#Doimaheima

Use of digital medias

- 1. Owned media: #Voimaheimo landing page
- 2. Facebook (UGC & sponsored content)
- 3. Instagram (UGC & sponsored content)
- 4. Display ads



Imagine yourself at a party. Drinking some sparkling, laughing out loud at good jokes as well as bad ones.

You meet a friendly man at the punch bowl. You tell him about your job as a Service Unit Manager. A super rewarding job. The man works with young people. What is it that drives him, you ask.

You walk home very slowly. You've heard about a step-father who shot himself. Mom who couldn't handle all the sadness. About a boy who crashed, but years later, found help and happiness. Who made a promise to help others.

You tell the story to your wife and your friends. You decide to make a donation. One of your friends makes the donation as well.

What if this man had decided to tell this story publicly on Facebook and not to a stranger next to a punch bowl?

That's how our campaign begins.

Creative insight

There are 50 000 socially excluded young people in Finland. The objective of #Voimaheimo campaign is to gather at least one person per excluded young, a friend, who makes a promise: *you are not alone*.

The campaign starts with a status update in Facebook, the real story narrated by Kim Kreus. Kim's request is to show every 50 000 excluded young people they are not alone.

You are not alone is the mutual promise for #Voimaheimo members. Audience can easily generate their own beautiful polaroid-styled You are not alone photo in a landing page. 50 000 photos means 50 000 pair of friends. Photos will be later presented as an installation in a visible scene.

The goal is to gather #Voimaheimo via simple action and offer every members two ways to engage more. 1) Donate or 2) Be a real Heimopäällikkö helper.

Offithion

Display ads

Kim's Facebook update & request

Facebook& Instagram sponsored posts

Celebrity message

Celebrity message

Celebrity message

Celebrity message

















Join #voimaheimo

-you are not alone -polaroid generator -Share your photo (FB, Instagram, Twitter, Linkedin

Donate now

-Become a monthly donor -Donate once -Donate via mobile

Be a heimopäällikkö

-Read how you could help -Apply now

Voima-photo feed

How our campaign solves the problem of the client?

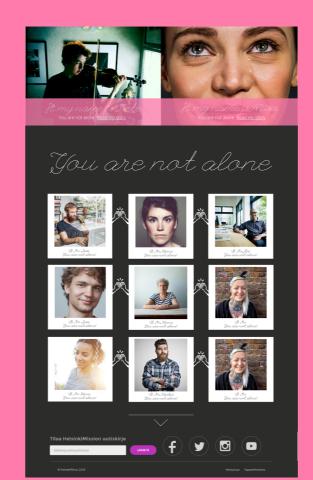
- Client has a story, we have an effective way to share it
- Clear objective shared with target audience: 50 000 Voimaheimo members
- Effective and creative use of earned media
- We give people options: they decide how they want to help

Debite

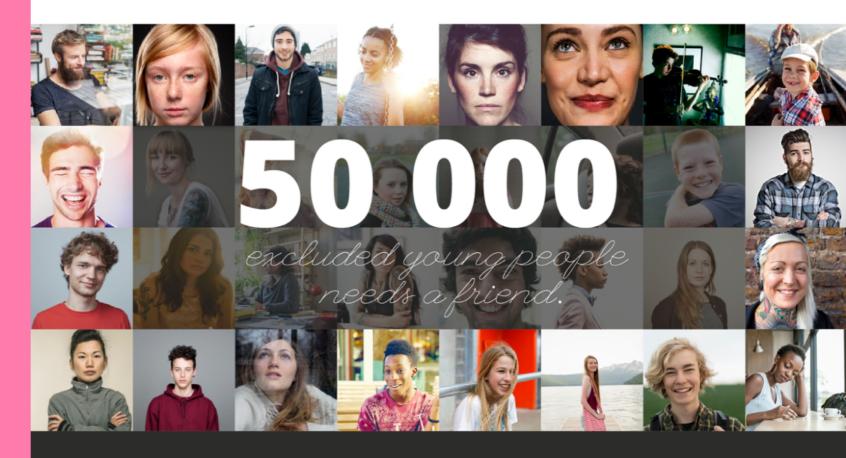


Wellness
Sports
Career
Friend
Art & culture
Food
Technology

They have already volunteered
You can give a violin leason, or teach him/her to sing, just name It. Be a helmo-patallitick.



Debite



JOIN #voimaheimo

Make a promise



"Like paging Netflix but makes you happier.



Be a Heimopäällikkö

"Help to play. Help to laugh Help to get a job!

Join

What is your professional field?

Wellness **Sports** Career **Friend Art & culture** Food **Technology**

Music









They have already volunteered

You can give a violin lesson, or teach him/her to sing. Just name it. Be a heimopäällikkö.



Debite

Jou are not alone



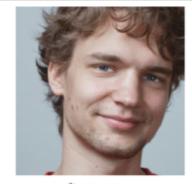
'Hi Im Iassi You are not alone'



'Hi ImMinna You are not alone'



'Hi J'm Jari You are not alone'



'Hi Im Zassi You are not alone'



'Hi ImMinna You are not alone'



'H Im Jou are not alone'



'Hî Im Runa Tou are not alone'



"fl ImMarkus Jou are not alone"



'H I'm You are not alone'

Display ads

