

A photograph of three men of different ages smiling together in front of a house. The man on the left is older with grey hair, wearing a colorful patterned shirt. The man in the middle is middle-aged with light brown hair, wearing a blue shirt. The man on the right is younger with dark hair, wearing a plaid shirt. They are all smiling and looking towards the camera. The background shows a house with white siding and dark red trim.

FROM FATHER TO SON
Campaign for HelsinkiMissio

CURRENT SITUATION

- *Socially excluded people tend to be described as hooded young men who **have chosen to become social bums** by themselves.*
- *There are many reasons for social exclusion and it is common problem in every social class.*
- *Topic has been noticed well in media and it's familiar to the big audience but without personal experience from it, it does not create emotional attachment.*

Nuori mies, kurjuuden kuningas?



Osalla nuorista miehistä näyttää pyyhkivän todella heikosti. Kansanterveyslaitteen huono-osaisuus tiivistetty tutkijan nimeämälle "banaani-alueelle" pohjoiseen. Miesköyhyyttä tutkinut professori kirjoittaa, että tie miehen kurjuuteen käy "neljän A:n" kautta.

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Valtaosa huono-osaisista nuorista kärsii oppimisvaikeuksista



60 prosenttia tutkimukseen osallistuneista nuorista kertoi kärsivänsä oppimis- ja kielitieteiden vaikeuksista.

Huono-osainen nuoren miinus rakentuu yksinäisyydestä, epäonnistumisesta tunteesta ja masennuksesta, selviää Helsingin Diakoniasäätiön julkaisemasta tutkimuksesta.

Tutkimus tehtiin Helsingin Diakoniasäätiön ja Itä-Suomen yliopiston kyviävoimien tutkimuskeskuksen ja Itä-Suomen yliopiston kyviävoimien tutkimuskeskuksen yhteistyönä.

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Miten pojat menestyivät koulussa? Oppilaat ja asiantuntijat kertovat



Yliopiston opettajat ja asiantuntijat kertovat, miten pojat menestyvät koulussa.

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Liki puolet kuudensluokkalaisista on tympääntynyt kouluun – etenkin maahanmuuttajat uupuivat



Tytöiden stressi alkaa näkyä jo alakoulussa ja kasvua halooon tuliaisena.

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Valokuvaaja vietti kymmeniä tunteja poikamiesluolissa – syntyi kuvasarja nuorten toittomuudesta



Kansainvälinen dokumentti- ja valokuvausfestivaali on ollut täynnä nuorten toittomuudesta. Valokuvaaja halusi nähdä elämänsä toittomuudesta.

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INSIGHT

*Boys tend to get socially excluded more likely than girls, due to the incapability to talk about their feelings and problems. **This behavior pattern has been learnt from their dads.***

*Frustrations towards studying starts already at the age of 12 when the teenager phase starts. Precise at the same moment **the co-operations between parents and school start decreasing** even though it should get more intense.*

Classes 7-9 are led mainly by specialized subject teachers and this is huge differences compared to classes 1-6 which are held by class teachers – pupils need to take bigger responsibility of themselves when entering to upper school.

- **APPROXIMATELY 2/3 OF SOCIALLY EXCLUDED YOUTH ARE BOYS**
- **APPROXIMATELY 30 000 BOYS START 7TH GRADE EVERY YEAR**

TARGET GROUP

Core target group: Dads who have kids aged 12-16 years-old

Typically Finnish dads are closely present in their boys' life at the early childhood but they tend disappear to the back round when the boys reach teenager phase.

*Finnish men master talking about sports and any other topic than feelings – neither dad nor boy feels comfortable to talk about them. It is **national inherited disease** of Finnish men which spreads from father to son. **This behavior pattern is likely to change in future when today's dads leads the way for their sons.***

Secondary target group: Moms

Women can be influenced through men but not vice versa. They act more likely to emotional messages. As donors women are more active.

STRATEGY

CHALLENGE

There are many types of donation programs so it's hard to stand out when all of them have an important mission.

INSIGHT

MISSION
Make dads understand the importance of their presence in young boys' life.

TARGET GROUP INSIGHT
Finnish dads tend to disappear to the background when their boys are reaching teenage and adulthood.

VISION
Every boy has a reliable dad/dad role model in their life when they are reaching puberty.

STRATEGIC THEME

From father to son

COMMUNICATION ANGLES

Personal
If you are a dad you can identify yourself with this.

Emotional
You might have some kind of experiences from your own childhood.

Activating
*Two level activation:
1 changing your own behavior
2 helping others by becoming annual donor.*

Blame free tone
Instead of preaching we want to encourage dads to re-open the dialogue with their sons.

IDEA

A young man with dark hair, wearing a red t-shirt and a grey hoodie, is sitting on a dark couch. He is smiling and looking towards an older man with grey hair, wearing a grey sweater and blue jeans, who is also sitting on the couch. The older man has his hand on the young man's shoulder and is smiling back. The background is a plain, light-colored wall.

Dear Dad – I am still here

Let's tell the story from the son's point of view and harness the power of storytelling.

*Influence Finnish dads to pay attention to their own presence in their sons' life and make collective fatherhood interesting by becoming a donor or volunteer. **Let's even the dads so that every boy will get one.***

Dads will be used as a channel to remind both of the parents that even their own son can get socially excluded if he does not have reliable adults in his life.

CAMPAIGN STRATEGY:

A young man with dark hair, wearing a red t-shirt and a grey hoodie, is sitting on a dark couch. He is looking towards an older man with grey hair, wearing a grey sweater and blue jeans, who is also sitting on the couch. They appear to be in a conversation. The background is a plain, light-colored wall.

*Emotional message is delivered to dads in different and highly targeted channels, to make sure we reach all the dads, whose boys are in upper school. This is done by touching letter to the fathers from the son and emotional videos, where sons tell they are still here and want their dads around. **Message is emotionally relevant to dads but also to the bigger audience.***

*Finnish school system will be activated to take bigger role in the safety network once again in upper school. All the teachers are challenged together to take responsibility of the pupils' welfare and observe indicators of possible early state social exclusion. **We make parentin collective.***

*Schools will educate pupils about the social exclusion and share information about the organizations that are there to offer help. In addition, every class will have their own supported "god child" which takes the topic in to action. **Parents will collectively donate money** so the individual share wont be much but everyone will participate for the good cause.*

EXECUTION

- Phase 1 (before the upper schools start)
 - Dads receive direct mail "a letter from a son"
 - Targeted advertising for dads
 - Emotional and activating
- Phase 2 (school starts)
 - Schools and parents unite
 - Classes start to support socially excluded youth by donating
 - Reaching wider audience
- Phase 3 (continuous)
 - Schools continue supporting youth exclusion in the future

Dear dad,

I will be entering upper school soon and it will bring lot of new things to my life. I'm quite excited but also nervous because some of my good friends won't come to the same school. Will I find new friends as good as the old ones?

I have ment to say this to you, but it feels akward so I feel more comfortable writing it to you.

Dad, where have you gone? I feel that when we talk we only talk about football. It would be cool to notice that you are interested in me and how I'm doing. Last week I got 6 from math exam and it was embarrassing. I asked you to help me study to that exam but you were too busy. Maybe next time? I would be nice to do something with you.

Your son

**HELSINKI
MISSIO**

KAIPAATKO APUA

LAHJOITA

LIITY VAPAAEHTOISEKSI

Boys tend to get socially excluded more likely than girls, due to the incapability to talk about their feelings and problems. This behavior pattern has been learnt from their dads.

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MEDIA STRATEGY

Channel	WHY (ROLE)	HOW (STRATEGY)	BUDGET
Direct mail	High reach and attention value inside the target group	Personalized letter written by a son to a dad, where target group member can identify himself. Approximately 30 000 dads with son age of 13 years-old and entering to upper school	10 000 €
Online video	High engagement and high emotinal value	Sons telling personally how it feels when there's no dad around. Targeted precisely to dads with sons aged 12 to 16 years-old.	30 000 €
Social media	Ensure adequate level of frequency and activate target group to donate	Relevant content about the topic to own media and to paid advertising. Targeted to dads with sons aged 12 to 16 years-old. Channels: Facebook, Twitter, YouTube	30 000 €
OOH/DOOH	High reach in wider target group in metropolitan area, high level of frequency to deliver the campaign message	Visual and emotional stories for wider audience in metropolitan area to activate people to donate.	30 000 €
Co-op with YLE	Free air time	Introduce the topic nationally to wide audience through current affair programs.	0 €
PR	Leverage the campaign message to	When school starts famous dads are challenged to share their own plan how they are going to be present in their sons' lives. E.x. Teemu Selänne,	0 €
Total			100 000 €

SUMMARY



- **Problem:** Youth social exclusion is already common subject, but it doesn't awake feelings because it is not relevant to the majority of the Finnish people.
- **Insight:** Boys tend to get excluded more often than girls and their problems start at the age of 12. Every year approximately 60 000 children are born and a bit over 50 % are boys. This means about 30 000 boys entering 7th grade every year.
- **Solution:** We want to affect dads by talking about their sons who are entering upper school because this is the time when father son relationship changes as well as the school. This is time when dads' are emotionally "vulnerable" to social exclusion message and they feel it relevant.
- By committing schools to the "god children" – program, we can get approximately 2 400 classes* to participate donating in addition to other donors who are activated through campaigning.
- **Result: Every year we get at least 2 400 new donors.**

*class room size is approximately 25 pupils and in every age category is about 60 000 children (yearly born rate)