

Young Lions Slovakia

Category: Marketers

Nikdy Nevieš – podpora duševného zdravia

Project	With you, we can help - TV JOJ Foundation x IPčko
Background	JOJ group has a sizable media space and can utilize it to raise funds for JOJ foundation, which aims to help IPčko as a mental health consulting platform.
Goal	Raise awareness about TV JOJ as a major supporter of mental health care initiatives & raise financial capital and bring website traffic to IPčko.sk
Challenge	<p>Engage brands, influencers, and viewers/followers, inspire, and motivate them to support the cause and to improve brand image of TV JOJ among the public.</p> <p>Create a simple, yet memorable communication mix that will resonate with the target audience in a way that will motivate them to step out of their comfort zone and take action.</p>
What	<p>“With you, we can help” program allows media agencies to simultaneously buy media space while supporting TV JOJ Foundation. The program works by allocating/donation of a portion of the media budget to the foundation, in exchange for discounted media rates.</p> <p>Media agencies would be able to choose from a wide range of media space options offered by JOJ group (such as TV spots, digital ads and podcasts). For every purchase made, a percentage of the cost would be donated to the foundation. The percentage could be determined based on the size of the media space purchase or could be set at a standard rate for all purchases.</p>
Aim	We aim to achieve two goals through this assignment - first, to secure financial backing from interested funders for our project, and secondly, to align the TV JOJ brand and the TV JOJ Foundation with the issue of mental health, thus creating stronger synergy between our activities and the brand.
KPI's	<ul style="list-style-type: none">• Financial contribution YoY uplift +20%• Number of visitors (of website) YoY +30%• Corporate donors +10%; individual donors +20% YoY• Sales uplift of media space +5%• Overall campaign reach: 1 500 000 accounts/viewers• Net promoter score of JOJ foundation +10 points• Perception of TV JOJ/JOJ foundation in eyes of public (based on before/after campaign surveys)
Formats	TV spots, digital banners, social media posts, BeReal photos/stories, video/blog content (PR)
Mission	TV JOJ Foundation actively supports mental health through various initiatives and programs, and by contributing to the foundation, you can help make a positive difference in people's lives.

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Competition and our advantage	<p>Direct competitor (Nadácia Markíza) focuses on similar topics but has a direct donation option for web visitors to contribute.</p> <p>By encouraging corporate donations we can raise funds in a more cost-effective way, also reinforcing the connection of JOJ foundation as a mental health awareness ambassador.</p>
Target group	<ul style="list-style-type: none">• Viewers/visitors/followers of JOJ TV and its subsidiary TV channels, websites, social media profiles,• Followers of corporate sponsors (sponsors of given ad slot)• Followers of starring influencers/celebrities <p>The target group is very big due to TV JOJ's wide portfolio of brands and platforms.</p>
Key message	<p>Afraid to speak? <u>Write!</u></p> <p>We all struggle even with the most basic/day-to-day challenges. It is ok to share these fears with professionals. We are with you.</p>
Reason to believe	<p>Seeing other people/influencers share their true fears and struggles makes the whole campaign truly relatable. It also makes sharing our own (little or big) struggles easier and removes the stigma that is linked with utilizing the services of mental health care clinics/specialists.</p>
Tone of voice	<p>The output should sound empathetic in a way that we all have some issues that we go through and even famous influencers/celebrities, who seem carefree, always thin and happy all the time, have their own share of day-to-day problems that they don't publicly show. The point is, that if we speak about them with professionals, life can be a bit more bearable.</p> <p>On the other hand, the issues shared in the ads should not be unrealistic, unrelatable or tied to a certain social status and wealth.</p>
Risks and what to avoid	<p>Sharing and dealing with mental struggles must not be taken lightly, therefore such matters are nothing to make fun of. The issues should not be shared in a disturbing, triggering, or traumatizing way.</p>
Timing	<p>Creative brief - 1 month after submitting this brief</p> <p>Production - 2nd quarter of 2023 - leaving enough space to produce the campaign and create media plan in coordination with other partners</p> <p>Execution - 3rd. and 4th. quarter of 2023</p> <p>Detailed media plan depends on budget and number of contributing companies. This concept can evolve into long-term cooperation.</p>
Budget	<p>Internal total cost 50 000€</p> <p>Production 30% - 15 000€ given that we can use TV JOJ production facilities</p> <p>Media 60% - 30 000€ investment in internal channels</p> <p>Influencers 10% - 5 000€ with aim to position this project as "pro bono"</p> <p>Total of 150 000€ with 100 000€ in "donated" media space donated by corporate donors.</p>