

Thank You for Hearing Me

Campaign summary

The purpose of this campaign is (1) to increase the number of donations to HelsinkiMissio and simultaneously (2) remind people that those young people, who are at a risk of becoming socially excluded, should not be left alone with their problems.

The campaign presents an interesting, low-barrier option for donating to HelsinkiMissio by building a webstore of “prescription free antidepressants”. Each “medicine” presented on the page is actually time that is bought for someone keeping company and listening to a young person who wants to talk to someone. For young socially excluded people we advertise “free samples” of these meds, which will guide them to the campaign’s landing page informing them about HelsinkiMissio’s services for them.

Creative insight

People struggling with depression and who are at a risk of social exclusion, often simply need someone to talk to. Someone, who listens and hears them out. However, when seeking help, these people are offered antidepressants instead of support and therapy.

The difficulty of getting psychological help in Finland is a well-known problem often discussed in the media. The fact that so many young people get marginalized is not only sad and worrying, but it is also an issue that is expensive for the society. Helping these young people is therefore in everyone’s best interest. By breaking the donation system into small, concrete packages, we create a system that encourages participation, with a better understanding of how you are helping this important cause.

Your solution to the brief

To underline that listening is more important than prescribing meds, we will build an online pharmacy, which is actually a donation site. The site sells medication to different problems such as depression, anxiety, loneliness, tiredness, sleeping problems, etc. When clicking more info about the meds, these “drugs” are actually different amounts of time that will be dedicated to helping young people in need of help. The possible donors will be guided to the webstore through Youtube preroll, Facebook and Instagram ads.

Facebook and Instagram ads will remind that marginalization could happen to anyone. The ads will look like posts by a friend (and subtly link to the campaign site: bit.ly/ThankYouForHearingMe), but are actually posted by a made up profile.


Youtube preroll ads film a young person intensively staring to the camera for almost 5 seconds, and at 4,5 seconds the person starts a sentence “Thank you for hearing me.”

How does your campaign work and solves the problem of the client?

The webstore not only makes the donations more concrete, telling how many hours of work you buy for the benefit of young people, but also it communicates about the importance of humane support that is often forgotten and replaced with chemicals. Making the donation easier and the


importance of the cause better known, this page would increase the amount of donations. Simultaneously, the campaign promotes the “free samples” for young people who are at the risk of becoming socially excluded (this can be targeted through Facebook interests and tactically planning the timing of the ads towards the wee hours of the day) guiding them to get help from HelsinkiMissio’s services.

HelsinkiMissio Pharmacy

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Matti Virtanen

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So I had to finally start that medication. Sometimes I wonder why everything has to be so difficult. If I just had a job, an apartment and a bit of food.. All in all, man doesn't need that much to get by. And if I met someone, a significant other, that would really get me through the day 😞. But let's see how these drugs affect me... bit.ly/ThankYouForHearingMe



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HELP NOW

♥ 5 likes

joonastol Shitty day... I feel like I can't get anything done. anybody wanna hang out? i bet not..

