

A man with dark, curly hair, wearing a black leather jacket, is standing on a city street at night. He is looking down at a smartphone in his hands. The background is a blurred city street with warm streetlights and some people walking in the distance. The overall mood is contemplative and somewhat somber.

Your job isn't done yet

Campaign for HelsinkiMissio and Voima project

"It can be a sudden unfortunate incident that affects to your kids life for the rest of his or her days. As a parent it is your job to make sure that it isn't your kid."

We asked around

HelsinkiMissio is unknown for most of the Finns, especially outside of the Metropolitan area

That's why most of the existing donations goes for other non-profit organizations

Most of the people would prefer donating money to support youngsters

Those who don't donate money argument their decision like this:

"I don't think that the money goes to the right place"

"I haven't found the right donation target yet"

"I don't think that my donation makes an impact"

#trustissues

Those who don't donate to HelsinkiMissio arguments their decision like this:

"This is not a real problem in our society"

"I don't live in Helsinki so I rather use my money to support the youngsters at my own city"

"I don't know anything about this organization"

#denial

We challenge you!
Campaign page name:
HELSINKIMISSIO
SUOMIMISSIO
VOIMARYHMÄ

Research:
HelsinkiMissio name refers only to Helsinki's youngsters
Finns want to support youngsters nation wide

STRATEGY

CHALLENGE & INSIGHTS

How to:

introduce HelsinkiMissio to people nation wide and raise awareness for Finnish youth social exclusion

get people to trust fundraising organizations by introducing the organization transparently and trustworthy giving concrete examples of where the money goes

get people to donate money for a good cause

get people to realize that the social exclusion isn't something you born with

STRATEGIC THEME

**Your job isn't done yet
"Do you know that it's not your kid?"**

Let's break the prejudice:

Also a kid sitting at the backseat of the 100k Audi can be socially excluded. We are going to break the prejudice that only youngsters coming from bad background are the ones to get forgotten

COMMUNICATION ANGLES

**Emotion appealing
#yourjobisntdoneyet**

Loneliness doesn't show from the outside

**Team work: "Parents, your job isn't done yet"
Come together for saving the next generation**

TARGET GROUP

RATIONAL INSIGHT:

All at the age of 12-29 (1,2 mil.) are at risk to socially exclude. Most of them have one or two parent

URBAN INSIGHT: Only

youngsters from bad background are the ones who gets socially excluded
#false

EMOTIONAL INSIGHT:

“Is one of these lonely youngsters your kid?”

People at the age group that most likely are the risk groups parents are 30-65 years old. The women in this group are using money to charity

The daddies are still unlikely to donate money so the challenge is to get them to realize the importance of the support of youth, possibly their own kid

TARGER GROUP:
Parents of 12-29
year-old
youngsters

MEDIA INSIGHT: Parents are keen on knowing how their kids are doing for example trough social media

CAMPAIGN IDEA

Most of the 12-29 years old youngsters have at least one parent. These parents are the potential new donors for Voima project. They are the one's who should be interested in changing the attitude about young peoples social exclusion and focus their charity money to young Finns instead of donating money abroad.

Parents need to donate money because it will make them feel good about the fact that the next generation are getting the support that they really need.

CAMPAIGN IDEA:

Your job isn't done yet. Campaign idea is to raise awareness and make parents realize that parenting doesn't end the day the child moves out. No matter how it looks on the outside, there can be a silent struggle under the surface of your child's mind. At the same time the goal is to bring trust and transparency back to charity work and show parents that there are organization which is here to help.

The campaign idea is to appeal all the parents who belongs in to the target group, so we have chosen six well-known influencers to talk about the social exclusion. They will tell their own or their kids' stories about the subject. They will also spread the knowledge and break the common prejudices at social media channels. These influencers are called the Lonely Fighters. The Lonely Fighters also encourages parents to upload the game app and show example that anyone can play it.

So that the Voima project stays alive and kicking, people need to donate money. We are going to make this fun and easy by launching a addicting game application which is based on team work, challenging and information about the Voima project. The game idea is to upload the application from the campaign site, challenge friends to join and create a team which proceeds at the game by every donation. Team can share their success on their own social media channels.

Campaign will be three phased and it's going to overcome all mentioned challenges. In the first phase we raise the awareness about the social exclusion and the Voima project. This phase also starts the money raising trough the campaign page. At the second phase we launch a new, fun and easy way to donate money by utilizing the cooperation partner's, RAY's know-how. The third phase is all about maintaining the born donation connections and keep the game app up and running even after the active stage of the campaign.

Your job isn't done yet

STRATEGY

IDEA:

"Your job isn't done yet" Parenting doesn't end the day your cutie pie moves out. Unfortunately, even after that your kid is in a great risk to drift to the dark road of loneliness. Get parent's to know, that they are not alone, there is a organization that is here to help even when you for some reason can't. The idea is also to break the prejudice about who can get socially excluded. Let's start a nation wide buzz about what it means to be a lifelong parent and take care for our youngsters.

ENGAGEMENT:

Everything starts with the knowledge of the cause, the organization and the power of every donation. To make sure that among with the already donating moms, also the daddies attention awakes. We choose six "Lonely Fighters" - Finnish influencers from different side of the fields. They all have one thing in common: a kid in the risk group or own experience about getting socially excluded. They could be e.g. Teemu Selänne, Arman Alizad, Eicca Toppinen, Hjallis Harkimo, Kaija Koo, Jutta Gustafsberg.

GAME APPLICATION:

To continue the collaboration with RAY we design a game application. The game application has a great virility potential and proceeding at the game is based on the donations. The game will teach people about the Voima project in a fun and addicting way. The application can be downloaded trough the campaign page and the QR-codes on the campaign content.

CAMPAIGN CONTENT APPEALS TO EMOTIONS AND GAINS TRUST:

We create a campaign page that includes the stories of these six Lonely Fighters and also stories from parents and their youngsters. The campaign page also emphasizes the work of Voima project the most transparent, concrete and open way. It also makes clear that the organization is nation wide and helps young people all over the country despite the organization name.

Other campaign material reach the target group at their comfort zone to awake the parents to realize that the responsibility of the next generation lays on their shoulders.

This is how we roll

PHASE 1 "Awareness"

Campaign page and "Lonely Fighters" are launched and they share the information about the campaign, the cause and own stories at their own social media channels and on the campaign page. Also the Voima project's social media channels are activated

PHASE 2 "Game buzz"

Game application is being launched to the big audience. Lonely Fighters encourage people to download the game app and show example. The buzz about the game is taking over all social media channels and as a result the donations are activated

PHASE 3 "Maintenance"

The campaign stays alive because of the game app, the campaign page and the game content and other content at social media channels



SUMMARY OF MEDIA STRATEGY

CHANNEL	WHY	HOW	BUDGET
OWNED MEDIA: CREATED CAMPAIGN PAGE, NEWSLETTER, HELSINKIMISSIO-MAGAZINE, OWN BLOGS AND OTHER OWN SOCIAL MEDIA CHANNELS	To raise national awareness for Finnish youth social exclusion and give information about HelsinkiMissio's Voima project. The page presents also the "Lonely Fighters" and guides to download the game app.	We create a campaign page where we drive traffic from every single media channel. The campaign page isn't the last stop: it encourages you to download the awesome game application with which you can start acting instead of talking.	
GAME APPLICATION	To raise the donations for the cause and to raise the awareness of Voima project. The game is going to be so awesome and addicting that its also engages people to donate regularly because the progress and the special features in the game are based on the amount of donations.	Games is played as a team. Our goal is to challenge work teams, teachers coffee break groups, mommies' wine clubs and dad's floorball gangs to join. The team can recruit more people to their team to ease the progress in the game. Every single joining and proceed step in the game is a donation for the cause. Realtime ranking list of the game is placed noticeably on the front page of the campaign page with teams name on it. Teams challenge their friends in social media and when the team gets to the next level the announcement is also shared on their own social media channels.	
RTB	To drive traffic to the campaign page and to target the message to the target group the most cost effective way. Research data shows that the target group spends time in online over two hours a day.	Videobanners for mobile and desktop.	20 000 €
OUTDOOR	People spend a lot of time out of home so to raise the awareness nation wide and to reach the target group in the most relevant touchpoints of their life we use interactive digital screens with a touch element. We use only digital screens because of the cost effectiveness.	Digital screens are placed nation wide in places where families spend time together e.g. movie theaters, shopping centers, airports, stadiums, arenas and such. These are the places where your normally have some extra time and where we need to remind the parents that the sweetheart next to you can be socially excluded. Touchable digital screen is a great way to spend time to learn more about the Voima project, read Lonely Fighters' stories and to download the game app trough the QR-code.	60 000 €
SOCIAL MEDIA	To raise the awareness and to reach the target group which is proofed to spend a lot of time in social media everyday.	Campaign includes paid posts on HelsinkiMissio's social media channels (FB, IG, Twitter). Posts goal is to create attention, raise awareness and to inform about the game app.	20 000 €
TV	The target group spends over an hour a day watching YLE channels. This also guarantees that the campaign reaches the target group nation wide. Emotion appealing tv spot creates awareness and buzz around the subject.	We are going to show the longer campaign video spot on YLE channels to get as great coverage as possible. At the end of the awakening spot there is the campaign theme and the guiding to the campaign page.	YLE offers TV visibility for social advertisers free of charge in all YLE channels if the content of the advert fits the YLE requirements.
RADIO	Radio supports tv with raising the awareness about the cause and the campaign. It also encourages people to download the game app. The target group listens YLE radio channels over an hour a day.	The campaign will awaken a great interest among the radio hosts. The hosts are going to discuss about the campaign, the game application and the social exclusion in general.	YLE offers radio time for social advertisers free of charge in all YLE channels if the content of the advert fits the YLE requirements.
TOTAL			100 000 €

THIS IS WHY THE CAMPAIGN WILL WORK

Multichanneling works.

By not using the HelsinkiMissio name at the campaign page the campaign and the cause gets more attention nation wide and the message gets through everywhere, not just in Metropolitan area.

The campaign reach the target group at the right places and at the most appealing moments.

We change the attitudes towards charity organizations by introducing the Voima project's work by giving concrete examples on the campaign page and in the game application.

The game application leads to donations – even after the active campaign stage. The game application makes donating money interesting, easy and fun also to daddies.

Also the Lonely Fighters are chose to represent the target group so their message is personal, genuine and powerful. The Lonely Fighters will bring an extra buzz and social value for the campaign. It is very presumable that their personal stories about social exclusion will be noticed also at the tabloids.

Creative content of the campaign will break the prejudices about social exclusion. We will make the target group to really understand that the risk is real for their youngsters too, no matter the income level, amount of hobbies, friend, Instagram followers or school rates.

CONCLUSIONS

Most of the 12-29 years old youngsters have at least one parent. These parents are the potential new donors for Voima project. They are the one's who should be interested in changing the attitude about young people's social exclusion and focus their charity money to young Finns. We gently shake them up with this campaign.

Nation wide campaign will awake target group's emotions, conscience, responsibility and compassion.

The game is being updated regularly so it offers the players new interesting and addicting content continuously.

Game mania arises nation wide and this keeps the idea going.

The risk of social exclusion will become recognized in our society nation wide, the prejudices are changed and supporting the cause becomes more trendy.

The campaign reach the secondary target groups automatically because the youngsters safety net consist a lot of parents. When parents interest arises it effects instantly to the youngsters who belong to the risk group.

Also parents with younger children get to know what's coming.