

A person is sitting on a bed, looking out a window with large, light-colored curtains. The scene is dimly lit, with the light from the window illuminating the person's silhouette and the bed. The background shows a metal bed frame and a pillow.

Prevent social exclusion.  
Be a part of the young people's future.

Campaign for Helsinki Missio's youth crisis support center and Voima project

"These young people do not have anyone to spend holidays with..."

"These young people do not have anyone who think of them..."

"This could be your child."



# Insights

1. During holiday season people tend to feel the most loneliest.
2. The 51-65 year olds tend to donate the biggest amounts.
3. People who earn over 50 000€ per year are considered to be a part of the well-do-to 10%.

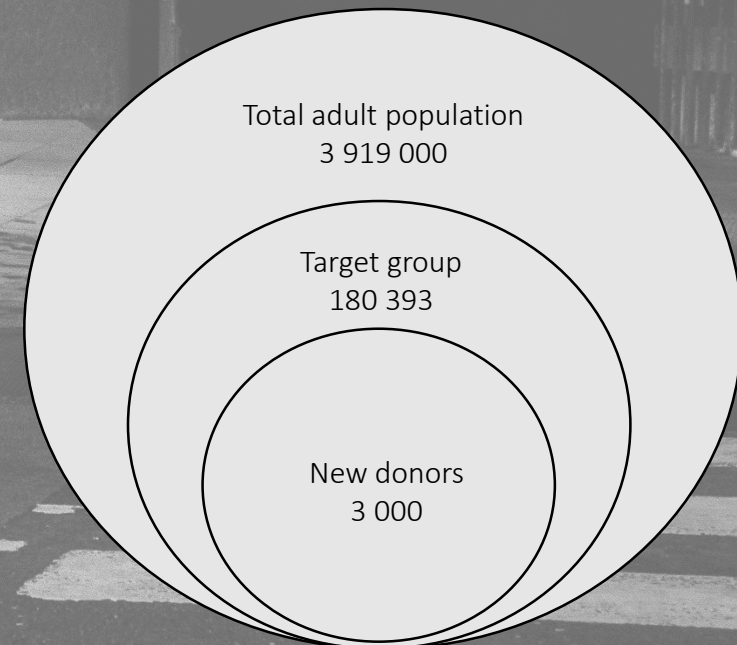
## By adding these three factors together

Majority of the group do not consider charity as their passionate activity (80%) and do not participate in charity work regularly (68%). Thus it can be presumed that these people are potential new donors.

Majority of the group is family focused (79%). Thus a sense of community is considered to be important for the group.

Due to these insights the target group has been selected as follows:

55+ , annual income > 50 000€ per year



Sources: Young Lions competition brief 2016, Company survey data 2014 n=5 027, [HS.fi](http://HS.fi) and [Talouselämä](http://Talouselämä)

# Idea

- In order to tackle the message of loneliness of the holiday season, the target group should be made aware of young people's social exclusion by:

**Making** the social exclusion of the young people a personal thing to the target group

**Involving** the target group into participating activities with young people

**Creating** a support group to mirror what could be done in order to prevent the social exclusion of young people : VOIMATIIMI

- By committing to a monthly donation, a subscriber is automatically part of the team and its activities
  - Participating to activities with young people is optional

- **Objective:**
  - Raise awareness of social exclusion in the higher income class
    - Resources and social responsibility to donate and participate
    - Recruit 3000 donors within the next three years
- **Target group:**
  - 55+ , annual income > 50 000€ per year
    - Parents who have teenagers and elderly who have grandchildren can relate to the theme
  - 180 393 people in total
    - Represent the 4,6% of the total population in Finland
    - 3 000 donors are 1,66% of the target group
- **Mission:**
  - Raise awareness of young people's social exclusion in the older age group
- **Theme:**
  - By participating in the VOIMATIIMI, one can make a difference and prevent social exclusion of young people
- **Communication:**
  - Questioning the target group's well off and well being
  - Nurturing instinct

# Motivation to participate in VOIMATIIMI

## Why do I need to participate?

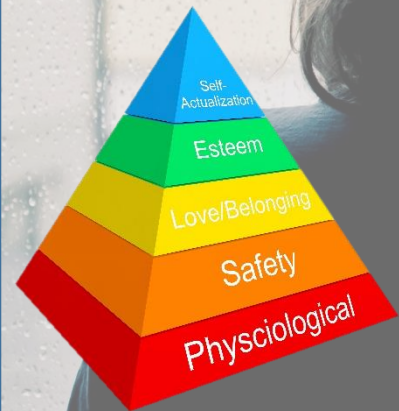
In order to provide a possibility for young people to reach self actualization :

**Showing** young people the meaning of self respect

**Creating** relationships with the young people and show affection

By **being** present with the young people

**Donating** money



## Why do I want to participate?

Witness the power of donations

See yourself that the donations you provide truly help the young people in need

Helping others

Being an example to young people and as well as to others

Shared joy

# Communicational edges

## Main communicational goal is to influence

- Parents who have teenagers
- Elderly who have grandchildren

## Main communicational goal is to reach

- People in the moments where families come together

## Main communicational goal is to raise

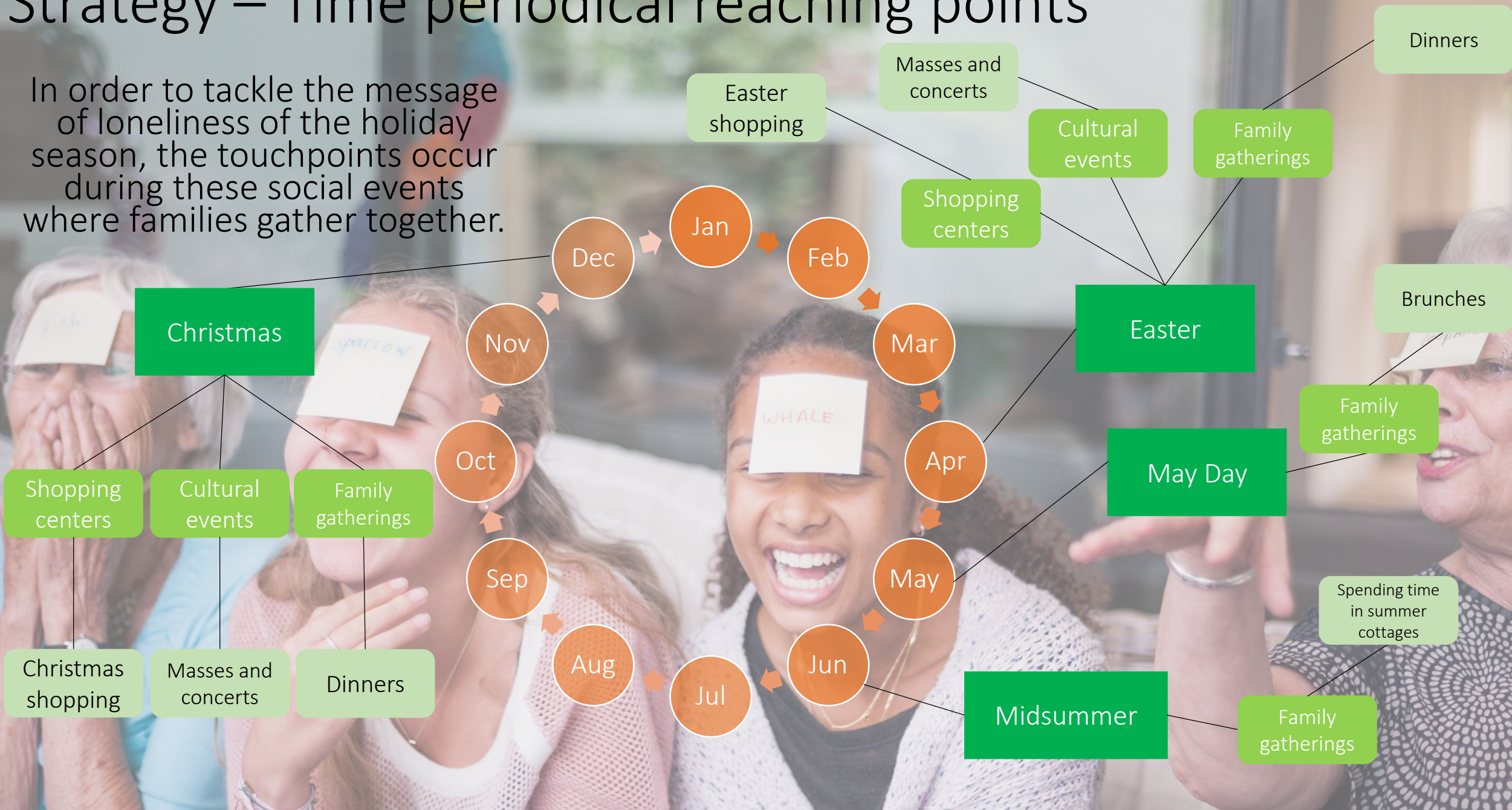
- The feeling of social responsibility
- The feeling that one can affect on young people's future

Create motivation by stirring up the natural human nurturing instinct.

Through the emotional connection these people, the target group can relate to young people.

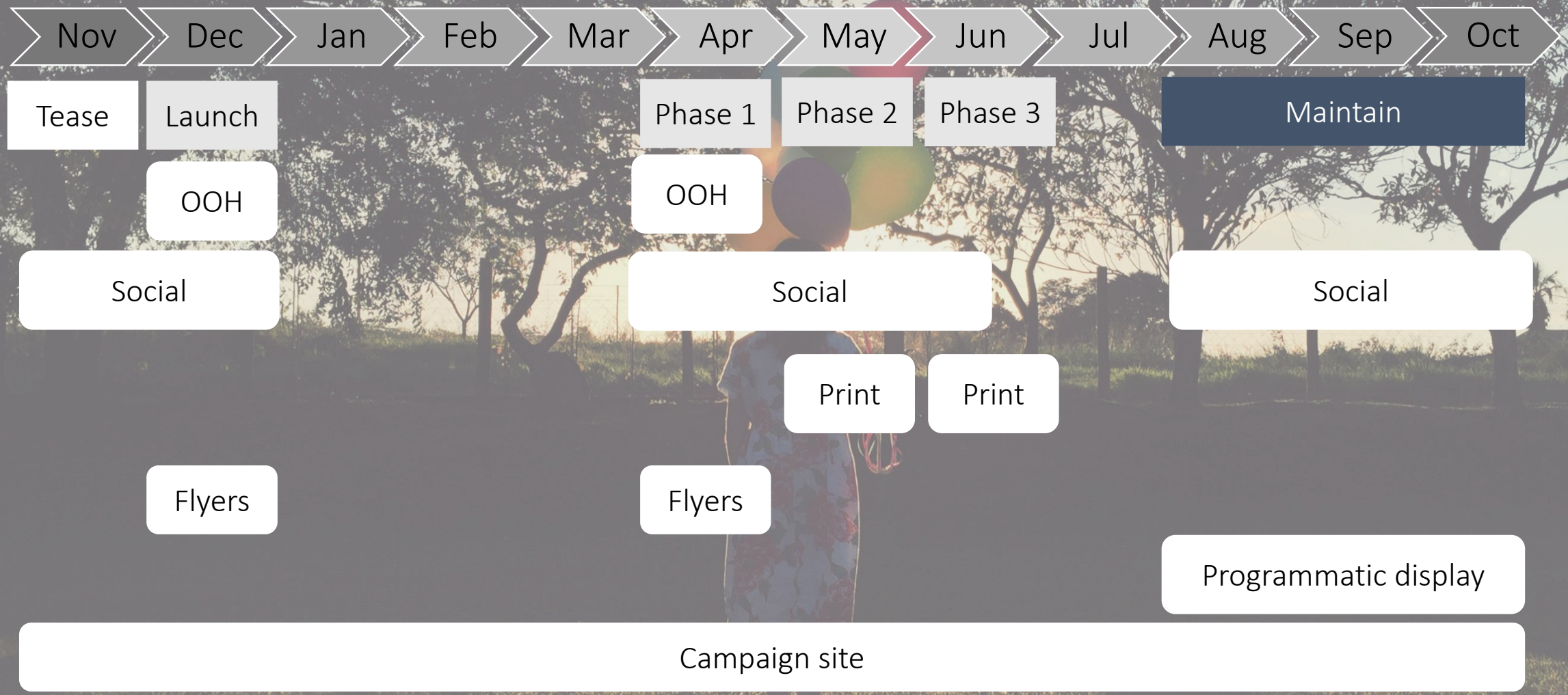
# Strategy – Time periodical reaching points

In order to tackle the message of loneliness of the holiday season, the touchpoints occur during these social events where families gather together.



Continuous campaigning throughout the three year time period.

With this systematic campaigning phasing we ensure that the themes are live throughout the year and maintain the visibility all together the three year time period.





## TEASING PHASE

Budget per year: 5 000€

### Social (2 000€):

**Role:** Awareness to the campaign and direct users to the campaign site

**Why:** Accurate targeting possibilities

**Message:** Facts about youth's social exclusion

### Campaign site (3 000€\*):

Gives the opportunity to get to know the idea, donate and create awareness

\*On the first year a larger budget is reserved for the campaign site build up. On the second and third year the campaign site updating budget is 1 000€ per year. The left 2 000€ budget per year can be allocated to the channel which proves to perform the best.

## CAMPAIGNING PHASE

Budget per year: 23 000€

### OOH (10 000€):

**Role:** Awareness – reaches target group during the holiday shopping moments in shopping centers

**Why:** High and effective reach in the right moment

**Message:** These young people do not have anyone to shop/have dinner/spend holidays with (questioning well off- theme)

### Social (5 000€):

**Role:** Reaches in the moments when coming together is happening

**Why:** Accurate targeting possibilities in the right moment

**Message:** These young people do not have anyone to shop/have dinner/spend holidays with

### Print - promoted articles (5 000€):

**Role:** Reaches families in the moments when coming together is happening

**Why:** High time spent with content and TG's additional time on holiday season

**Message:** Stories of the young people who have experienced social exclusion

### Flyers (2 000€):

**Role:** Reaches families in the moments when coming together is happening

**Why:** Affordable way to get the message through in the right moment

**Message:** These young people do not have anyone to shop/have dinner/spend holidays with

### Campaign site (1 000€):

Gives the opportunity to get to know the Voimatiimi-idea, donate, join in and create awareness

## MAINTAIN

Budget per year: 5 000€

### Social (1 000€):

**Role:** Reminds the target group of the campaigns core message and encourages people to participate

**Why:** Accurate targeting possibilities

**Message:** This could be your grandchild / child. (Provoking image)

### Programmatic display (3 000€):

**Role:** Reminds the target group of the campaigns core message and encourages people to participate

**Why:** Accurate targeting possibilities

**Message:** This could be your grandchild / child. (Provoking image)

### Campaign site (1 000€):

Provides information of the Voimatiimi participants and a place to share their stories

# THIS IS WHY THE CAMPAIGN WILL WORK

## Objective:

Raise awareness of social exclusion in the higher income class.

Recruit 3 000 new donors within the next three years.

## Insight:

During holiday season people tend to feel the most loneliest.

## Target group:

55+ , annual income > 50 000€ per year

The target group has resources due to their high income.

Because of their family values young people's loneliness is considered to be an important topic.

Thus the target group can relate to the campaign message.

## Strategy:

In order to deliver the message of loneliness of the holiday season, the touchpoints occur during these social events where families gather together.

## Execution:

OOH in shopping centers, social and display advertising, promoted articles in print magazines, flyers handed out in cultural events and the campaign site itself.

## Outcome:

Target group size: 180 393 people

Conversion rate: 1,66%

→ 3 000 new donors within three year time period