

What do you see?

YOUNG LIONS FINLAND / CYBER 2016

CAMPAIGN SUMMARY

Affection, support and care are crucial for everyone.

The quality of life has a lot to do with the future, where young people are playing a remarkable role. But how do we find them?

What do you see? campaign challenges people to think, to question, to realise. It doesn't give straight answers, but encourages to question norms, the current state of moral values and presumptions.

The campaign encourages to understand that things may not be what they seem.

It's easy to hide emotions. Growing thick skin may be the only way to survive, when the life takes over. The intention is to make people to step outside the comfort zone, to consider the life very different to own. Moreover, the aim is to open people's eyes and make them talk:

“Our kids are doing great” – “Are you sure?”

We find it's important not to take everything for granted.

CREATIVE INSIGHT

According to Instagram Marketing Strategy ([shortstack.com](http://www.shortstack.com)), more than half of the users are younger than 29 years (62%), meaning that the use of Instagram is an excellent choice as the target group of our campaign is young people from 14 to 20-year-olds.

(<http://www.shortstack.com/instagram-marketing-strategy-for-2016-infographic/>)

According to DNA some barometer 2015, the growth of the users was 7% among all the Finnish people in 2015.

(<https://www.dna.fi/dna-oy/lehdistotiedotteet?relativeUrl=lehdistotiedotteet&id=677>)

Moreover, regarding to the author Dave Chaffey, the popularity of Facebook, Twitter and Instagram are expected. (Chaffey, 2016)

(<http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>)

According to TNS Gallup of [marmai.fi](http://www.marmai.fi), YouTube reaches over 80% of users of aged 10 to 30-year-olds.

(<http://www.marmai.fi/uutiset/taalla-tavoitetaan-yli-80-suomalaisista-10-30-vuotiaista-6292814>)

Radio advertisement will reach potential donors.

(<http://www.radiomedia.fi/radioasemat/mediakortit/bassoradio>)

SOLUTION TO THE BRIEF

1) WEB

A new landing page for the Voima Program campaign (www.helsinkimissio.fi/voima-program)

The campaign page would be the place for owned and earned media.

SEO and SEM: Total 10 000 €

2) INSTAGRAM

The intention of #heyimhere is to get young people to tell they need help, friends or activities. @voimaproject account will follow the chosen hashtag and invite young people to join local events, try out new sports etc.

Marketing: Total 10 000 €

3) VIDEO

A campaign video would be shared via social media channels and would be advertised on YouTube.

Producing, filming & project management: Total 30 000 €

YouTube marketing budget: 20 000 €

4) FACEBOOK and DISPLAY

Using own and earned media on Facebook with 30 000 € marketing budget.

5) DISPLAY

Short time display advertising on Bassoradio.fi's and Radio Helsinki's website.

Total: 10 000 €

Grand total: 100 000 € for the first year.

SOLVING THE PROBLEM

What do you see? is a long-term campaign that raises national awareness of social exclusion of young people (from 14 to 20 year-olds) and recruits new donors among private persons to support the cause through #heyiamhere campaign, which is considered a new channel for sharing feelings and having dialogues.

Finland 100* seeks novel future approaches, highlighting the centenary theme 'Together', therefore we would send a funding application for subsidies for projects with a social dimension aimed at strengthening Finland's future by providing mental and physical wellness improvements for young people. The criteria are as follows:

“The current call for applications seeks to complement the Finland 100 Programme with high-impact projects, actions, deeds and campaigns that will strengthen Finland's future and contribute to positive change. To qualify for aid, the projects shall propose concrete measures for the strengthening of Finland and produce long-term and extensive impacts.”

Finland 100, *<http://suomifinland100.fi/news/finland-100-seeks-novel-future-approaches/?lang=en>

The look and feel



What do you see?



Happiness?

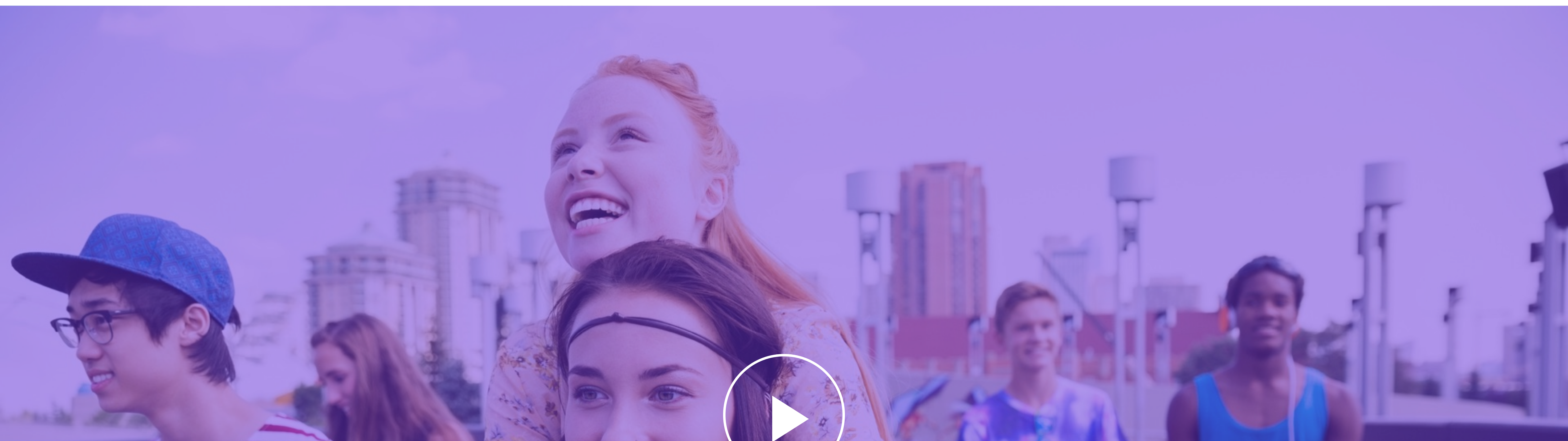
Anxiety?

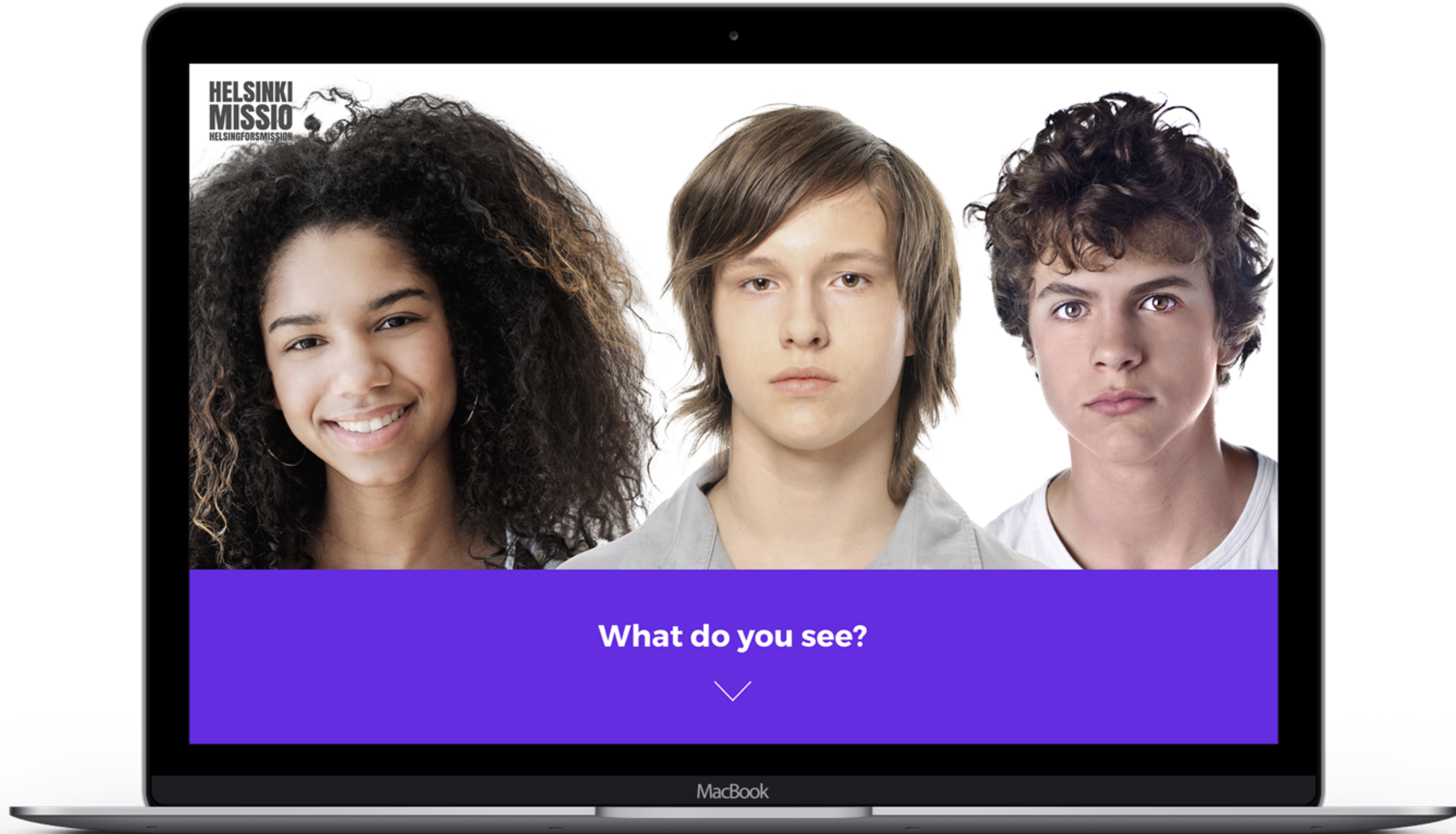
You can't know

Things may not be what they seem

VOIMA program is created for the young people, who are in the risk of becoming socially excluded. Through the mental and physical wellnes program the young people are given help and quidance in order to help them to face different kinds of social situations in the life.

[Donate now](#)

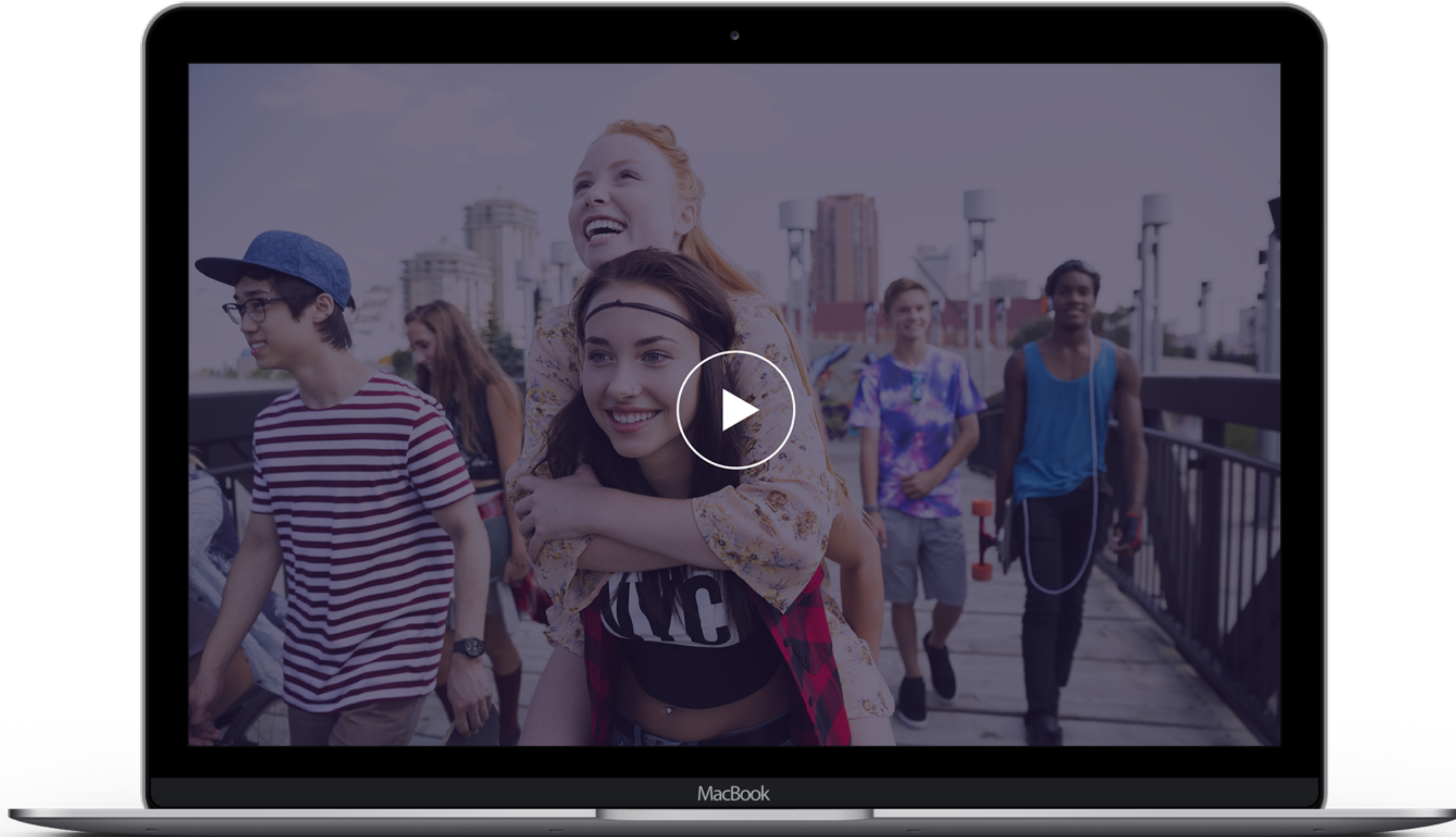




An example of a #heyimhere dialogue



CAMPAIGN FILM



SOCIAL MEDIA / Facebook

