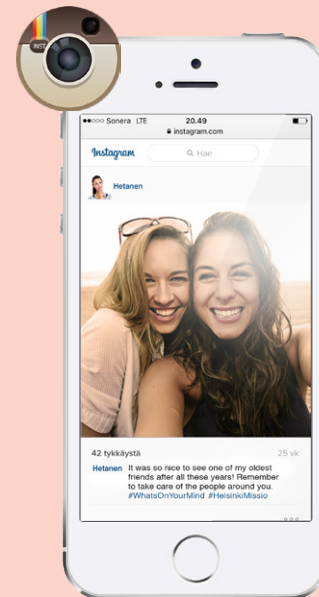
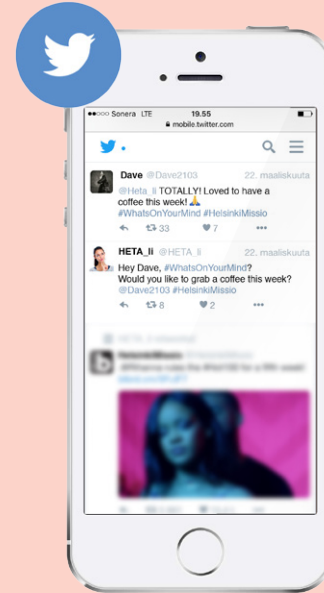




CAMPAIGN SUMMARY

In Finland, there are about 50,000 socially excluded youths. That's 1 out of 20 from all the youths. We wanted to bring the fact closer to everyone's lives and to make them understand how it feels to be alone and excluded in our society in a very simple yet eye-opening way. We decided to delete all your friends, and that's how we came up with #WhatsOnYourMind.



CREATIVE INSIGHT

Donating to a cause that doesn't concern you or anyone you know can feel distant. We need people to understand how a socially excluded youth feels every day. We need to bring loneliness, exclusion closer.

So, what does it feel like to not have a single friend?

SOLUTION

We delete everyone's friends, momentarily. We show their Facebooks as they would look in a case of having no friends at all. After the shock, we remind people of the thousands of youths who are socially excluded; Helsinki Missio and Voima, and their work; and instruct people to donate.

Also, today Facebook doesn't ask, "What's on your mind?" but encourages you to ask how your friends are, how the lady at the store is or how the bullied boy at the school is. We encourage people to use #WhatsOnYourMind hashtag and spread the word.

HOW DOES IT WORK

This simple trick would never match with the actual feeling of being excluded, but it brings it right into everyone's daily lives, which makes the problem more understandable and eye-opening.

We remind people that instead of talking about yourself, sometimes it's more important to ask the people around you, how they are doing. No one should be left behind.

FACEBOOK

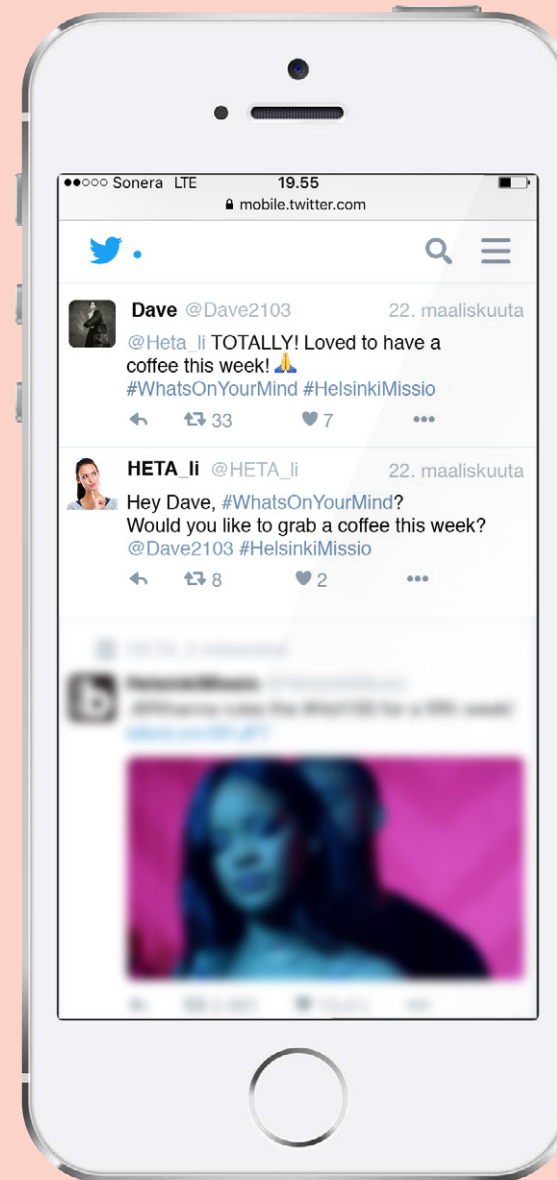
I asked him, #WhatsOnYourMind? and three hours later we found ourselves still hanging out together. People are amazing, get to know them!





*Hey Dave, #WhatsOnYourMind?
Would you like to grab a coffee this
week? @Dave2103
#HelsinkiMissio*

*@ Heta_li TOTALLY!
Loved to have a coffee this week!
#WhatsOnYourMind
#HelsinkiMissio*



INSTAGRAM

It was so nice to see one of my oldest friends after all these years! Remember to take care of the people around you.
#WhatsOnYourMind
#HelsinkiMissio

