

#BehindTheScenes

Campaign summary

With this campaign we want to show that anyone can get excluded and often you can't see it, unless you look really closely. This is done by using visual social media channels where beauty and success are the norm and people are afraid to look like losers. We want to break the illusion that everyone is doing really well by telling the real story behind the pictures.

Creative insight

You can't know who is excluded just from their looks, like you don't know the real story behind pretty social media pictures. **In social media everything needs to look perfect even though things are often far from it.** People make enormous efforts to take a million dollar shot for the social media.

Young adults are more and more aware of what kind of picture they give about themselves. Life in real world might differ a lot from one's social media presence but they don't want to show it because it seems like all the others are having the time of their lives.

Solution

We show the ugly truth behind polished pictures. We want to make young adults realize that everything isn't what it looks like for outside. We bring the thought of exclusion closer to young adults who spend their time in social media. The subject will be presented to them in a format that is already familiar to them – selfies and beautiful holiday pictures. The twist is that we caption pictures in a way that is not normal to the social media channels - we tell the real stories and feelings behind the wide smiles.

To make our message as clear as possible we use visual social media channels where people tend to be evaluated by their looks: Instagram, Tinder and Facebook.

We encourage young adults to caption their pictures in an honest way and share it with using hashtag #behindthescenes to spread the fact that **anyone** can get excluded.

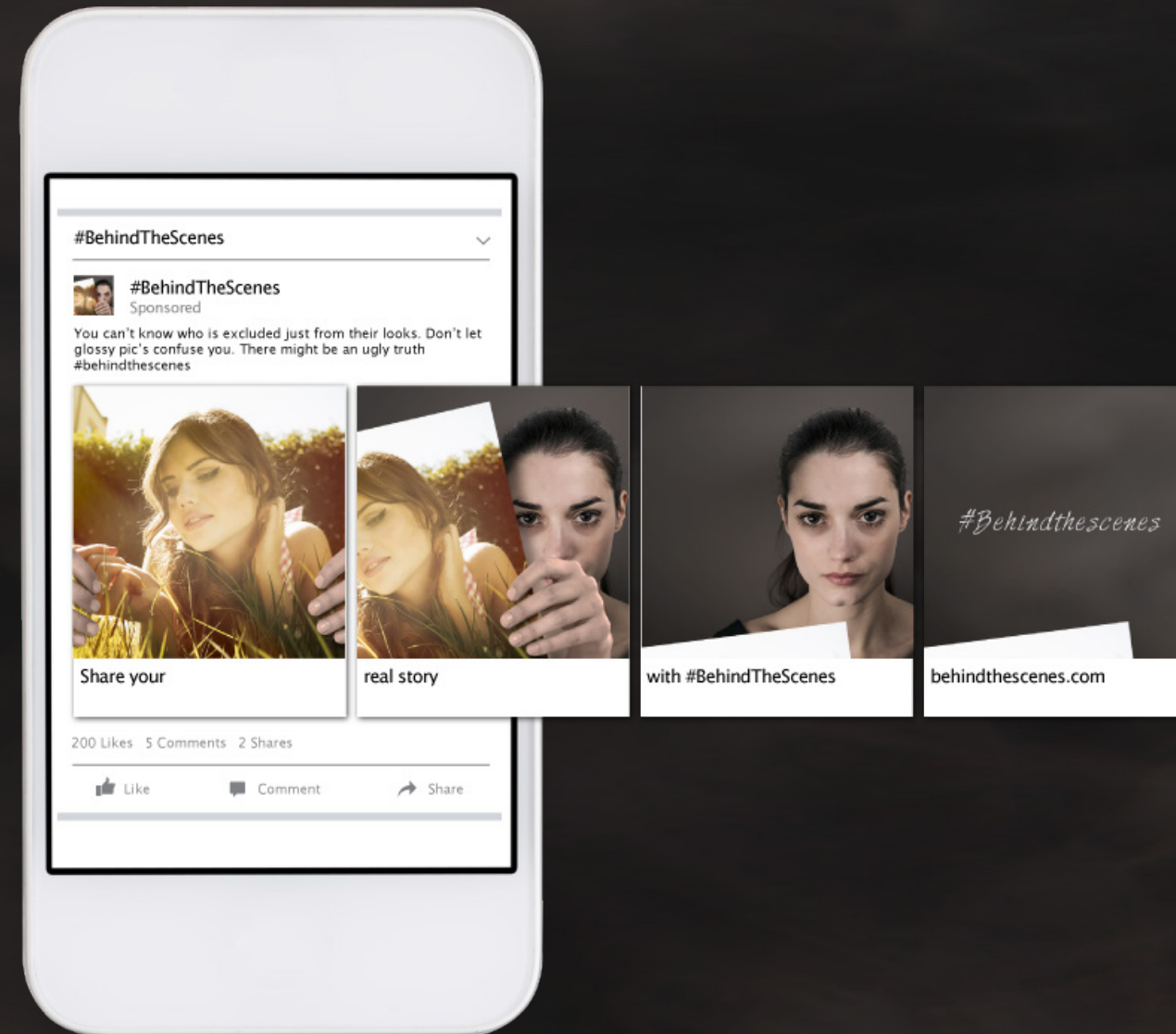
How does it work?

We make the topic relevant to young adults by showing that exclusion can live in their Instagram and Facebook feed without them knowing about it. We encourage people to share their own pictures and stories in Facebook and Instagram with hashtag #behindthescenes to spread the important message. The official campaign pictures attract attention by being almost regular, but always with some kind of twist. They are accompanied by a short description of the campaign, and a link that points to the campaign site with more information, and the chance to donate.

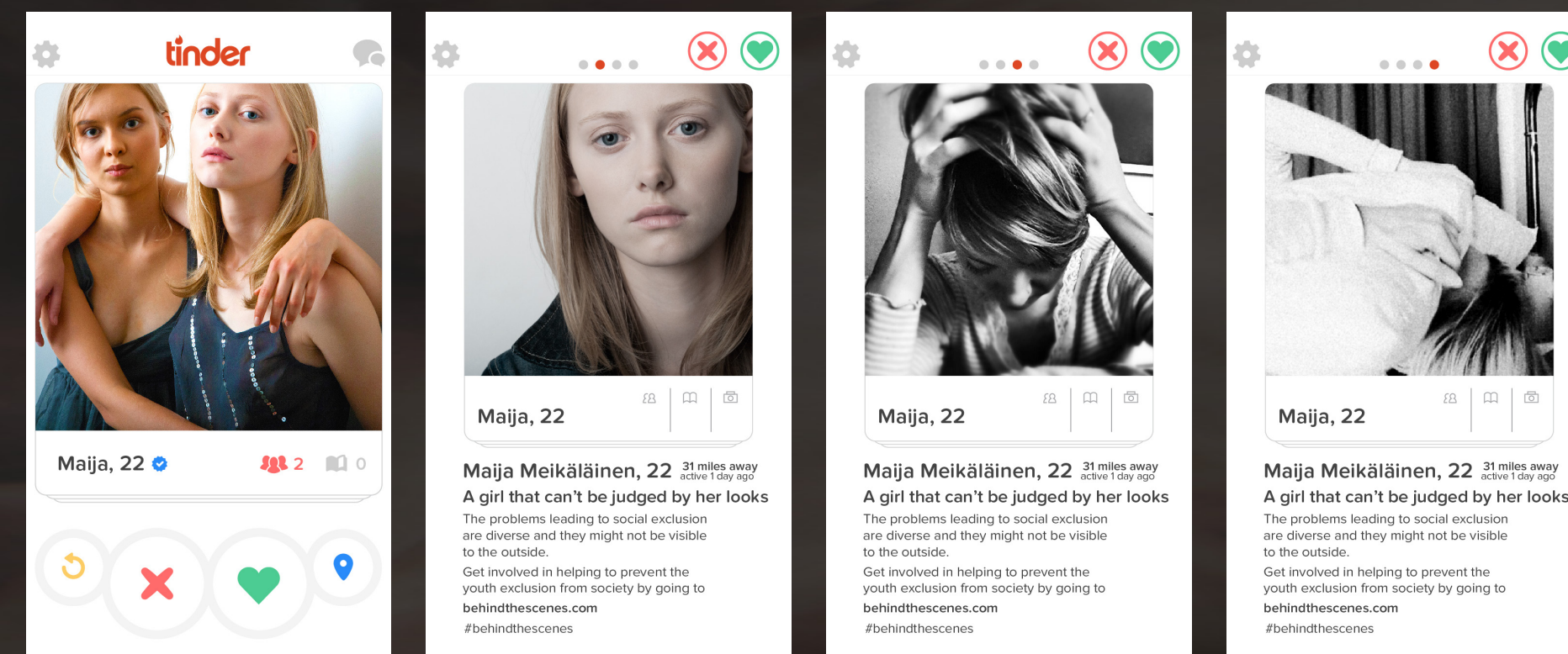
With Facebook's "a year ago" feature we make sure people who shared their pictures will be reminded in an organic and relevant way also after the campaign.

The campaign

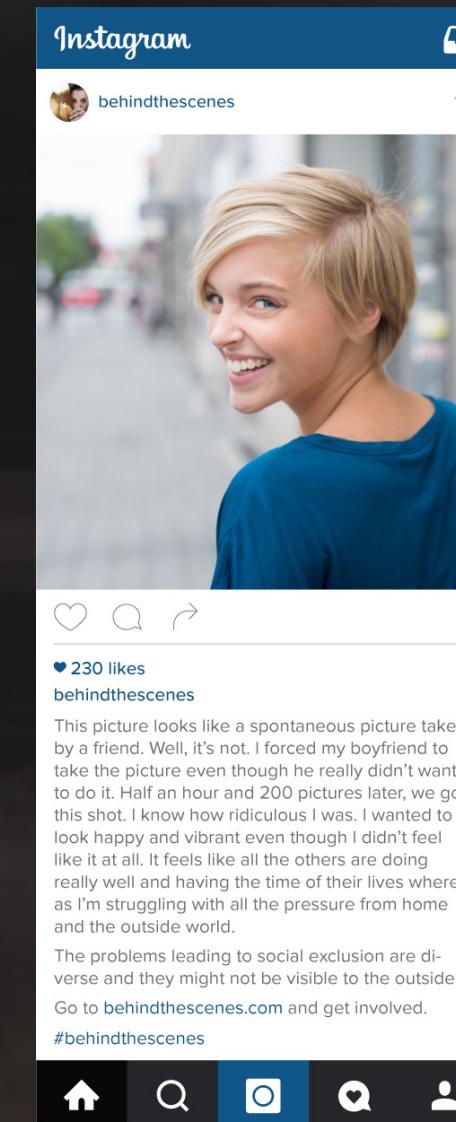
FB Carousel Ad



Tinder



Instagram Ad



Campaign site

