

YOUNG LIONS FINLAND 2016 / CYBER
"UNSOCIAL MEDIA"

The socially excluded young people (15-29 yrs.) are forced to live in the unsocial world, both offline and online. They suffer from unsocialiness.

There's no friend to chat with. There's no friend from whom to receive a snap. And if someone would make a contact, they wouldn't have the stamina to answer.

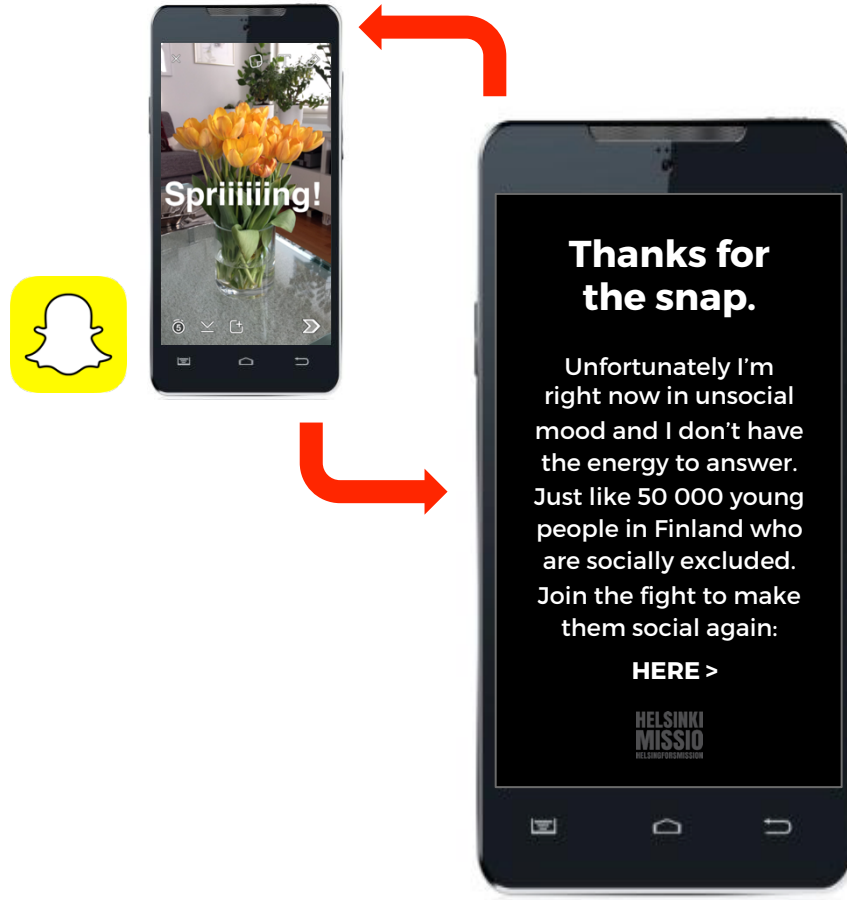
Let's make this **unsocialiness** the spearhead of this campaign.

We – affluent ones – are constantly using social media: Facebook, Twitter, Snapchat, WhatsApp and bunch of other services keep on pushing messages – and you need to be social and answer them. All the time.

Now HelsinkiMissio offers a surprising digital solution:

An application that answers - automatically on behalf of you - that you are in unsocial mood. You don't have the stamina to answer. Just like 50 000 young people of Finland.

CREATIVE SOLUTION



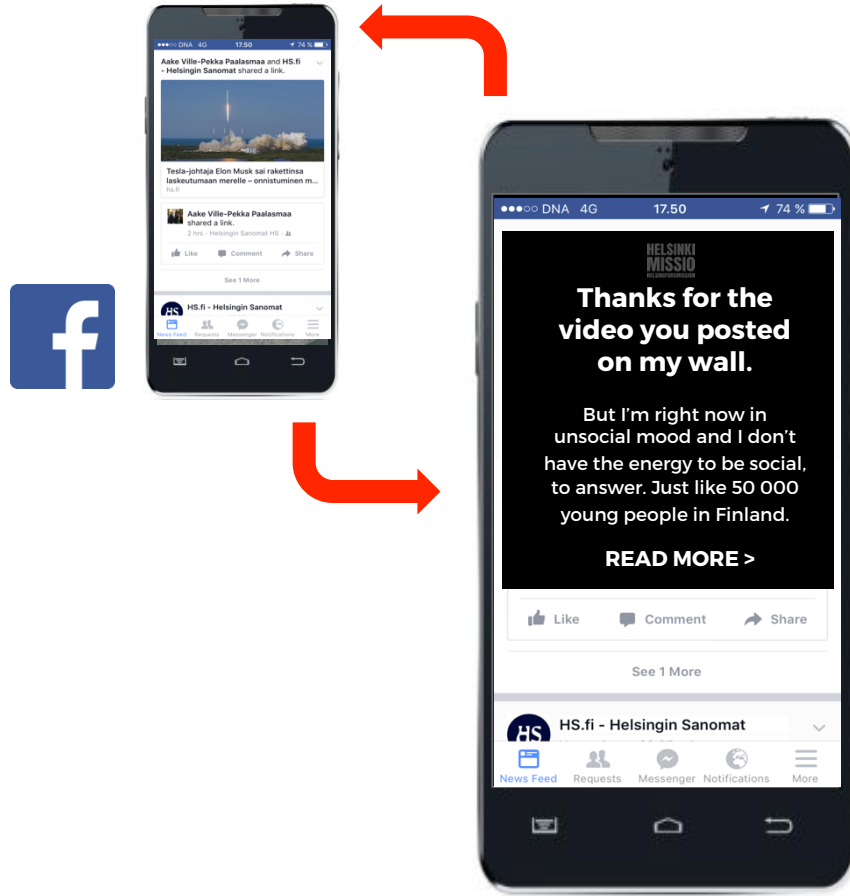
CREATIVE SOLUTION

The app will be created in co-operation with the biggest social media platforms so it will work perfectly in every platform.

This case will bring publicity and goodwill for these companies, it's a non-profit campaign. We believe they're willing to do co-operation for a good cause.

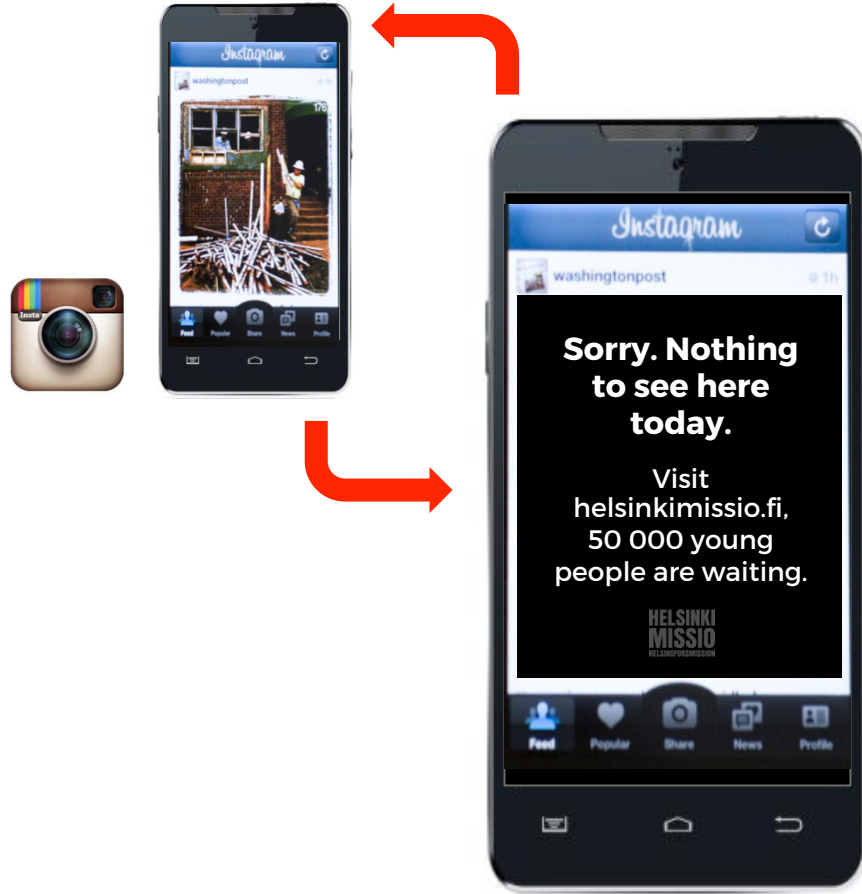
The motives for user to use it is that you

- A) spread the good message
- B) surprise your friends
- C) find it so nice that you donate



CREATIVE SOLUTION

Everything will be directed through campaign hub: there's the story, instructions and donation possibility. Paid media's role is to direct people to the site (banners, FB).



HOW DOES IT **SOLVE THE PROBLEM?**

- It can be adapted to **every social media platform** available.
- It's innovative, it's something unseen in Finland.
It **raises the awareness** of the issue.
- It has the possibility to be the talk of the town. It **provokes discussion**.
- It's targeted to private donors, especially to 18-30 yrs who are naturally the users of social media. **The more awareness and users, the more donations.**

THE END. THANK YOU.