Dream vacation Unistuste puhkus

Problem

In 2014 there was only one daycare center equipped to take care of children with severe disabilities.

These children require constant care. Their parents need to be alert 24/7 with very little help from the state, whether financial or psychological.

This causes chronic stress and insomnia, psychological and physical breakdowns, poor employment opportunities, financial difficulties, and breakups of families.



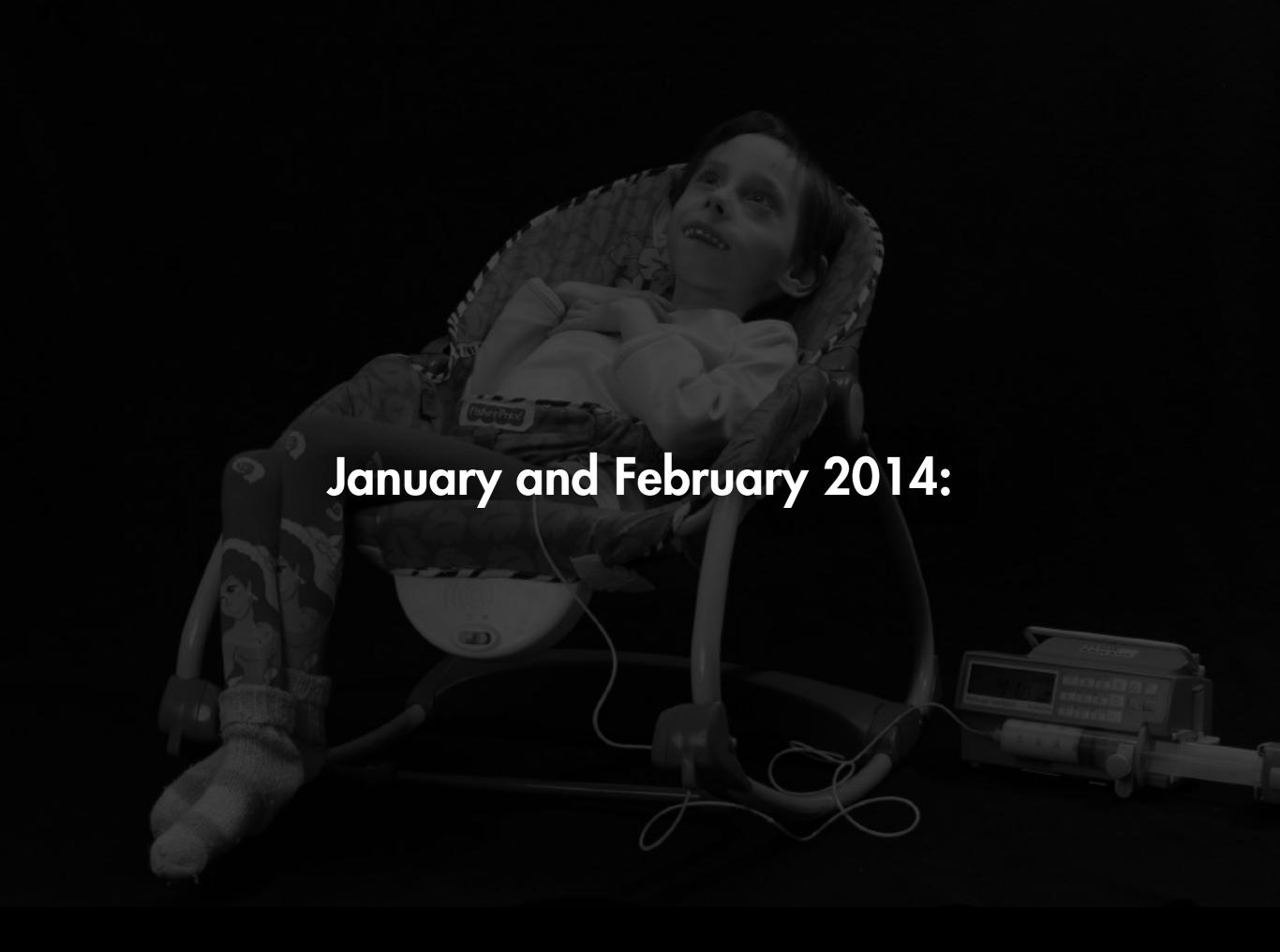
To raise 55 000 € to establish
4 more daycare centers for disabled children.

Campaign

100% pro bono – creative, production, media planning and buying, PR.

Ad spaces and airtime were also donated which meant we only had what was left from paying clients.

The limited availability of free airtime, outdoor and online had to be compensated by a impactful creative idea.





Sügava puudega last hooldavatel vanematel pole päeval ega öösel ainsatki vaba hetke.

Kingi neile unistuste puhkus – päris vaba päev! Helista ja toeta puuetega lastele hoiukodu loomist.

Eliise, 8 a

900 5025 5€ 900 5100 10€ 900 5500 50€





Dream Vacation

Parents of severely disabled children don't have a single moment of spare time, day or night.

Grant them a dream vacation – an entire day off.

Dial to contribute to the establishing of a daycare center for disabled children.

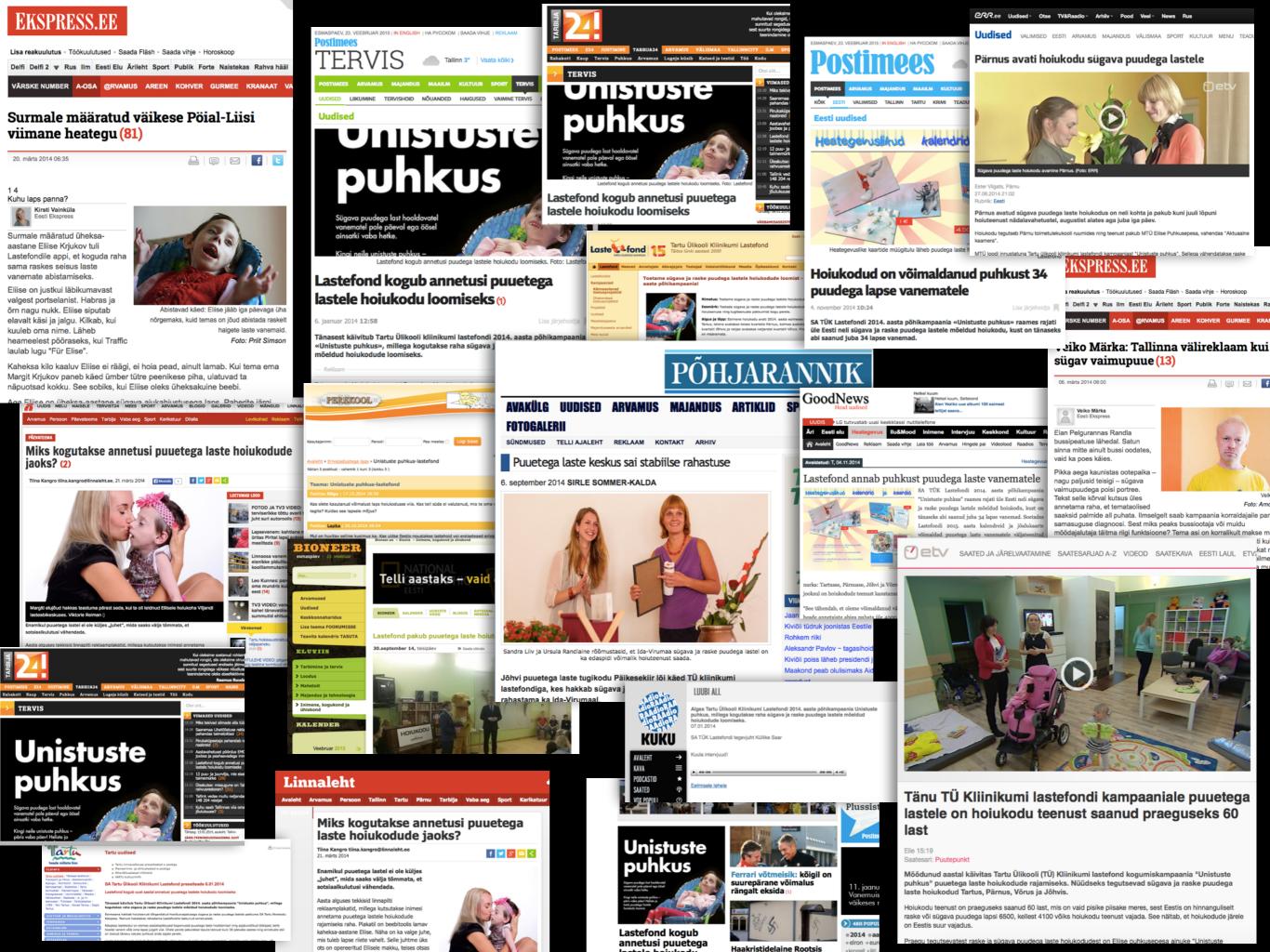
Eliise, 8 years old





The powerful creative idea with its honest and realistic execution was spot on.

It really got the message through and created all the conversation, controversy and buzz necessary to generate as much earned media as possible because owned media was scarce.





The financial goal of 55 000 € was met by a little more than 100% and 4 daycare centers were opened in 2014.

BONUS!

Enough awareness was created to pressure the Ministry of Social Affairs into truly acknowledging the problem.

With a 15% self-finance they co-operated with the European Social Security Foundation which will invest an 8 figure sum into daycare and support services for disabled children, including an entire network of daycare centers by 2020!

