be no compensation. The recruit is expected to pay the rent.

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## MEETING FRIEND REPRESENTATIVE

We're looking for someone with the ability to tolerate never-ending criticism of the totally meaningless life they're living even though they're deeply depressed. The criticism will be performed by a friend who has become unthinkably inconsiderate, but is the only social contact in life at the moment.

The job can be carried out at friend's place or remotely from home.

### Requirements

Tear prevention skills.

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# Campaign flow



# Image summary

