



1. CAMPAIGN DESCRIPTION

Knorr and HelsinkiMissio join forces to raise awareness of youth social exclusion in Finland. We are ready to be bold when talking about the topic, and even shock people in order to evoke public discussion and get new donors.

Synergy

Knorr is a food brand with a long history in their social mission of bringing health and happiness to everybody. In addition, Knorr's products are often designed for a group of people, which makes Knorr tightly connected to values of togetherness and sharing.

Knorr therefore has the needed legitimacy to co-operate with HelsinkiMissio. Knorr gains credibility from the campaign and HelsinkiMissio benefits from Knorr's high reach to raise awareness of youth social exclusion.

Objectives

1. Long-term campaign to raise national awareness of youth (12-29) social exclusion
2. Short- and long-term donations for HelsinkiMissio
3. Knorr viewed as a credible socially responsible brand
4. Increased sales and share of Knorr

Target

- **Primary:** private persons (middle, upper class adults, who have a social network. Desire to spend time with loved ones through dining)
- **Secondary:** social networks (i.e. parents, social workers, teachers) and youth

Insight

RECIPROCITY

- People are by nature reciprocal: if they receive something altruistically, they feel the need to give back
- However, people often forget how much they have gotten from their social network: support in surviving difficulties and help in smaller and bigger achievements
- If they remembered that, they would feel more obliged to give back and donate to the less fortunate that do not have such a network

2. CAMPAIGN CHANNELS

Communication

We trust that reciprocity is a strong, underlying characteristic affecting behavior - it should be the heart of the campaign mechanism and communication.

Good life is built on small moments shared together with your close ones – be the moments positive or negative. Just like a Knorr meal can be shared together with your loved ones. Sometimes we take support we've gotten for granted. Where would we be without our network? Could we remind people of how much they have gotten – or even give them something concrete?

Tone – bold, realistic

Channels

Focus on digital channels & POS. Channels will be determined once campaign idea approved.

Suggested channels:

Own, retailers	Paid	Earned
<ul style="list-style-type: none"> Digital (HelsinkiMissio's, Knorr's and retailers' SoMe, websites) POS (Retailer stores and restaurants (e.g. giving a Knorr treat after a meal with information about cause)) Products (Packaging, New product (e.g. shareable treat given to consumers in restaurants, sharable new product in stores)) 	<ul style="list-style-type: none"> SoMe Blogs, vlogs Digital display, partnerships SEM Outdoor PR events 	<ul style="list-style-type: none"> Blogs, vlogs Newspapers, portals etc. UGC, WOM

Deliverables

- Campaign idea, execution plan, assets

Budget

- 100000€ (y1)

Targets

Objective	KPI's	Target / year
AWARENESS	Awareness of cause (reach)	+10%
	Earned media hits, WOM	+100%
DONATIONS	Long-term: Monthly donors	+1000 (for 3 years)
	Short term: Donations to VOIMA program	+20 %
SALES, SHARE	Sales of Knorr	+3 %
	Penetration	+2 %
	Share of mealkit segment	+3 %
CREDIBILITY	Brand attribute related to social responsibility (MillwardBrown)	No1 in attribute

Timeline:

