

Instead of focusing merely on the fact that Helsinkimissio needs donations for the Voima Group cause, we dug a little deeper and investigated the reasons that may lead to social exclusion. From that we found out that humor is the best medicine.

This is a story how we broke conventions of charity campaigning.

MEET

THE OUTSIDERS

STRATEGY

CHALLENGE

Feeling left-out (socially/emotionally) can be a path to social exclusion

MISSION & VISION

To raise national awareness to Finnish youth's social exclusion and recruit min. 1 000 donors/year within next three years

We want to bring unpleasant topic in the heart and minds of the Finnish people by using relevant and humorous communication and tap into moments that everyone has at some point of their life faced. Helsinkimissio can offer youth tools to this matter.

TARGET GROUP INSIGHT

Everybody has felt like an outsider at some point of their life, some stronger than others. But there is a way to cope with it.

STRATEGIC THEME

The Outsiders

INSIGHT

**EVERYBODY FEELS LIKE AN OUTSIDER AT SOME POINT OF THEIR LIVES
SOCIALLY AND/OR EMOTIONALLY.***

**WHEN WE ARE YOUNG, WE OFTEN BELIEVE
IT IS CAUSED BY SOMETHING THAT IS WRONG WITH US.**

**HOWEVER, WHEN WE GROW OLDER,
WE EITHER LEARN TO COPE WITH IT
OR IT CAN LEAD OUT TO
SOCIAL EXCLUSION AND MENTAL HEALTH PROBLEMS.**

*Social = friends, school, work, family, society / Emotional=expectations, interests, sense of belonging

Source: Kavereita nolla: Lasten ja nuorten yksinäisyys (Junttila, 2015), Nuoret työmarkkinoiden ja opiskelun ulkopuolella study (2011, Työ- ja elinkeinoministeriö)

TARGET GROUP

Rational insight:

Feeling outsider can be social and/or emotional and it can be felt at any point of your life.

Emotional insight:

How we deal with feeling like an outsider changes when you get older.

At it`s worst feeling like a outsider can lead out to social exclusion.

Target group:

+35 year old survivors of outsidersness*

**When you are feeling like a outsider, but you still know how to cope with it.*

*“When I was young, being part of a group was everything. Now that I am 38 years old, I don’t consider feeling like an outsider a problem.
I like myself and don`t feel the desperate need to belong in all social situations.”*

20%

Of age group 35-64 year olds do regularly charity.

€€€

People donate to matters they relate to.

=

Demographically there is most potential to grow the amount of donation.

THE OUTSIDERS MOVEMENT

BRINGING HELSINKIMISSIO AND VOIMA GROUP TO THE TOP OF MIND BY USING HUMOR

IDEA: FEELING RELATED, NOT GUILT-TRIPPED

Social exclusion is usually labeled as a depressing matter and people tend to avoid thinking about it.

Our mission is to bring otherwise slightly unpleasant matter in a relative way close to our target group`s hearts by using humor and self-irony.

We will do this firstly by demonstrating the moments when our target group has felt socially awkward and secondly by reminding that young people are facing these situations every day and they might not know how to cope with these situations.

Our campaign`s objective is also to show that Helsinkimissio and Voima group are there for young people in these situations.

This is where Finnish Nightmares comes in to the picture.

BACKGROUND: Finnish Nightmares comic is newest phenomenon that Finnish people identify with.

As every country has its own national stereotypes, brit`s love their teas, Italians adore pasta and pizza - Finns are no different. The comic strip is dedicated to moments when Finnish people feel awkward and uncomfortable.

FINNISH NIGHTMARES ♥ VOIMA GROUP

Because when you are feeling like an outsider the two feelings that comes to mind are awkward and uncomfortable.

Three reasons why Finnish Nightmares and Voima group are match made in heaven:

1 Finnish Nightmares strong social media base:

FB: 135 826 likes

→ Has grown 2k likes within one week

Twitter: 6 901 followers

Instagram 15,2k followers

+ Blog and webstore

Social media Influencer of the year 2015

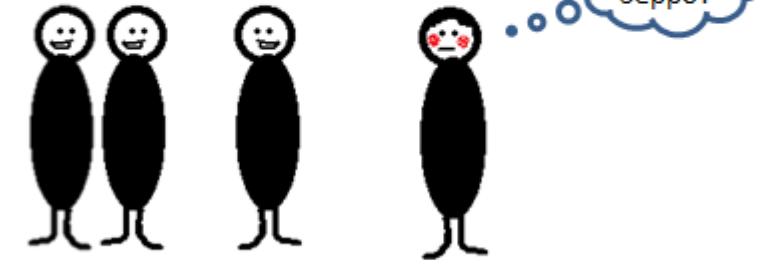
2 Finnish Nightmares characters are born in social media and are totally new and innovative way to think social media influencers.

3 Finnish Nightmares characters are easily relatable, they "say aloud" what everybody is thinking in those situations. The story is evolving and we have not yet seen Matti's wife Aino and son Mikko so there is still more to come.

FINNISH NIGHTMARES

Are you survivor of outsidersness?

WHEN EVERYBODY ARE TALKING ABOUT SALATUT
ELÄMÄT



AND YOU HAVEN'T WATCHED A SINGLE EPISODE.

Doodle that demonstrates [Finnish nightmares](#) content.

How do we use Finnish Nightmares?

aka. Media ideas and how did we dug deeper.

Owned Media

Finnish Nightmares:

Awesome & humorous content creation and creative materials to the always-on visibility as well to campaign materials.

Materials are focused on the challenges especially youth have when they face socially awkward themes and situations.

Content has proven to be really engaging, funny and easy to share. Earned media value and potential of the concept is huge.

Channels: HelsinkiMissio and Finnish Nightmares owned channels (FB, Instagram, Twitter, Youtube)
Marketing materials.

Concept can and should be amplified in **partners owned media channels.**
(Social & Offline)

Paid Media

Social Media:

Why: To inspire and engage consumers by storytelling.
Re-target users and recruit new donors.

How: Spread and Amplify the social channel content to our target group. **Message phasing:**
1. Inspire 2. Continue story telling
3. Tactical message to drive conversion

Innovative OOH:

Why: Build awareness and engagement.
How: Interactive Digital OOH. Using Kinect technology ads are tailored to you by showing you different character based on your appearance, so that you can really relate to character.
Creative demonstrate different "Outsider situations" and are changed few times a week to keep it interesting and surprising.

Bus backseats with 6 different creative to spark up the day of the target group and to convert them from offline media where you spend time into online to donate.

Online Video:

Why: Build awareness and engagement.
How: Spots, that are tailored based on target group segmentation, context and keywords to make it more relevant and fun. Short trueview videos with also tactical message to donate and find more interesting content.

Partners & New opportunities

Instead of just doing another short-term shock campaign we wanted to focus also bringing additional business value rather than just marketing campaign.

Concept is long-term and has a humorous and easy approach. These factors makes it easier to market HelsinkiMissio to different new partner companies. Concept that can be used to partners benefit as well.

The characters can also be productized to HelsinkiMissio benefit and sold online

= Additional visibility and new revenue streams €€€

Marketing Plan 2016 H2

Media plan, budgets and phasing

August

September

October

November

December

Always-On

Finnish Nightmares

FB & IG & Twitter (owned)

Always-on Paid social

FB & IG (Paid)

Bursts

Burst Paid Social

FB & IG (Twitter) (paid)

OOH

DOOH & BUS (paid)

Online Video

Youtube (paid)

Burst 1

Back to School /Work

Burst 2

Most depressing time

Budget:

Content to social channels & creative materials

10 000 €

Paid Social

Paid Social

10 000 €

Paid Social

Paid Social

20 000 €

OOH

OOH

40 000 €

Youtube

Youtube

20 000 €

PR & Social Media buzz

FB & IG Twitter (earned)

Partner channels (Social & Offline)

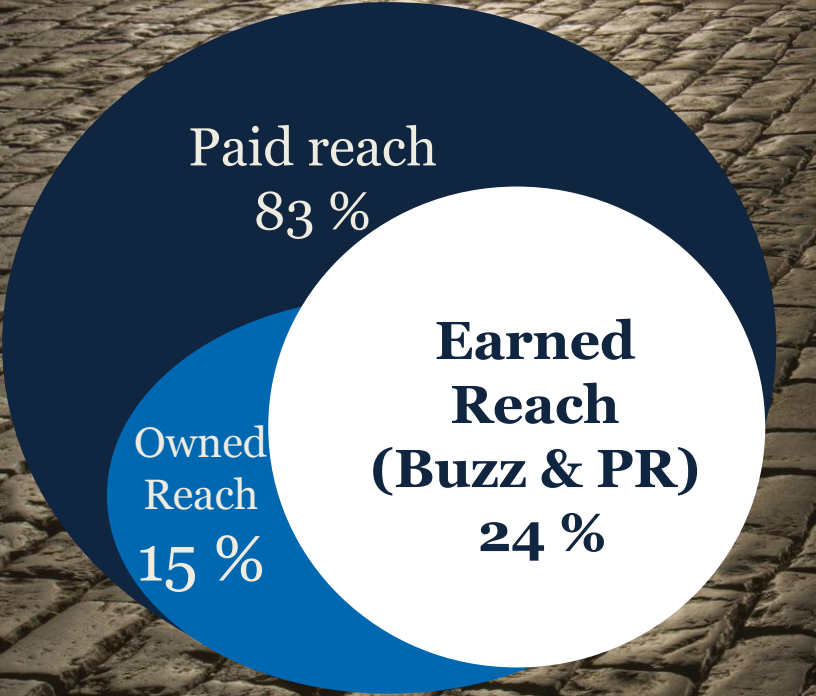
Sokos Hotels, Clear Channel, etc. (earned)

New revenue streams & eCommerce (New business & branded products)

Marketing, Web page (owned)

The same marketing plan is easy to replicate in upcoming years.

THE RESULTS (2016)



TOTAL REACH IN TG:
~91 %

Net Reach in target group: 91 %
Attentive reach: 78 %

Visitors to site from all different media:
est. 150 000

2 % site conversion to donations.
 $150\,000 \times 0,02 =$
3 000 donations

Traffic to the site from paid, own and earned media including partner channels.

*Additionally new profits from partners and eCommerce sales

THIS IS WHY THE CAMPAIGN WILL WORK

1. STEP. MISSION & VISION: DIFFERENTIATE

In order to get people to donate money to our cause we need to make them feel related to the matter. As currently all the other same category charities are trying to get people to donate by guilt-tripping them, we will do this by making them see things through humor.

→ This why the Outsiders and Finnish Nightmares stands out and is a fresh and a new way to do things.

2. STEP. TARGET GROUP INSIGHT: WHERE IS THE POTENTIAL AND WHY

The most potential target group to donate money is +35 year old. We will make them relate to our cause by tapping into moments that everyone has at some point of their life faced and show that feeling like a outsider is a cause to youth`s social exclusion. HelsinkiMissio can offer youth tools to this matter. Against campaign objectives the most effective media to reach and influence our target group cost-efficiently are Digital video, social and OOH.

3. STEP. EXECUTION

The Outsiders concept has potential for long term-visibility and has a humorous and easy approach. These factors makes it easier to market HelsinkiMissio to different new partner companies. Concept that can be used to partners benefit as well.

4. STEP OUTCOME

We will reach over 91% of our target group +35 yo and get 3000 donations during the first year. We will shift the focus from just discussing about young people`s social exclusion into actually preventing it by showing how situations can lead to it and demonstrating that *humor is the best medicine*.