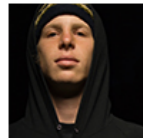


# THE UNSEEN



## Respond to Your Friend Request

[View Sent Requests](#)



Joona Laine

No mutual friends.

Confirm

Delete Request

## CAMPAIGN SUMMARY

A digital campaign that evolves into a truly integrated way of sparking discussion and activating consumers, businesses and influencers to support HelsinkiMissio's work against social exclusion. Bringing light to different stories behind social exclusion and challenges faced by young people today, the campaign introduces three characters who are at risk from disappearing from active society. An alienated early school leaver, an unemployed degree-holder disconnected by a move to a new city and a young refugee all struggling to find their place in society, the characters are used to raise discussion on the reasons behind social exclusion and directly challenge people to consider their attitudes and activate them to work against the issue. By creating them a real presence on social networking sites and directly contacting the target audience before enforcing the message through targeted advertising, media engagement and direct activations we can gradually broaden the campaign message for relevant audiences.

## CREATIVE INSIGHT

Social exclusion is an issue affecting up to 50,000 people aged 15–29. Lack of support, social networks and contacts to everyday society are at heart of the issue these young people are facing. Often, they and their problems have simply gone unseen and unattended by those who should have supported them. Falling through the cracks, they are at risk of becoming invisible to the rest of society. The work done by HelsinkiMissio, creating spaces where these youths can be seen and heard for who they are, helps them become visible again. It is difficult a problem to see, as these youths are missing from schools, the workforce and social networks, and by definition exist outside of the everyday experiences of the campaign audience. To reach potential supporters and donors we need to break through the barrier between them and make them visible in their world.

## SOLUTION

The campaign is all about making the young people facing social exclusion visible. The social media profiles created for the campaign are used to reach out to potential supporters, create targeted messages for them and to share real stories of at-risk youths. The results of social engagement with the profiles are used to raise the issue in the media. The choice of channels allows us to reach activate both individual consumers and businesses and invite them to share the message and challenge each other to participate.

The campaign images feature the three characters gradually fading into view, symbolically demonstrating the work done by HelsinkiMissio. The effect is used in online and social media ads and the campaign website, where the images will strengthen on mouse-over and donation clicks.

The website follows the campaign's progress and introduces HelsinkiMissio's work through videos, articles and testimonials shared through Facebook and Instagram.

## HOW DOES IT ALL WORK?

The campaign's initial stage brings the topic into view through Facebook and LinkedIn requests, followed by the first wave of targeted advertising and job application mailing program. Targeted audiences include HelsinkiMissio's supporters, decision-makers and influencers as well as HR representatives in the greater Helsinki area. By challenging people and organizations directly, we can use their response to generate genuine interest and engagement, broader social discussion, media visibility for the campaign. The interactive campaign images create a strong and lasting impression.

Through the campaign's channels private individuals are encouraged to donate and volunteer, while businesses are challenged to donate and offer mentoring and internships. By offering participants different means to help, we showcase the range of work done by HelsinkiMissio and make participation easy for individuals and businesses, who are also encouraged to challenge each other to join in shouldering their individual and corporate social responsibility.

# 1

### CAMPAIGN LAUNCH

Facebook profiles & friend requests

LinkedIn profiles & requests to HR representatives of businesses in Greater Helsinki area.



# 2

### ACTIVATING PARTICIPANTS

FB & LinkedIn ad campaign targeted to users approached in the first stage

Companies approached with job applications



# 3

### BROADENING THE DISCUSSION

Media activation on results of the campaign's initial stage: press contacts, broadening the discussion around the issues through events and media appearances.

- Campaign site launched
- Online ad campaign (animated banners, Facebook, LinkedIn and Instagram)
- Company challenge



# 4

### CONTINUED PRESENCE

Reporting on amount of donations, volunteer and partner companies

Ongoing content production for campaign site on projects, results, volunteers and partner companies.



[DONATE](#)   [VOLUNTEER](#)   [THE VOIMA PROJECT](#)   [SUPPORTING AT-RISK-YOUTHS](#)

# DON'T LET A LIFE GO UNSEEN.

Your support can make an at-risk youth visible again.

**HELSENKI MISSIO**  
 HELSINKIFORMISSION  
**NUORTEN KRIISIPISTE**  
 HELSINKIMISSIO

**DONATE**

One in 20 youths aged 15-20 are not found in schools or the workforce. Fallen through the cracks of society, they have simply gone missing. Their number is increasing, having reached 50,000 in the turn of the decade.

In the prevention of social exclusion access to early support is crucial. HelsinkiMissio aims to lower the threshold of seeking help, by offering guidance and counselling for young people in need of support.

Through their youth crisis support center, volunteer outreach programs and projects like the Voima group, HelsinkiMissio creates safe spaces where young people who are at the risk of social exclusion can be seen and heard for who they are.

Support HelsinkiMissio by donating today.

 ANNA  
  RASHID  
  JOONA

**DONATE**

**NUORTEN KRIISIPISTE**  
 HELSINKIMISSIO  
 **HELSENKI MISSIO**  
 HELSINKIFORMISSION

[f](#)   Home


**Joonas Laine**

[Timeline](#)   [About](#)   [Friends 16](#)   [Photos](#)   [More](#)

**Intro**  
 Worked at Your mom  
 Studied at Vesala comprehensive school  
 From Helsinki


**Status**   **Photo/Video**   **Life Event**


What's on your mind?

**Post**

[Helsingin kaupunginosat ennen ja nyt.](#)

**Elementti taipuu sittenkin – Uudenmaankatu 19-21**  
 Tässä ositteessa sinnitteli vielä 1980-luvulle saakka pari loistavaa esimerkkiä siitä, miltä Helsinki on 1800-luvun alussa näyttänyt. Nämä puutalot oli suunnitellut aikansa tunnettu rakennusmestari Gabriel Andstén 1820-30 luvulla. Helsinki oli siihen aikaan täynnä juuri tällaisia taloja, joiden sisäpihoilla oli talleja, varastoja ja nurmikkoa. Korttella suojaasi korkea aita ja talojen välissä oli portit omaan maailmaan. (Kalevan... [See more](#))


**Study Cooking in English!**  
[www.varia.fi](#)  
 Vocational Qualification in Hotel, Restaurant and Catering Services - Apply now!


**HAVE YOU SEEN ME?**  
 50,000 young people are in danger of slipping through society's cracks. Don't let them go unseen.

English (UK)   English (US)   Suomi   Svenska   Eesti   Español

**DON'T LET AN AT-RISK YOUTH GO UNSEEN.**

Donate today.

**DONATE**