

# THE RED LINE OF THE CAMPAIGN

## #KUKATAHANSA

### SUICIDE SPRING

The shocking  
campaign in the  
beginning of the  
marketing year

THE LIFE  
STYLE BLOG  
of  
Lähiöprinsessa

3 x VIDEOS  
Stories in  
three levels

SHARE YOUR  
STORY  
THE CHALLENGE  
#KUKATAHANSA

BACK TO  
SCHOOL &  
HIGHSCHOOL  
DROPOUTS

Fact based  
campaign

LONELY  
XMAS

"Pass the  
good on"  
campaign

# SUICIDE SPRING CAMPAIGN

## THE BLOG OF A LÄHIÖPRINSESSA

We start the year by developing a life style blog that tells a fictional story of a "Lähiöprinsessa". Story of a girl who's a resident of the Hilton Mellunmäki (Nuorisosäätio's building). She posts about her trashy life in a trashy way – as a reference we use the Finnish document Hilton! and the youngsters living there (2015).

By this we want to awake social debate and remind people that there are people like "Lähiöprinsessa". **5%** of young Finnish people age 15-29 years are **socially excluded**.

To be able to reach the young audience we organize an event to tell this to biggest Finnish bloggers and vloggers. We invite them to spread the word in their social networks. Anyone of us could be in a risk to become socially excluded – this is the message we want them to spread.

After 2 weeks we make a new post that consist all the facts behind the story of "lähiöprinsessa" and about HelsinkiMissio's youth crisis support center and Voima project.

The blog is a start for the #kukatahansa online video campaign which is the second wave of the SUICIDE SPRING campaign.

# SUICIDE SPRING CAMPAIGN

## 3 x VIDEOS

### #KUKATAHANSA

SUICIDE SPRING continues with three different type of online videos that tells a story of the difficulties in young peoples life. In the videos they also challenge everyone to share their story and what empowers them. The idea is simple – everyone can donate and everyone knows someone who is in a risk to become socially excluded.

#### 3 x videos – Stories in three levels

**Per aspera ad astra Story:** Co-opetation with well known rap artist Mikael Gabriel who has a rough background. He is credible among the youngsters and they can identify with his story.

**Success Story:** The Story of Kim Kreuz – a young man who got help from the foundation.

**Failure Story:** A story of parents who's child had a moment of crisis or distress and didn't got the help in time and therefore couldn't avoid an unnecessary death.





## THE CORE OF THE CAMPAIGN – SHARE YOUR STORY #KUKATAHANSA

You can not tell who has a rough background. Someone's child, friend, neighbour, friend's friend, anyone, might be in a risk to become socially excluded. Anyone might had a crisis in their youth. We want to find these people to share their story to give strenght to others struggeling with similar problems and also to give them hope. By telling their story they challenge everyone else to share their story as well. The stories will be encouraged to share by using hashtag #KUKATAHANSA.

This touches everyone – we all care, lets show it! To simplify the donation process it's also possible to donate by using MobilePay.

Also corporations are taken into the challenge – to donate x € per published photo with hashtags.



# AUDIENCE INSIGHT

## FINNISH DIGITAL MEDIA CONSUMPTION

### FINNISH 15-69 YEARS

WEEKLY CONSUMPTION OF DIGITAL MEDIA CHANNELS FOCUSES ON:

SOCIAL MEDIA 65%  
YELLOW PRESS NEWS PAPERS 67%  
NEWS PAPER WEB PAGES 49%  
YOUTUBE & OTHER VIDEO SERVICES 44%

DAILY USAGE

72% MOBILE  
57% DESKTOP

Source: Survey on digital media, Dagmar January - February 2016  
Cumulative sample of 1000 people (2 mths), representative of 15 to 69  
yo. population in continental Finland.

# TARGET AUDIENCE INSIGHT

**FINNISH**  
**15-24 YEARS**

**TARGET GROUP SIZE**  
**638 000**

**WEEKLY CONSUMPTION OF**  
**DIGITAL MEDIA CHANNELS**  
**FOCUSES ON:**  
**SOCIAL MEDIA 81 %**  
**YELLOW PRESS NEWS**  
**PAPERS 71 %**

**DAILY USAGE:**  
**89% MOBILE**  
**62% DESKTOP**

Social media services (Facebook, Twitter), yellow press web pages, Netflix, blogs and discussion forums are more popular among the target group than in the population on average.



**FINNISH**  
**55-69 YEARS**

**TARGET GROUP SIZE**  
**1 032 000**

**WEEKLY CONSUMPTION OF**  
**DIGITAL MEDIA CHANNELS**  
**FOCUSES ON:**  
**YELLOW PRESS NEWS**  
**PAPERS 63 %**  
**SOCIAL MEDIA 50%**

**DAILY USAGE:**  
**49% MOBILE**  
**62% DESKTOP**

Source: Survey on digital media, Dagmar January - February 2016  
Cumulative sample of 1000 people (2 mths), representative of 15 to 69 yo. population in continental Finland.

# DIGITAL ECOSYSTEM



# BUDGET

3X CAMPAIGN À APRX. 30 000€  
CONTINUOUS PROSPECTION APRX. 10 000€ (SOCIAL  
MEDIA + TACTICAL MESSAGES)

## DIGITAL MEDIAS



**Mobiili & Desktop:** Display ads on the biggest yellow press papers big formats such as large panorama + wallpaper and mobile swipes. The aim is to reach maximum amount of people all over Finland.

**YouTube:** 3 x videos; Mikael Gabriel, Kim's Success story and Failure Story video ads on Youtube targeted to several target groups.

**Facebook:** 3 x video ads and retargeting link ads targeted to several target groups: Youngsters 15-29, parents, teachers, social workers, school personel and potential doners.

**Instagram:** Targeted to young people. Share your story platform.

**Blog:** The fictional life style blog of Lähiöprinsessa.

**Programmatic Buying:** Demographic data based online media buying (Programmatic video & Display Ads) → targeted messages to doners and youngsters.



# THE YEAR OF #KUKATAHANSA IN A NUTSHELL

<b>JANUARY</b> <ul style="list-style-type: none"><li>• Recipes of good life – ongoing social media</li></ul>	<b>FEBRUARY</b> <ul style="list-style-type: none"><li>• Recipes of good life – ongoing social media</li></ul>	<b>MARCH</b> <ul style="list-style-type: none"><li>• Recipes of good life – ongoing social media</li></ul>	<b>APRIL</b> <ul style="list-style-type: none"><li>• 6 weeks</li><li>• 3 x videos</li><li>• Blog of a lähiöprinsessa</li><li>• 40.000 €</li><li>• #kukatahansa challenge</li></ul>	<b>MAY</b> 	<b>JUNE</b> <ul style="list-style-type: none"><li>• Recipes of good life – ongoing social media</li></ul>
<b>JULY</b> <ul style="list-style-type: none"><li>• Recipes of good life – on going social media</li></ul>	<b>AUGUST</b> <ul style="list-style-type: none"><li>• 6 weeks</li><li>• Focus on highschool dropouts</li><li>• Informative campaign</li><li>• 20.000 €</li></ul>	<b>SEPTEMBER</b> <ul style="list-style-type: none"><li>• Recipes of good life – ongoing social media</li></ul> 	<b>OCTOBER</b> <ul style="list-style-type: none"><li>• Recipes of good life – ongoing social media</li></ul>	<b>NOVEMBER</b> <ul style="list-style-type: none"><li>• 6 weeks</li><li>• Focus on getting donations</li><li>• 30.000 €</li></ul>	<b>DECEMBER</b> 