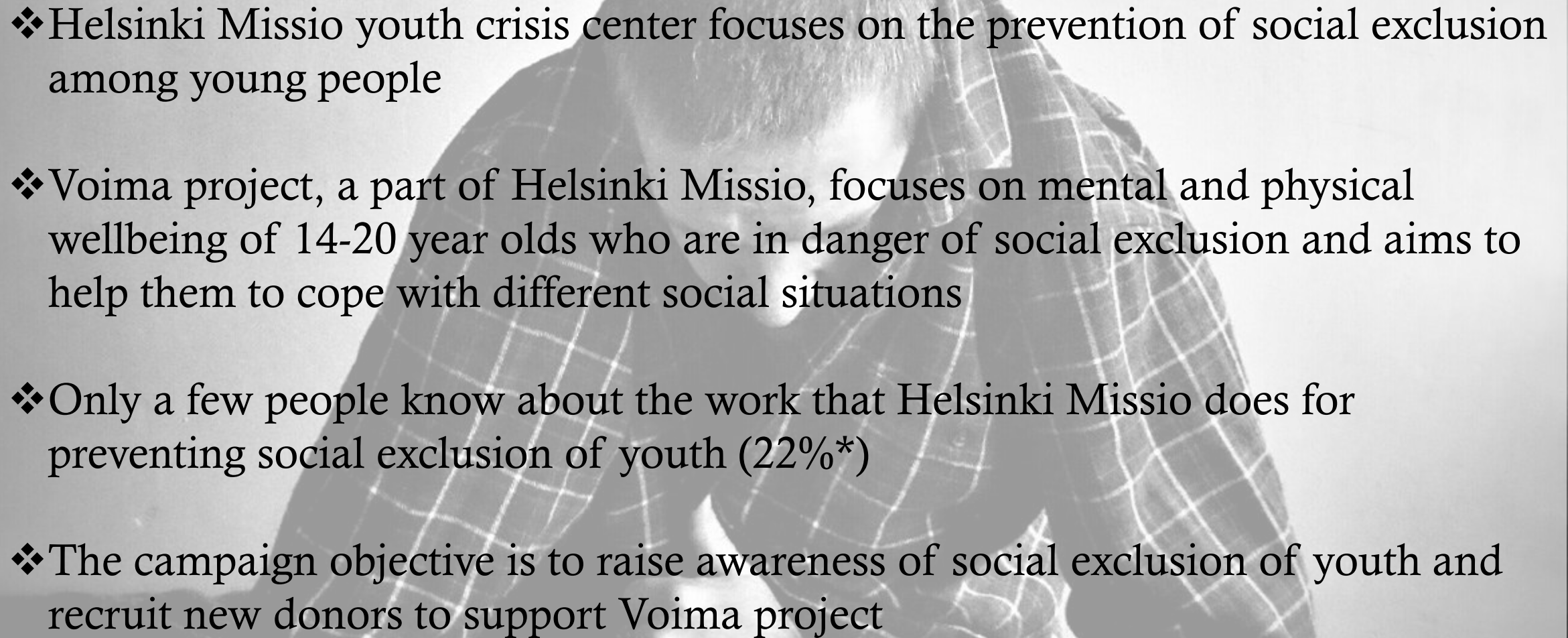


A black and white photograph of a man with a beard and mustache, wearing a dark suit and a light-colored shirt, standing in a desolate, rocky landscape. He is surrounded by a large, transparent glass bubble that encloses him. The background features bare, skeletal trees and a cloudy sky. The overall mood is one of isolation and vulnerability.

BREAK THE BUBBLE

Campaign for Helsinki Missio youth crisis support center and Voima project

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- ❖ Helsinki Missio youth crisis center focuses on the prevention of social exclusion among young people
 - ❖ Voima project, a part of Helsinki Missio, focuses on mental and physical wellbeing of 14-20 year olds who are in danger of social exclusion and aims to help them to cope with different social situations
 - ❖ Only a few people know about the work that Helsinki Missio does for preventing social exclusion of youth (22%*)
 - ❖ The campaign objective is to raise awareness of social exclusion of youth and recruit new donors to support Voima project

CAMPAIGN STRATEGY

MISSION

- ❖ Tell about the work of Helsinki Missio and Voima project

OBJECTIVES

- ❖ Raise overall awareness and public discussion about the dangers and threats of social exclusion of youth
- ❖ Recruit 1000 new donors per year in the next three years

VISION

- ❖ Push out the issue to the target group and convince them that the money goes to those who are in need of help.

CORE TARGET GROUP

- ❖ All 18+ are potential donors and participants in public discussion

BREAK THE BUBBLE

Evoked feelings and make the message non-skippable



Show real life survival stories and convince that the money goes to the right hands



Talk about the dangers and threats of social exclusion

CORE FINDING

90%* OF THE TARGET GROUP
UNDERSTAND THAT THE SOCIAL
EXCLUSION OF YOUTH IS
A SIGNIFICANT PROBLEM

TARGET GROUP

WHO: Core A18+ (secondary A12-29 & their networks ie. parents, teachers etc.)

WHY: The majority of people across all ages and genders think charity donations are important (78%*) and even small amounts donations make a difference (80%*).

CHALLENGE: People understand the nature and severity of the problem for the society and many of them (47%*) personally know or have known someone socially excluded or in danger of social exclusion in the age of 12-29. Despite this they think it is a distant issue from their point of view.



The target group suffers from
SELECTED IGNORANCE

CONCLUSION: In order to recruit as many donors as possible and build nation wide awareness there is no reason to limit the target group by income level or age.

EACH DONOR AND DONATION COUNTS!

CHALLENGES WE NEED TO OVERCOME

- ❖ The problem of social exclusion is perceived distant (60%*)
- ❖ Skepticism over whether the donations will be really used for a good cause and also over who will benefit from the donated money and how
- ❖ Helsinki Missio remains fairly unknown (79%* have never heard of or only know Helsinki Missio by name)
- ❖ The secondary target groups need information about the threats and dangers of social exclusion to help others or realize to seek for help themselves

STRATEGY TO BREAK THE BUBBLE

CONCEPT:

A group of large, plastic bubbles with a young person inside each will be brought to central locations to selected cities to symbolize social exclusion. By this we gain the immediate attention of the target group. At the same time the campaign will be launched in multiple other platforms to ensure that the message cannot be missed or forgotten.

The core target lives their lives in a bubble of ignorance, in which the problem of social exclusion of youth is not present. At the same time, socially excluded youth are locked in their own bubble. The campaign seeks to break these bubbles that both prevent people from facing the hard, cold truth of the problem but also isolate youth from the society. The campaign breaks in and shakes the daily lives and routines of the target groups, resulting in a shift from **SELECTED IGNORANCE** to **ACTIVE ACKNOWLEDGEMENT** of the issue.

ACTION:

GIVE the target audience an unexpected wake-up call to support Helsinki Missio in their work. In order to do this, public awareness about the issue and the important work of Helsinki Missio has to be raised.

CONVINCE and **DEMONSTRATE** the target audience of the righteous and concrete use of the donated money.

WE NEED TO GET UNDER THE SKIN OF THE AUDIENCE.

CAMPAIGN FLOW

Phase1: THE BOLD BREAK-IN

Campaign weeks 1-3

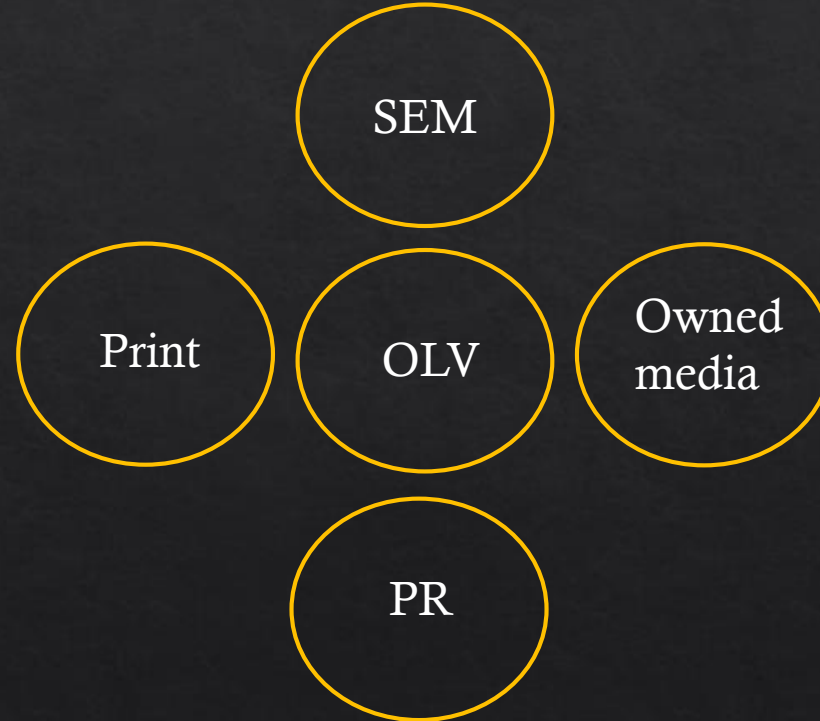
Raise awareness



Phase 2: FROM SELECTED IGNORANCE TO ACTIVE ACKNOWLEDGEMENT

Weeks 4→

Remind & keep the discussion about the issue alive



The campaign concept is reusable for the next two years in order to achieve the annual goals

All campaign themes active throughout the year:

True stories, true problem

Evoke strong emotions

Convince with hard facts

SUMMARY OF ELEMENTS

CHANNEL	WHY	HOW	BUDGET
Break the Bubble	To raise awareness, evoke feelings, get new donors.	A cohesive communication on multiple platforms to engage and activate target groups.	
OOH special execution	To shake the mindset of selected ignorants and gain high attention, create buzz.	An unavoidable group of big transparent plastic bubbles will be placed at busy, central locations in Helsinki, Turku, Tampere, Oulu for 1 day in each location. Inside each bubble will be a young volunteer demonstrating the social exclusion. On the bubble surface will be a copy "Free socially excluded youth from their bubbles, donate now at helsinkimissio.fi".	20 000€
Digital OOH	To raise awareness of the topic and Helsinki Missio&Voima project.	Faces of victims will be brought to digital surfaces with capturing, emotional copies. 1 week.	15 000€
Radio	Spread the survival stories and reasons to donate to masses. Drive traffic to site for more information.	Short true stories by victims and them telling how they received help through the donated money at Helsinki Missio. 2 weeks.	15 000€
Display	Capturing the attention in a private moment of the target groups and drive traffic.	Big, unavoidable high attention value formats on selected sites on all devices when entering the site. Deliver the seriousness of the topic by distinctive creatives and provide more information. 3 weeks.	15 000€
OLV	Convince the target group and keep the public discussion active.	Short true stories in video format to give faces to people who have received help. Several brief activations.	10 000€
Print	Call to action and convince.	Provide sufficient information on the issue and Voima project's ways of work in advertorial format. Several repetitive advertorials.	15 000€
SEM	Direct to helsinkimissio.fi	Continuous presence in SEM throughout the year.	10 000€
Owned	Provide with extensive information, donation channels. Tell the survival stories.	Deploy the campaign themes to all Helsinki Missio's owned channels in order to raise awareness and discussions about the issue. True stories, videos, ways to help, information on the organization.	
PR	To raise the nationwide public discussion and reach decision makers in public posts.	Active lobbying to events and TV-content such as A-Talk by YLE or any other programs that have authority, are factual and run themes around public matters.	
Total			100 000€

WHY THE CAMPAIGN WILL WORK

- ❖ Raise awareness and recruit 1000 new donors/year in the next 3 years
- ❖ Selected Ignorance – our core target group A18+ sees social exclusion as a major problem but does not see it as their problem
 - ❖ 62%* of target group would be willing to donate but they need to be convinced
- ❖ Our target group needs a wake-up call to become a donor. The campaign provides them with a push to break the bubble and face the inevitable need for help
 - Active Acknowledgement
- ❖ Multi-channel executions to evoke feelings of empathy, raise awareness and public discussions over the topic
- ❖ Simultaneously we need to show the target group that the donations go to the good hands of Voima project / Helsinki Missio → only then they will be willing to donate

How the goal of 1000 donors/year will be reached:

276 000 of all A18+ says that they would use their extra money on charity**.

$1000 / 276\,000 = 0,0036$ → We need to convert ~0,4% of those to donors in order to reach our goal of 1000 per year