

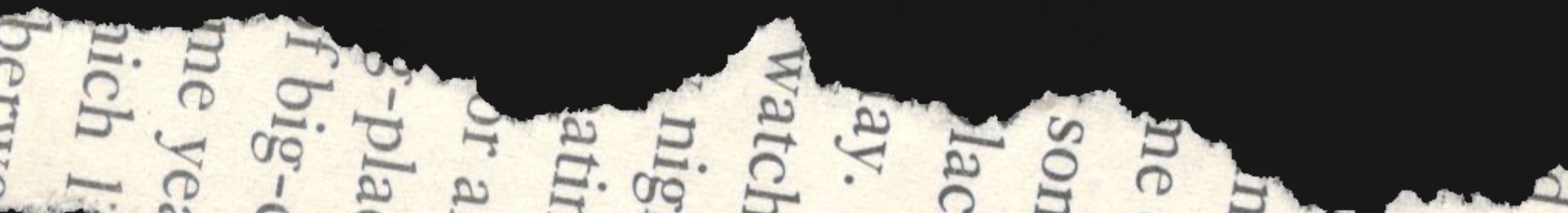


CAMPAIGN

WITH YOU

TV JOJ FOUNDATION & IPČKO.SK

WE CAN HELP



GOAL

Raise awareness, financial capital & bring traffic

CHALLENGE

- Engage brands, influencers and viewers/followers
- Improve brand image of TV JOJ among the general public



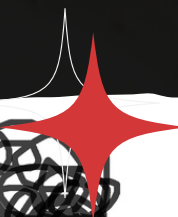
KEY MESSAGE:

AFRAID TO SPEAK?

WRITE!

We all struggle, even with the basic challenges.
It is ok to share these fears.
We are with you.

The aim of the ad is to encourage people to deal with their fears and stress, even if it doesn't seem all that harmful, since precautions can protect us from bigger and worse problems.



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CAMPAIGN

TV SPOTS (5 SEC.)

1

Each spot will feature a different person, who's face will be covered with a paper. On this paper, a short message (struggle, fear,..) will be shown.

These struggles will correlate with TV channels on which the spots will be shown, in order to be more relatable to viewers.

3

Voiceover will encourage viewers to share their fears and seek out professional help. The ad will put emphasis on fact, that seeking out help is nothing to be ashamed, even if our struggles seem harmless or too little.

2

Some TV spots would feature influencers - at the end of the ad, they would reveal their faces in order to show, that not just "regular" people suffer these kinds of struggles.

4

"With you, we can help" program
Media agencies can buy media space while supporting TV JOJ Foundation. By donation of a % of the media budget to the foundation, in exchange for discounted media rates and tag on the TV spot or digital formats.

ONLINE ACTIVITY

INFLUNCER CHALLENGES

1

Influencers will share their stories how they experienced stress/fear/depression and overcame it, thanks to talking about it, ideally with IPČko

2

Influencers that will share this kind of post/story in a set communication format template according to the campaign, shall donate to the IPČko, encouraging other followers to take action. Either use the help of IPČko or donate to the cause.

3

Influencers will also challenge other influencers to join, in order to get them to participate as well and share their stories.

4

Formats used in TV/online campaign include: tv ads, **digital banners, social media posts, BeReal photos/stories, video/blog content (PR)**



MANDATORIES

EACH COMMUNICATION OUTPUT HAS TO BE STRONGLY TIED TO THE TV JOJ FOUNDATION AS A MENTAL HEALTH ADVOCATE AND PROVIDER OF SUPPORT TO IPČKO.

INCLUDING: PACKSHOT WITH TV JOJ & IPČKO LOGOS, BRAND COLOURS AND LAYOUT IN ALL FORMATS.



MAIN KPI-S

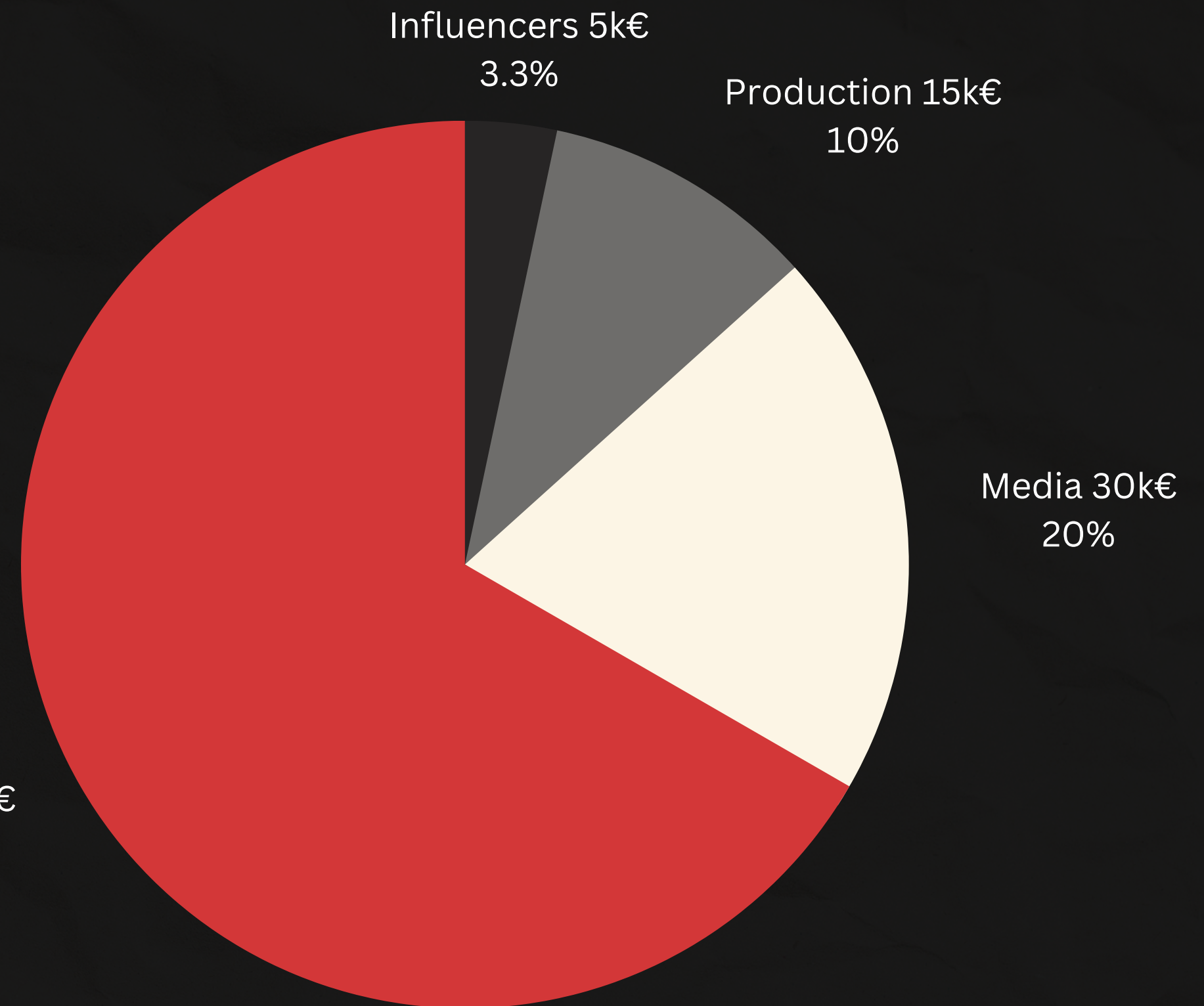
- Financial contribution YoY uplift +20%
- Number of visitors (of website) YoY +30%
- Corporate donors +10%; individual donors +20% YoY
- Overall campaign reach: 1 500 000 accounts/viewer
- Net promoter score of JOJ foundation +10 points
- Perception of TV JOJ/JOJ foundation in general public (pre- and post-test campaign surveys)



BUDGET ALLOCATION

**DONATED MEDIA =
2X TOTAL INTERNAL COST**

Donated media space 100k€
66.7%

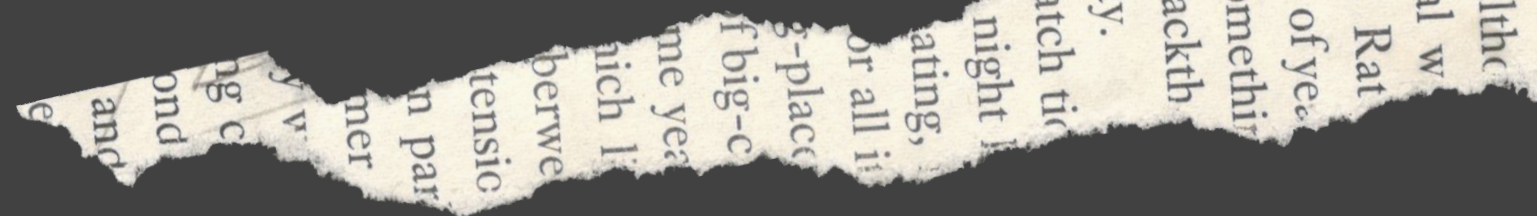




TIMING PLAN

- Creative brief - 1 month after submitting this brief
- Production - Q2 2023
- Execution - Q3-Q4 2023

Detailed media plan depends on budget and number of contributing companies. This concept can evolve into long-term cooperation.



THANK YOU...

...YOU ROCK!

