

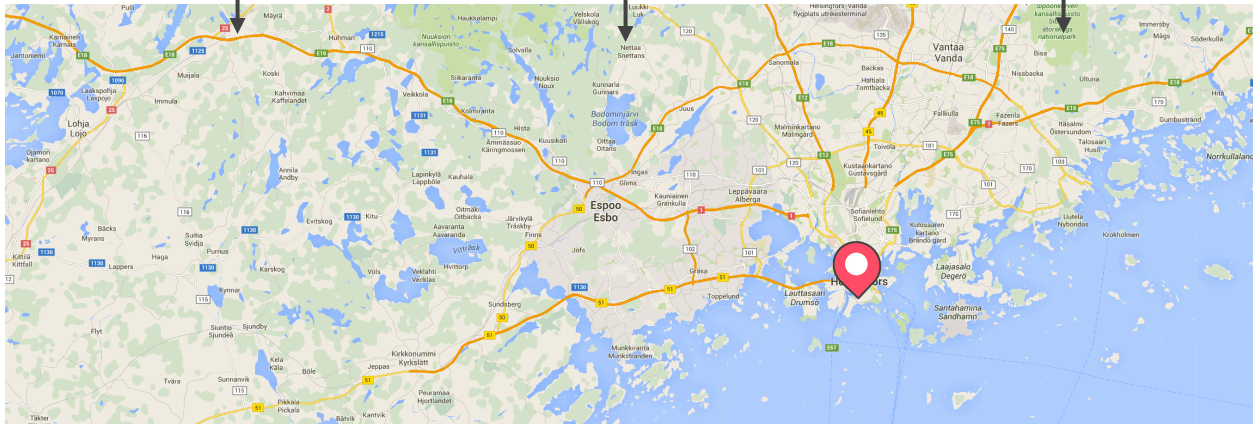
Videos of young people telling how hard it is to get help and asking for peer support.

I have tonnes of experience in writing CV's so if anyone needs help - just let me know! #shareyourstrength

Missed school or 2 days now. Will try again tomorrow #ineedstrength



I've always loved spending time with my daughter even if she's not feeling her best. #shareyourstrength



SUMMARY

We are empowering Finns to be brave. Brave enough to share their weakness and brave enough to offer their strength. We want to grow a culture where asking 'are you ok?' shows compassion, not politeness and answering 'no' is accepted not awkward.

INSIGHT

Social exclusion of young people is a hidden problem. So we're helping potential donors understand its impact and scale, by putting it on the map. Literally. Through visualizing not only the problem but the desire of others to help, we build empathy with our audience whilst empowering them to act.

SOLUTION

The campaign will be kicked-off by a YouTube video highlighting the courage it takes to not just asking for help and to but offer it too. From here we will encourage others to share their responses using either one of the campaign hashtags.

We then utilize the geotagging capabilities of Twitter, Instagram and Facebook to map the use our campaign hashtags across the country. This creates an interactive infographic that can be viewed on our 'Be Brave Finland' campaign webpage.

The #ineedstrength content will appear in red dots highlighting those seeking support. The #shareyourstrength content will appear as blue dots highlighting those offering support. These will include HelsinkiMissio and other services that young people can access.

HOW IT WORKS

By harnessing data that's generated via social media we can provide a unique and compelling an always on infographic across an entire nation. This provides comfort for those feeling excluded - knowing that others feel the same way. And serves as a call to action for our society, being forced to recognize that this is an issue that cannot be hidden and needs supporting.