

REWRITING THE FUTURE

CAMPAIGN SUMMARY

Rewriting the Future evolves around the online fictional newspaper The Future Times which allows people to change the often sad news related to Finnish adolescents living in social exclusion for the better by making a donation. Donations trigger the present tragic news – news symbolizing real, current stories of our socially excluded youth - to turn into future stories of hope, courage and love. The campaign is comprised of a landingpage, online banner advertisements, Facebook and Instagram content.

CREATIVE INSIGHT

We believe people feel more compelled to help others when the effects of their efforts yield immediate results and they truly feel part of the process. Thus, showing people how they have the power to change a life – to rewrite someone’s future – by seeing the difference in outcome their donation would make, will inspire and attract donors. In addition, they are able to showcase their goodwill by sharing the life they helped change on their social media channels, potentially compelling others to join the cause.

OUR SOLUTION TO THE BRIEF

It evolves around the online newspaper titled The Future Times with fictional articles inspired by true stories. It is a mobile-responsive landing page with dynamic articles which have two sides of each story: a tragic and positive outcome. The tragic story is always visible while the positive counterpart appears upon hovering over the article, showcasing the difference a donation could make. Users donate directly on the landing page through the fixed navigation bar or by clicking on a story, whereupon they are able to share a video of the story on social media. HelsinkiMissio would also share content related to tragic news of the youth - with and without the positive spin on Facebook and Instagram, e.g. a video of an obituary turning into an engagement announcement. Online banners would be tragic articles of the The Future Times with a CTA asking people to rewrite the future.

HOW DOES THE CAMPAIGN WORK AND SOLVE THE PROBLEM OF THE CLIENT?

Our solution lies in having created an easy, inspiring and engaging way for people from all walks of life to help the socially excluded by donating. It has the potential for a long-term campaign since news are constantly being produced as life happens and therefore always remain relevant. We raise awareness through social media posts and online advertisements which link to the campaign site – The Future Times. From there, visitors can see the impact their donation could have and are able to donate directly on the page through a pop-up window. Users can share the fictive stories they helped change, hinting at the real-life impact their donation could have.

VISUALS

Landing page

The Future Times

Monday 10.4.2017

Inspired by true stories

Young woman found dead after six weeks

A young woman was found dead in her apartment in Töölö last Saturday. The autopsy showed that she had been dead for over six weeks. The cause of death was deemed to have been an overdose on sleeping pills.

The woman was found when a neighbor complained about the smell coming from the apartment. She had no close relatives nor friends.

Man has not been hugged in 7 years

A 25-year-old man has not been hugged since his graduation seven years ago - that hug was from his now-dead grandmother. The man's only human interaction for the past seven years has been receiving change from the cashier at the grocery store.

"All I want to do is to hold someone's hand.", the man reportedly said. He did not want to comment on the situation any further.

Woman claims to never have had any friends

Mia, 17, says she always tried her best to befriend other girls and boys in school, but she never felt they were her real friends. She was never bullied or the like, but she always felt alone, even when she was amongst people. Mia couldn't help but wonder if some-

Her phone did not ring in two years

A 21-year old woman's phone did not ring in two years. She was going to call in sick for work and realized she had been making all of the calls in the last two years, without receiving any in return.

Sonera, the woman's mobile service provider, said that there is nothing wrong with either her phone nor subscription. "Nobody called her." Sonera spokesperson said.

19-year-old dead in a head-on truck collision

A 19-year old man died early Sunday morning in a collision be-

Joonas

* 23.4.1996
† 24.3.2017

After a life of hardship, you can finally rest in peace.

Petra

* 6.6.1991
† 12.3.2017

"Nobody commits suicide because they want to die, they do it because they want to stop the pain."
- Tiffanie DeBartolo

HELSENKI MISSION
HELSENKI FOR MISSION

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DONATE NOW TO CHANGE THEIR FATES »

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Afraid to die alone

Mikko, 16, who's grown up with his dad ever since his parents divorced, is afraid he'll feel alone for the rest of his life. He has no hope for his future, as noone believes in him, he claims. His family has been fairly well off, but he never got the emotional support he needed. He wishes he would have someone to confide in, someone to



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Monday 10.4.2017

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After a life of hardship, you can finally rest in peace.



Petra & Juha

We're engaged!
Helsinki, 30.4.2017

By hovering over a tragic article, its positive counterpart appears.

Pop-up window for donating



When you have donated, you can share a video of the tragic article transforming into an uplifting story.

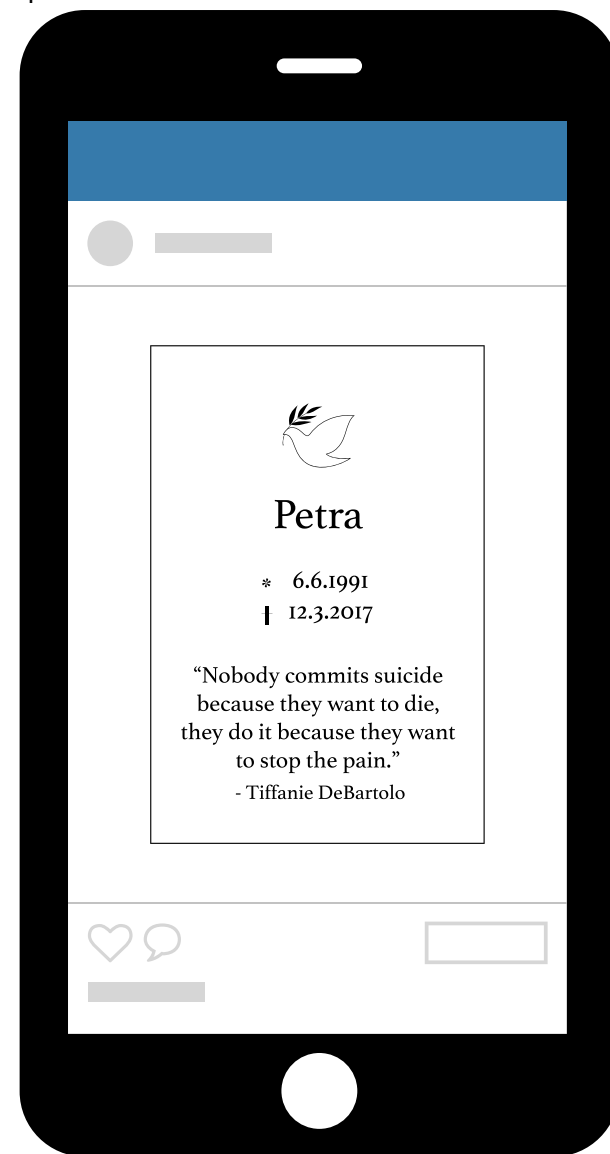


VISUALS

Social media / Instagram

Video animation on Instagram which links to the landing page

1



2



3



4



VISUALS

Social media / Facebook

We raise awareness through social media posts on Facebook which link to the campaign site – The Future Times

HELSENKI MISSIO HelsinkiMissio
April 25 at 9:37am · 🌐

Help us rewrite the future.



Man has not been hugged in 7 years

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Like Comment Share

33

Write a comment...

HELSENKI MISSIO HelsinkiMissio
April 25 at 9:37am · 🌐

Help us rewrite the future.



Juhani Virtanen in Helsinki.
January 2017 · 🌐

+

Committed suicide

January 2017
Helsinki

This should never be anyone's milestone
Help us change tomorrow's news. Donate today.
THEHELSINKIPOST.FI

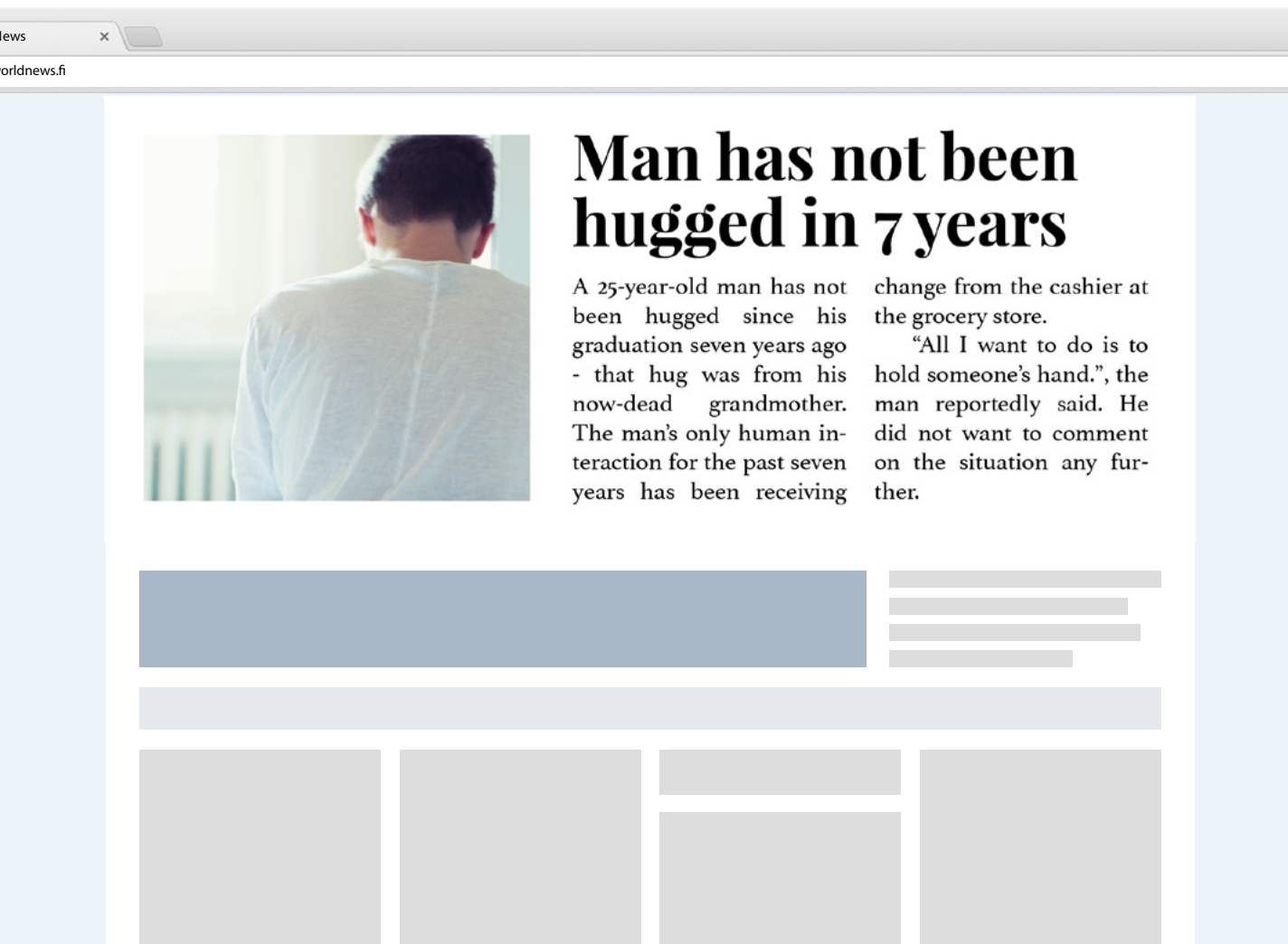
Like Comment Share

33

Write a comment...

VISUALS

Online advertisement



Video of a tragic story turning into uplifting news, showcasing the power of the donor in changing the future



REWRITE
JRE

**NUORTEN
KRIISIPISTE
HELSINKIMISSIO**

REWRITING THE FUTURE

Visual summary

