

# Mother's Love

Even the strongest love in the world isn't always enough.



# Presumption



Social exclusion is a topic that **often loses the battle for attention and donations** as other causes are considered to be more significant.

In order to verify this, **we conducted a research and asked 57 people which cause they would donate to**. We gave them a list of seven options, one of which was socially excluded youngsters.

To our surprise, 9% chose our cause. Those 9% were all mothers. **And all the mothers chose socially excluded youngsters.**



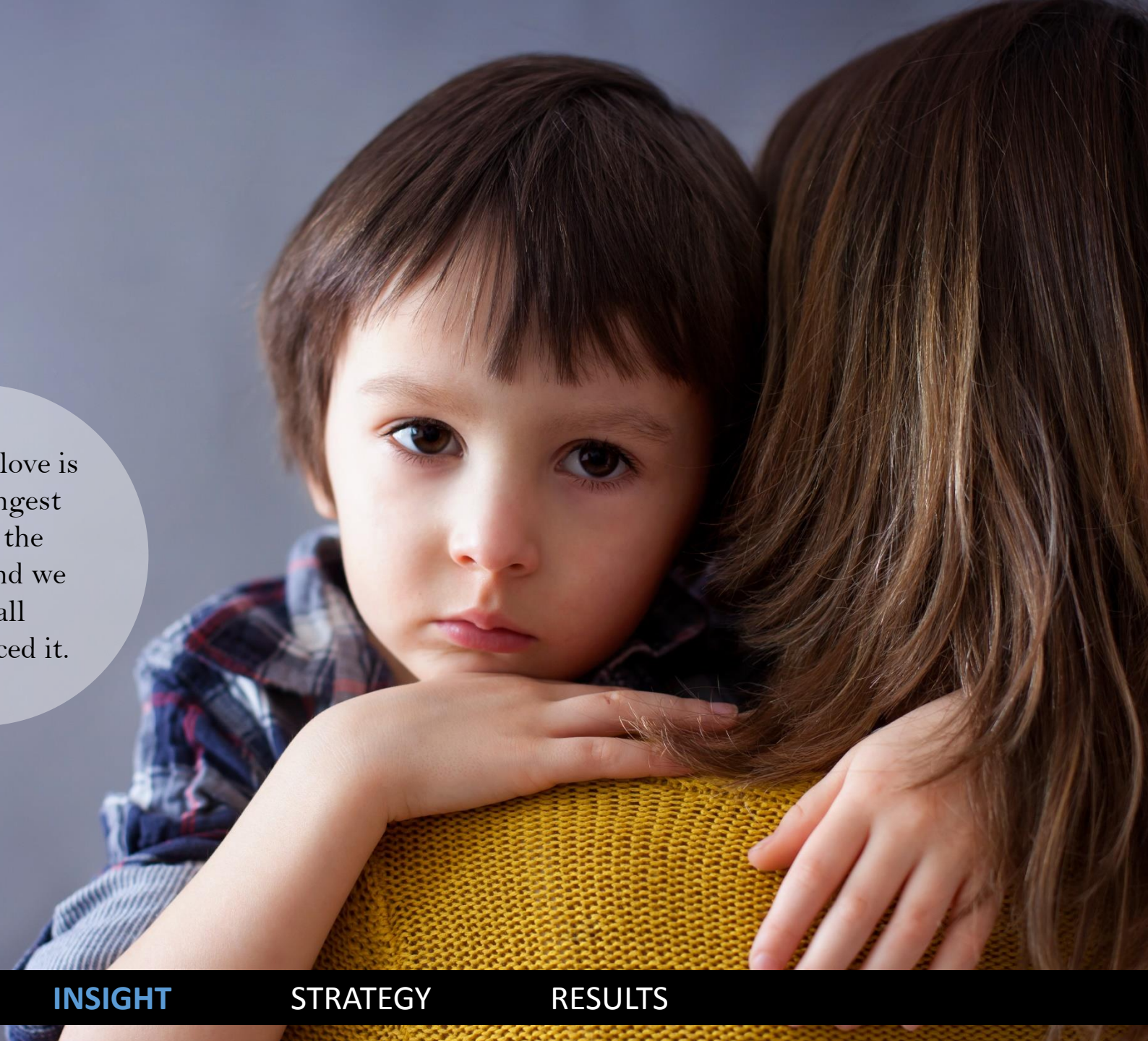
# Insight

**Mother's love has  
an empowering  
effect on people.**

None of us is  
safe from the  
risk of  
becoming  
socially excluded  
and feeling  
powerless.

Because anyone  
can become  
socially excluded,  
even mother's  
love can not  
prevent it from  
happening.

Mother's love is  
the strongest  
love in the  
world, and we  
have all  
experienced it.

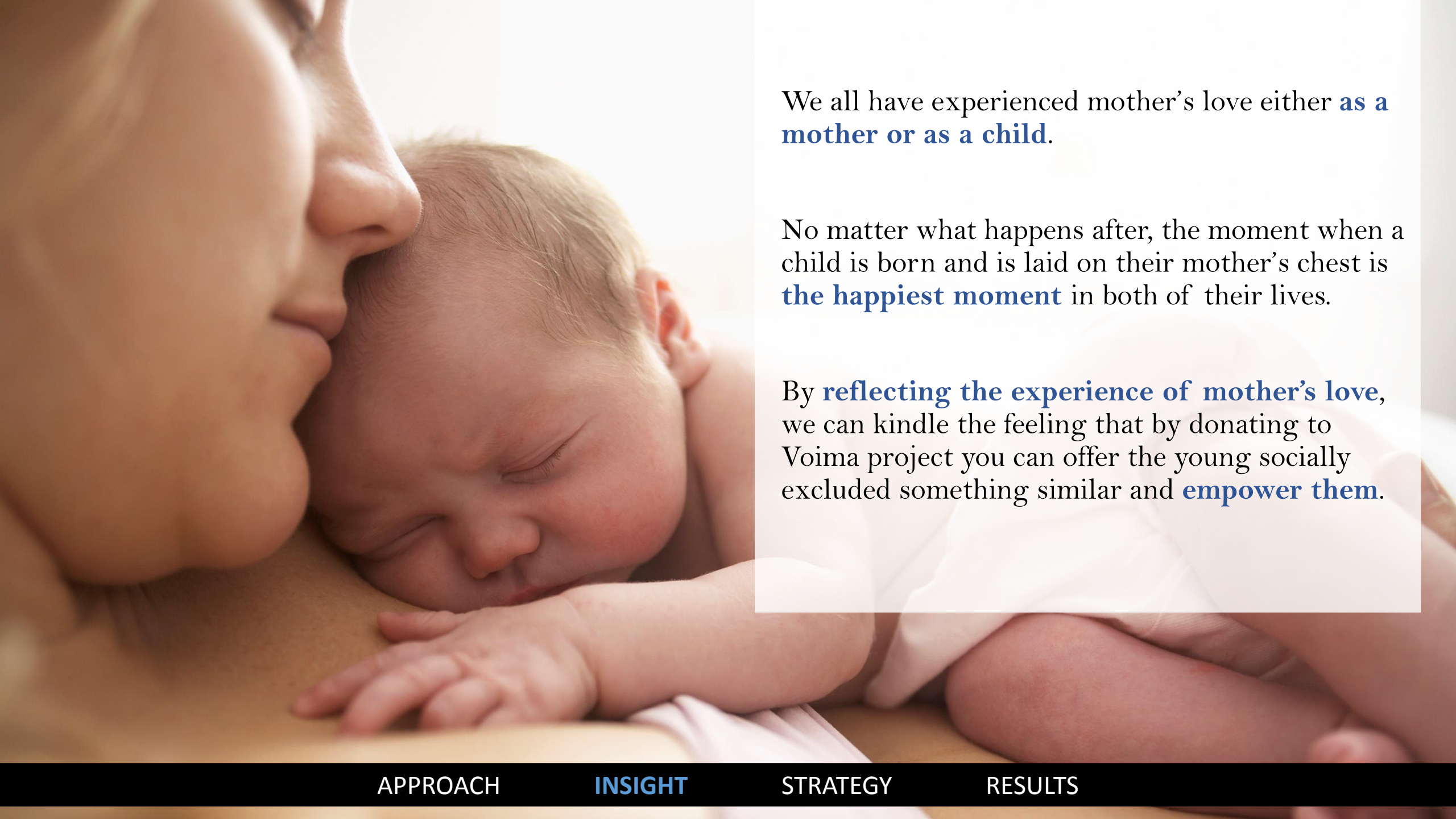


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We all have experienced mother's love either **as a mother or as a child**.

No matter what happens after, the moment when a child is born and is laid on their mother's chest is **the happiest moment** in both of their lives.

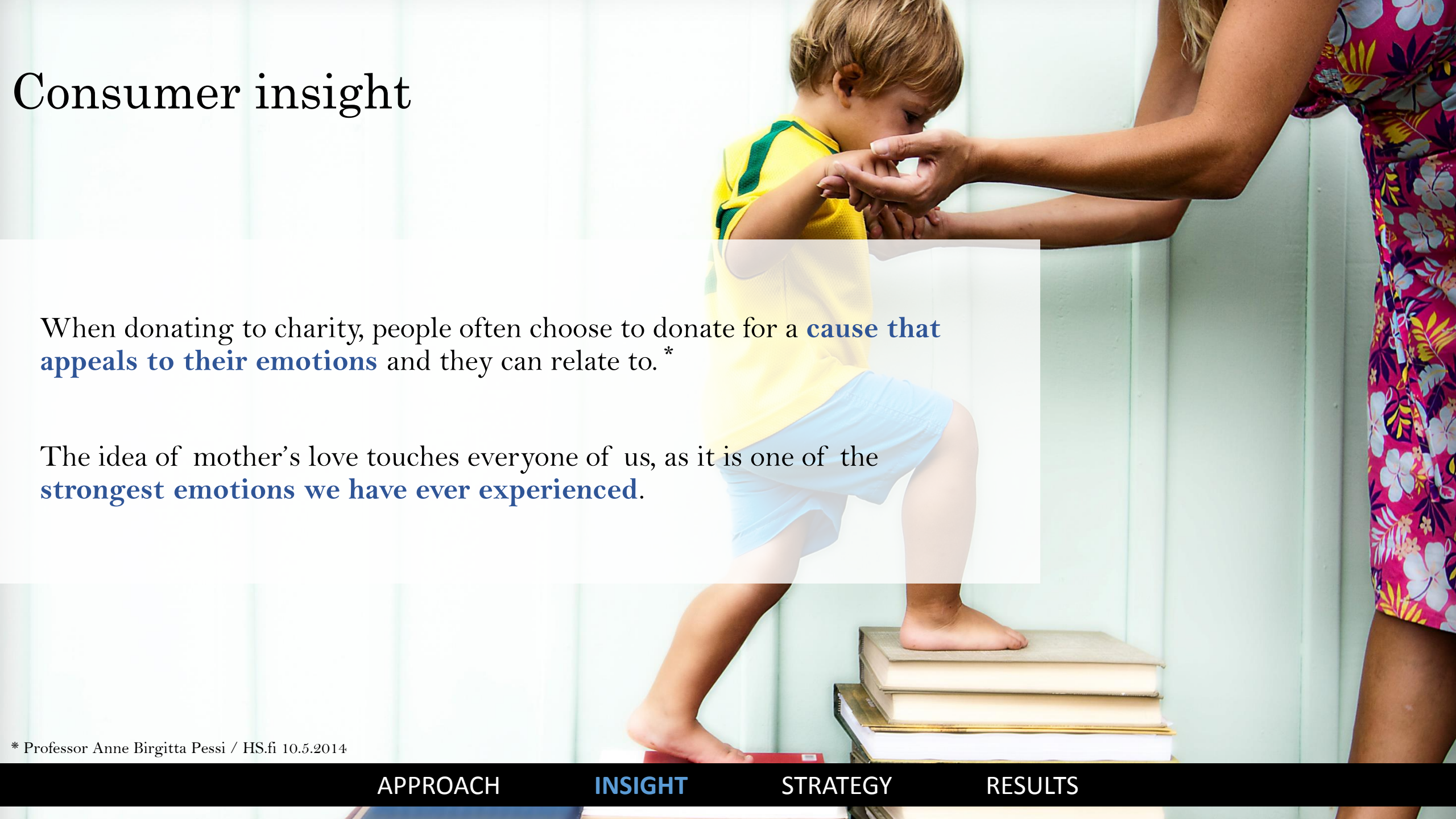
By **reflecting the experience of mother's love**, we can kindle the feeling that by donating to Voima project you can offer the young socially excluded something similar and **empower them**.



# Consumer insight

When donating to charity, people often choose to donate for a **cause that appeals to their emotions** and they can relate to. \*

The idea of mother's love touches everyone of us, as it is one of the **strongest emotions we have ever experienced.**



\* Professor Anne Birgitta Pessi / HS.fi 10.5.2014

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# Strategy

Launching an emotionally appealing nationwide campaign with a strong slogan and call-to-action **on Mother's Day**.

The message is that by donating to Voima project **you empower** young people who are already or are at the risk of becoming socially excluded by offering them **a safety net**.

For the majority, the safety net is mother's love. The rest **need help** to form one.

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# Media strategy



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# Implementation

The campaign takes over Mother's Day. For one day, the campaign will **dominate in print, digital outdoor and online display**.

## ***Mother's Love***

*Even the strongest love in the world isn't always enough.*

*Share your love and donate for the ones who need it.*

Media presence will be continued by **earned and owned media**. Therefore the actual campaign time will be longer and we will attract more donors in the long-run.

## **Budget\***

Print  
50 000 e

Outdoor  
25 000 e

Online  
25 000 e

Own media  
Earned media  
0 e

**Reach**  
**Effectiveness**  
**Reaction**

\* Kärkimedia Baari, Clear Channel, Sanoma



# Results

The goal is to **establish minimum of 1 000 monthly donors**.

The **campaign is easy to replicate in the following years**, which leads to at least 1 000 new donors per year for the next 3 years.

The campaign will **raise discussion in our society about the social exclusion** and its threats.

## Awareness

Reach  
2 870 000

## Engagement

28 700  
donations

## Activation

1 000  
monthly  
donors

\* Kärkimedia Baari, ComScore

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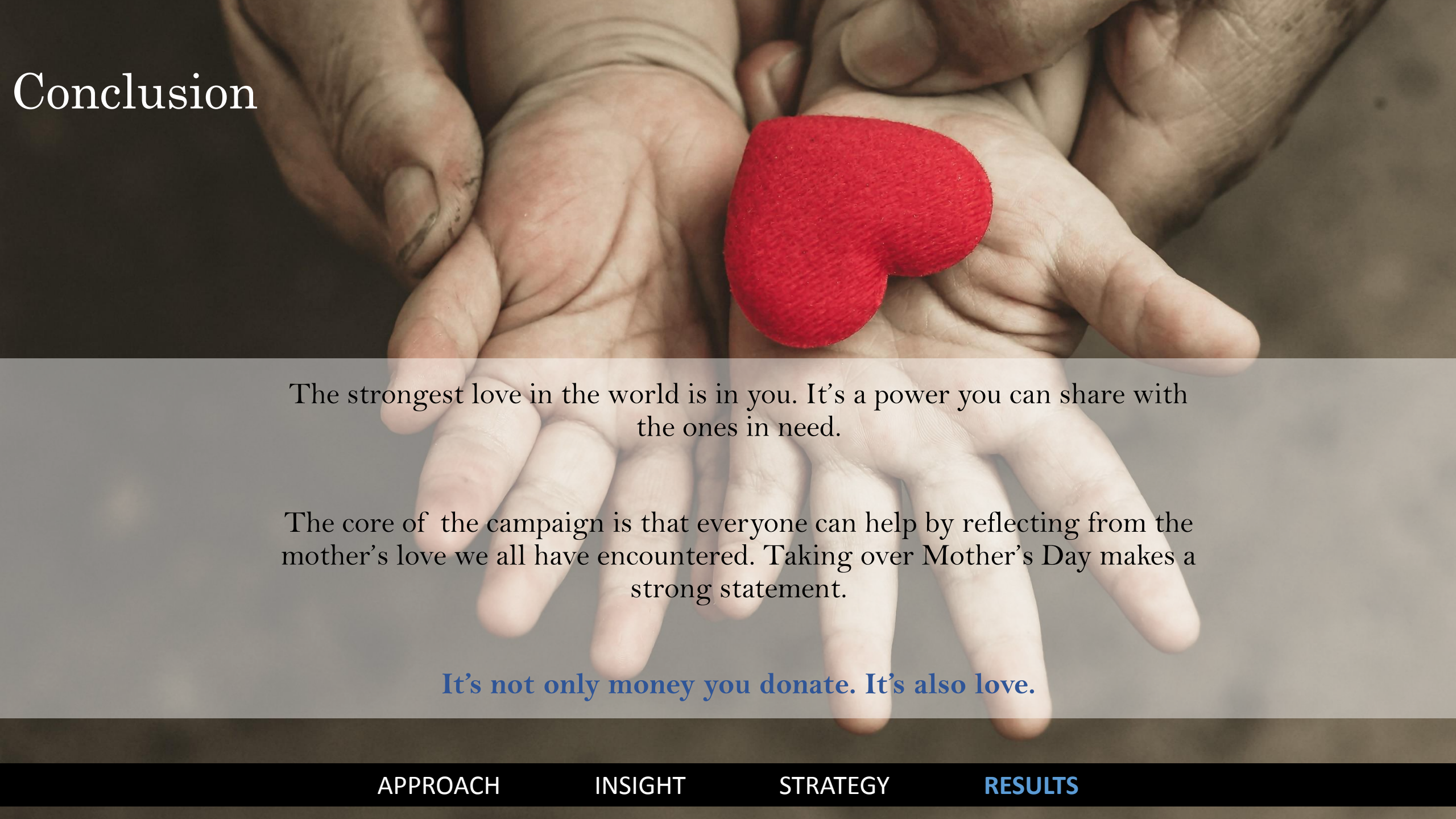
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# Conclusion



The strongest love in the world is in you. It's a power you can share with the ones in need.

The core of the campaign is that everyone can help by reflecting from the mother's love we all have encountered. Taking over Mother's Day makes a strong statement.

**It's not only money you donate. It's also love.**

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