

PowerPass

Building bridges through experiences



Brief

HelsinkiMissio has a Voima Programme of which mission is to prevent social exclusion and help the young people that are in the risk of becoming socially excluded

Our mission was to create a long-term campaign/marketing strategy that raises national awareness of social exclusion and prevents unintentional loneliness

Challenges

- How to create a concept which **prevents** young people from falling into social exclusion before it becomes a problem
- How to raise awareness towards the topic and create engagement
- How to create a **phenomenon** which is duplicable year after year
- What's the target group of **potential donators** and how can we reach them?

What are the factors that lead to social exclusion?

We made a survey and asked what comes to people's minds when they think of social exclusion and these are the **risk factors** we faced:

- Youngsters that drop out of school*
- Youngsters that don't have friends*
- Youngsters with a lack of supportive network around them*
- Youngsters that lack hobbies and activities*

Preventive actions toward social exclusion were found important which gave us the direction we wanted pursue

We wanted to create a positive and enthusiastic campaign which prevents youths loneliness.

In order to identify when the **risk factors** appear we needed to understand youths lives

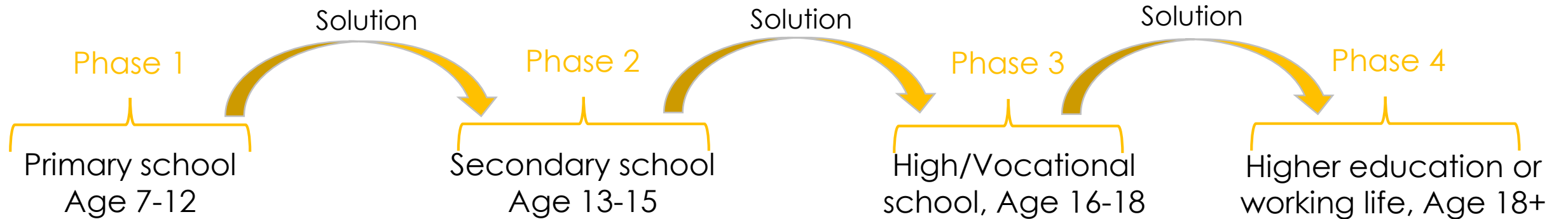
We decided to create a timeline and recognize which are the times of risks or as we call them "**GAP-moments**" when there's a risk of falling out of active social life

We did some research and what we found out was that the most radical changes in youths social environment happen when different **phases** end in their lives and new and unknown **phases** are about to start*

INSIGHT = GAPS ARE THE BIGGEST RISKS FOR DROPPING OUT OF ACTIVE SOCIAL LIFE

GAP -moments

Parents are present



GAP

"Do I fit in/find new friends"

47% said that their group of friends changed when they moved from primary school to secondary school*

GAP

"Do I get in to a new school"

25% said that they've had difficulties finding new friends and fitting in when moving to secondary school*

GAP

"Do I get a job/manage to continue studies"

Who are the people that affect the choice you make regarding education: family, friends, student counselor, own intuition*

62% said that their group of friends has changed between High/Vocational school and further education or working life

*Quantitative survey n=106

Strategy & Campaign idea

Our **solution** is to help youths surpass the **GAPS** by helping them retain their friendships during the time when the **risk** of losing friends is the highest – between the **phases**.
The time of need? Summer.

How will we do that?

**REMEMBER TOKMANNI AND THEIR FREE PLASTIC BUCKETS?
I'M SURE YOU DO.**

Us Finn's tend to go crazy over free stuff, so we decided to create our own "bucket". Our **phenomenon**. **INSIGHT: Free stuff creates buzz!**

Our "bucket"? PowerPass.

PowerPass is a tool for an active social life. PowerPass is a fun and engaging way of making sure we let young people express themselves with their friends and find activities that are dear to **them**. Our initial idea is to give young people experiences and benefits – regardless of their families' economic situation, since its **free**.

Who are they?

We can't speak about the younger people as an entity, but rather we need to recognize that all young people are unique and interested in different things (for example movies, entertainment, fashion, sports*). This is why we want to give young people as many opportunities as possible to do things **they** like and bring a wide range of activities that they can be a part of.



But... what about the donations?!

Receiving donations for the cause is one of the goals for this campaign, and we intend to approach the parents of children that are between the ages of 12 and 20. Why?

There are millions of targets to donate to in the world. According to our survey people donate to organizations in which they have an **emotional bond to***.

We see that the most potential donators for Voima Programme are the **parents** of the youth –they if someone care. They are in working life with regular income. They see their own children's education as a very **important** matter** –they don't obviously want their children to fall into a **GAP**.

Donations will be collected mainly through the campaign site.

INSIGHT: Parents = donators

People in Greater-Helsinki area who have children aged 12-18 in their household

Est. 105 000, 3%**

PowerPass

PowerPass by Voima Group is a passport-like notebook to all kinds of leisure time activities for youths who are crossing the **GAPs**. Each and every student crossing these GAP will get the PowerPass: **primary school -> secondary school, secondary school -> high school and high school -> higher education**. The **PowerPasses** are distributed every year, and our goal is to create a **repeatable concept**.

The point is that you can't enter these activities alone: A **friend** must come with!

This passport of fun includes tickets to various activities which you can attend to with your friends once – for **free**. The pages inside the passport are tearable and used as entry tickets for the chosen activities / experiences.

The activities are sponsored by the companies that want to co-operate with the PowerPass program. The companies sponsor the activities themselves. The first year will be a challenge for sure, but if we succeed in creating a **phenomenon**, receiving sponsors will be easier on the years to come.

Why would companies take part?

- This will boost the company's image (associated with charity)
- Raise the awareness about their brand
- A high amount of potential future customers
- Companies may sell sideline products

Distribution of the PowerPass

The whole campaign will be launched in Narinkkatori 4.6.2016 which is the ending date of the schoolyear. There will be a huge stand in the middle of Narinkkatori which will act as the heart of the whole campaign and the distribution of the PowerPasses will be mainly handled here. In addition to the PowerPass stand, all of the companies are given a chance to have a presence and introduce their activity/product -> boost their brand.

Examples of sponsors: **Finnkino** (Free daymovie ticket), **SuperPark** (free entry), **EscapeRoom Helsinki** (free entry), **GinaTricot** (Shopping night with friends), **McDonalds** (free smoothie samples at stand & food discounts)

MediaPlan – Reaching our donators

Our campaign strategy strongly relies on the power of **WOM**. Looking back on the popularity of Tokmanni's free buckets, we are confident that the same kind of phenomenon can be achieved with our **PowerPass**. In order to achieve **WOM**, paid media is needed. We are taking into account target groups' media usage based on TNS Atlas 2014.

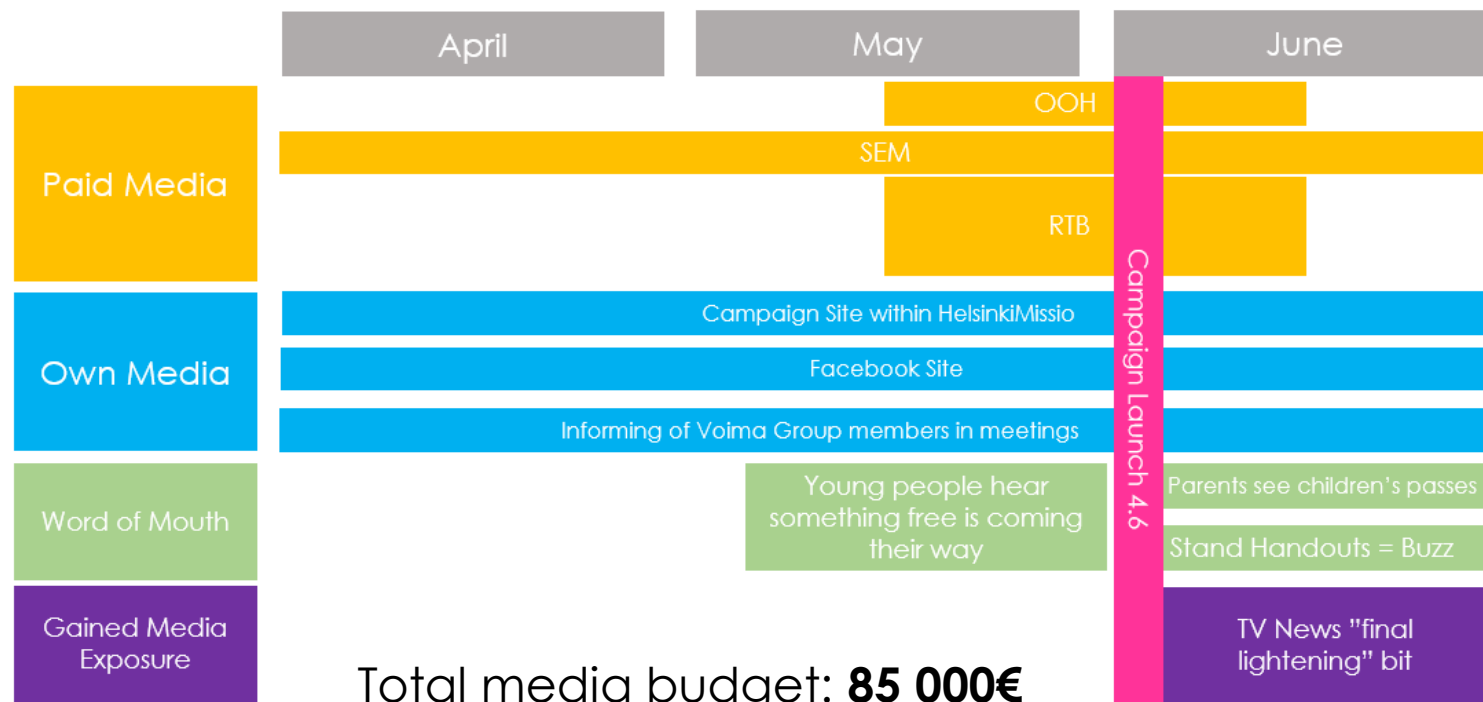
OOH: To be present in Narinkkatori and the surrounding areas before the campaign is launched
Budget: 50 000€

SEM: To be present after people have heard about us and start looking for more information
Budget: 5 000€

RTB: To reach the target group in the websites (TNS) they use + the usage of audience data
Budget: 30 000€

Own Media: HelsinkiMissio's and Voima Group's own channels

Gained Media Exposure: We believe that our idea is newsworthy for a "final lightening" of TV News → High national awareness!



CHALLENGE

How can we raise the awareness of the topic and get donations cost efficiently

INSIGHT

Youths come across **GAPS** in which they face the risk of losing their social connections

STRATEGY

Create an annual campaign which will evolve into a phenomenon

EXECUTION

PowerPass which keeps the youth socially active through the **GAPS**

WHY IT WILL WORK

Free creates buzz and makes people interact/engage

OUTCOME

A phenomenon is born that keeps young people socially active year after year

Added awareness to HelsinkiMissio and Voima Group

+1 000 new donators