

A STORY OF CONNECTIONS



... the last time Ville had seen Anna was six months ago in a marketing class at the university. Anna had dropped out of school without much noise. The two had been good friends, but something had started to come between them.

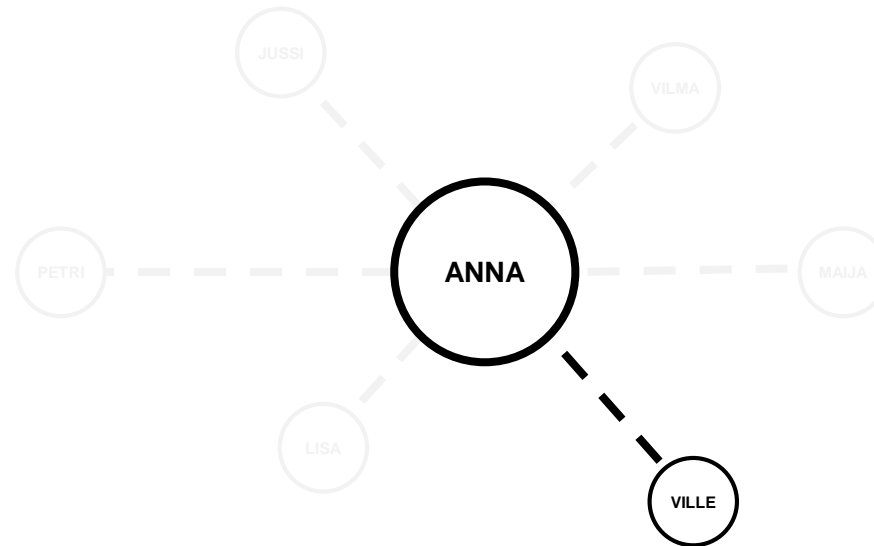
... Anna had noticed when it started to happen. "That incident" from years ago was still in her mind and now, surprisingly, it had started to bother her more than ever before. She knew she should have talked to someone, but even Ville, a good friend, had become distant. Maybe it was her own fault. Maybe she did not deserve to have friends.

... One day while talking to a friend, who also knew Anna from school, Ville began to realize that Anna had not only dropped out of school, but it started look as if Anna had been dropping out of life. Ville's friend knew that none of Anna's friends had seen her in a long time. There were rumors, but no one actually knew what had happened.

... Anna still vividly remembers when she got the phone call from Ville, who she had not seen in a half a year. First it felt even a bit intrusive, but as they kept talking, Anna started to remember all the good things in life. After one and half years with the HelsinkiMissio support group, Anna is back on the school bench and is doing better. She now has a bright future as a graduating marketing professional. She will never forget how much this one connection counted for...

INSIGHT

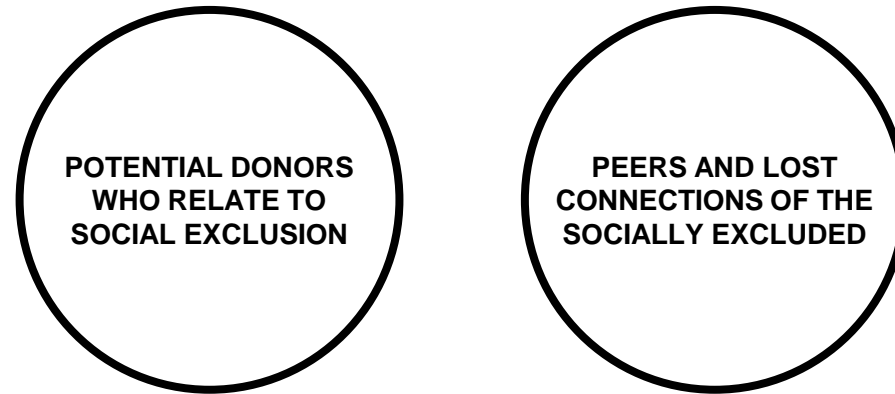
LOSING THE ONE LAST HUMAN CONTACT MAKES THE DIFFERENCE IN BECOMING SOCIALLY EXCLUDED.



YOU ONLY NEED ONE STRONG HUMAN CONTACT TO BE CONNECTED BACK TO EVERYDAY LIFE AGAIN.

CORE TARGET GROUP

WE APPEAL AND MAKE PEOPLE UNDERSTAND AND RELATE TO SOCIAL EXCLUSION.



EVERYONE KNOWS OR HAS KNOWN SOMEONE WHO STRUGGLES WITH SOCIAL EXCLUSION OR THE RISK OF IT.

THE RESPONSIBILITY OF HAVING HELP PROVIDED CANNOT BE LEFT ONLY WITH THE ONES IN NEED OF IT.

UNFRIENDING IS A GROWING TREND

THERE ARE 2,6M FACEBOOK USERS IN FINLAND, OR 67% OF THE POPULATION (FACEBOOK).

The trend to unfriend: the Facebook dilemma

The unfriend trend is happening because the novelty of arbitrary networking is over. Instead we want to remember what our social relations really mean.

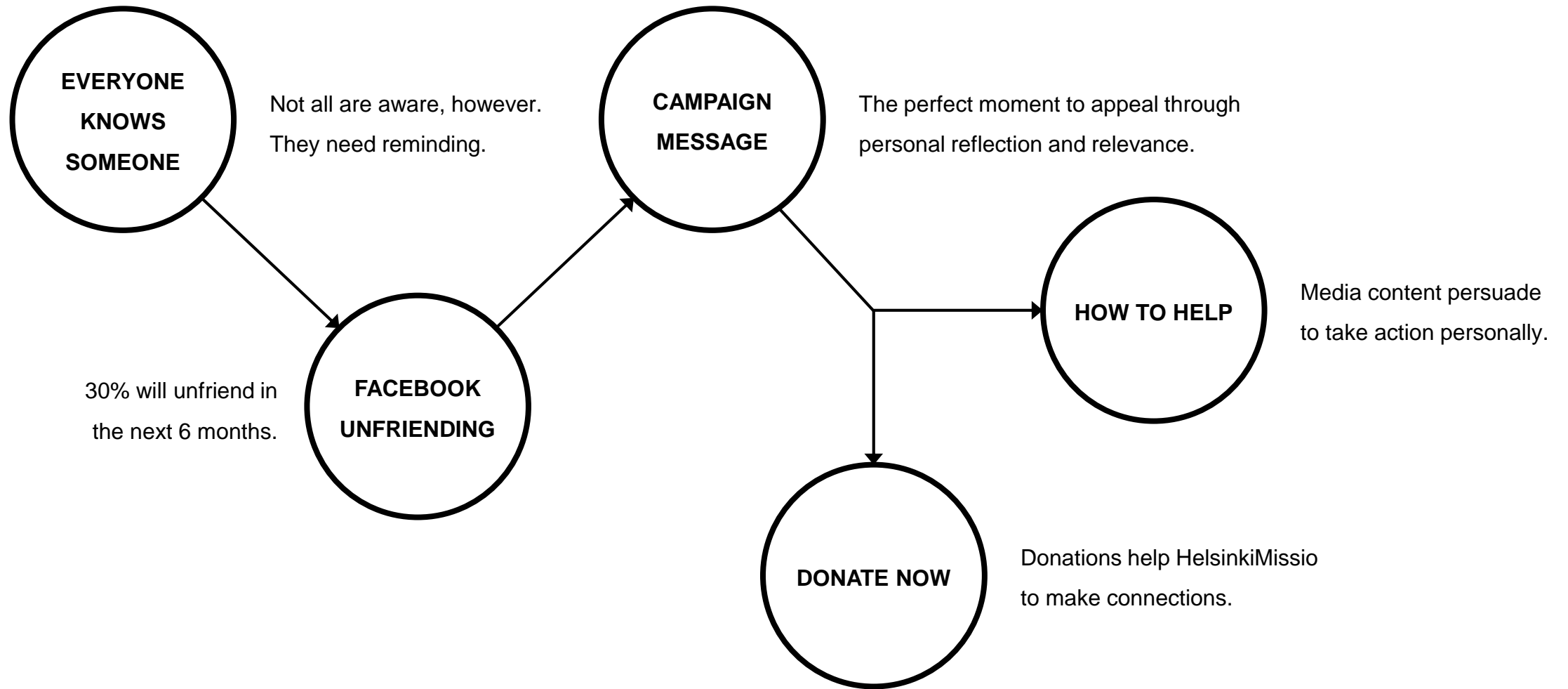
Evening Standard



keyword search trend of "unfriend" (Google Trends)

20% OF USERS SAY THAT LACK OF INTERACTION IS A REASON TO UNFRIEND (NIELSEN SOCIAL).

CAMPAIGN WIREFRAME



✓ Friends ▾ + Follow Message ...

- Get Notifications
- Close Friends
- Acquaintances
- Add to another list...
- Suggest Friends...
- Unfriend**

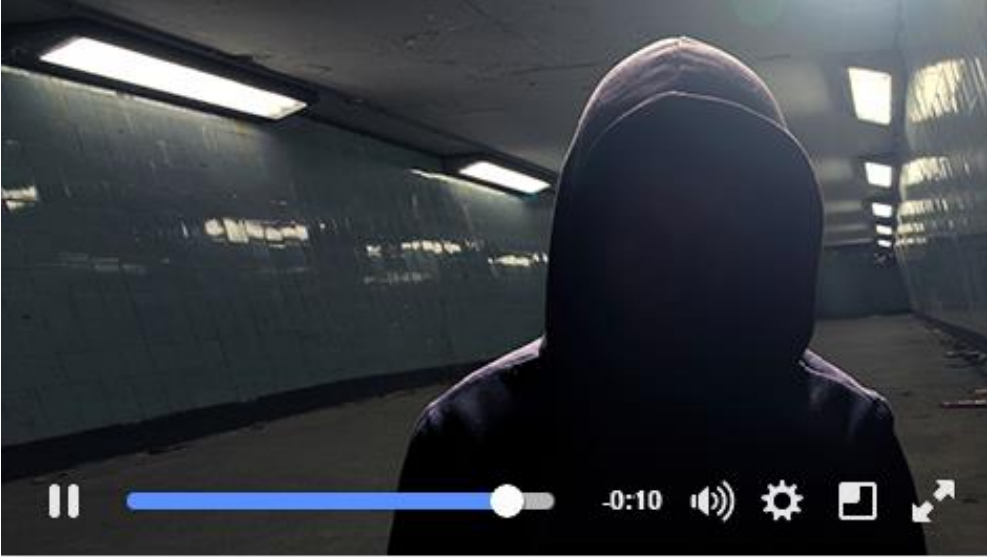
HelsinkiMissio reaches and engages prospects at the most relevant possible moment both contextually and semantically. The partnership with Facebook is a first-in-media pilot campaign exploiting the unfrinding action of the platform.

A native pop-up opens up as a person is about to unconnect with a Facebook friend. A very emotional video explains a real life story, and how critical the last real connection is to keep one from social exclusion. The story ends with the person telling how only one strong connection made the difference in his life. The user is left with the question:

"Who's a person in your life that needs you as the last strong connection?"

The user can either donate through an integrated mechanic, or get more information from HelsinkiMissio's owned media.

HELSENKI MISSIO What if this person was on the verge of social exclusion?



420k Views

[How to help](#) [Donate now](#)

OWN MEDIA CONTENT

FOR THOSE NOT READY TO DONATE OR IN NEED OF INFORMATION, HELSINKIMISSIO OWN MEDIA PROVIDES CONTENT:



THE ROLE OF THE CONTENT IS NOT ONLY TO PERSUADE POTENTIAL DONORS AND HELPERS, BUT TO ALSO BE USED FOR PR, INFORMATION AND SHARING.

RESULTS

67% OF FINNS ARE ON FACEBOOK (2 600 000 PEOPLE)



30% UNFRIEND AT LEAST ONE PERSON DURING THE NEXT 6 MONTHS (780 000 PEOPLE)



11% WILL LOOK FOR MORE INFORMATION OR ACT IMMEDIATELY (286 000 PEOPLE)



5% WILL SHARE ONLINE OR TALK WITH OTHERS (130 000 PEOPLE)

SUMMARY

THE CONNECTIONS
ARE THERE WHETHER
WE ARE AWARE OR NOT

TO MAKE A DIFFERENCE,
YOU NEED ONLY ONE
STRONG CONTACT

POTENTIAL DONORS,
PEERS AND LOST
CONNECTIONS OF THE
SOCIALY EXCLUDED

UNFRIENDING IS A
GROWING TREND

PROSPECTS ARE MADE
TO THINK ABOUT A
CONNECTION WHO IS, OR
IS ABOUT TO BECOME
SOCIALY EXCLUDED

NATIONAL AWARENESS,
DISCUSSION AND
NEW DONORS

ONE CONNECTION COUNTS