

Give back!

SHARED MOMENTS FOR NO EXCLUSION





THE CHALLENGE = YOUTH SOCIAL EXCLUSION

LOW AWARENESS OF THE PROBLEM
DONATIONS NEEDED

KNORR AND HELSINKIMISSIO SHARED VALUES AND DIFFERENT STRENGTHS BUILD SYNERGY



VALUES:

MEALS TO BE SHARED
MOMENTS TOGETHER

HEALTH AND HAPPINESS TO EVERYBODY

BARRIER TO GROWTH:

LOW CREDIBILITY
OF SOCIAL MISSION

SHARED:

**TOGETHERNESS
HEALTH
HAPPINESS**

BENEFITS:

**KNORR:
CREDIBILITY OF SM
HELSINKIMISSIO:
AWARENESS OF CAUSE**



VALUES:

AGAINST LONELINESS
PHYSICAL & MENTAL HEALTH

BARRIER TO GROWTH:

LOW AWARENESS
OF YOUTH SOCIAL EXCLUSION




OBJECTIVES

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

TARGET GROUP

Primary: private persons (middle & upper class adults, who have a social network. Desire to please & spend time with loved ones through dining).

Secondary: social networks (i.e. parents, social workers, teachers, school personnel) and the youth (12–29)



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 of that, they would feel more obliged to give back and donate to the less fortunate that do not have such a social network

CONSUMER INSIGHT = RECIPROCITY

" It feels bad that some people are having such a hard time, I've always had people to support me "

" I would like to give back "

" I am willing to help if asked or reminded "

" It's nice to get something concrete when I donate – info leaflets, stickers and such."

Source: Focus group, 6 participants



COMMUNICATION IDEA

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?

Mechanism based on reciprocity to attract monthly donors

Suggestions:

- Shareable new product with campaign info
- Gift with product to encourage to donate
- Shareable treat in SOK restaurants free of charge with info about the cause
- SMS greetings from VOIMA group

CAMPAIGN MECHANISM



FOCUS ON DIGITAL CHANNELS AND POS

OWN AND RETAILERS' CHANNELS

- Digital (HelsinkiMissio's, Knorr's and retailers' SoMe, websites)
- POS (Retailer stores and restaurants)
- Products (Packaging, New product (e.g. shareable treat given to consumers in restaurants, sharable new product in stores))

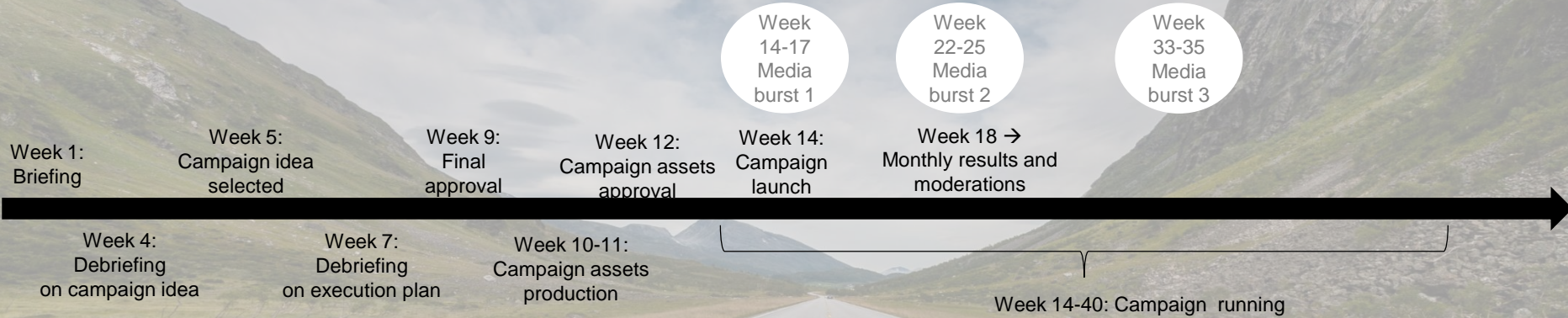
PAID CHANNELS

- SoMe
- Blogs, vlogs
- Digital display, partnerships
- SEM
- Outdoor
- PR events

EARNED CHANNELS

- Blogs, vlogs
- Newspapers, portals etc.
- UGC, WOM

DELIVERABLES, BUDGET & TIMELINE



DELIVERABLES

- Campaign idea
- Execution plan
- Assets

BUDGET

- 100 000 eur / Y1

OBJECTIVES & KPI TARGETS

AWARENESS

Awareness of the cause, reach + 10%
Earned media hits, WOM

DONATIONS

Long-term: monthly donors (+100%)
Short term: Donation to Voima program (+20%)

SALES & SHARE

Share a meal kit segment +3%
Penetration +2%
Sales of Knorr +3%

CREDIBILITY

Brand attribute related to social responsibility (no1 ownership)