

A grayscale photograph of a young child sitting in a specialized medical chair, possibly for physical therapy or a medical examination. The child is looking upwards and to the right. To the right of the child, there is a piece of medical equipment with a digital display and various buttons. The background is dark and out of focus.

# **Dream vacation**

# **Unistuste puhkus**

# Problem

A grayscale background image showing a young child sitting in a specialized medical chair. The child is looking upwards and to the right. The chair has various straps and padding. To the right of the child, there is a piece of medical equipment with a digital display and several buttons, connected by wires to the child's area.

**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.**

A grayscale photograph of a young child sitting in a Fisher-Price bouncer. The child is looking upwards and to the right. To the right of the bouncer, there is a medical device with a digital display and various buttons, connected to the child by wires. The background is dark.

# Goal

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.**





**January and February 2014:**

# Unistuste puhkus

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 €**

**Laste**  **fond**  
TARTU ÜLIKOOLI KLIINIKUM

[www.lastefond.ee](http://www.lastefond.ee)

JCDecaux

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## 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





TV ad

<https://vimeo.com/120397874>





Radio ad

<https://vimeo.com/120409238>

A young boy is lying in a baby bouncer, looking up with a slight smile. He is wearing a white onesie. The bouncer is a Fisher-Price model. To the right of the bouncer, there is a medical device with a screen and various buttons, connected to the bouncer by wires. The background is dark and out of focus.

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.









# Result

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!

A black and white photograph of a young child sitting in a medical-grade rocking chair. The child is wearing patterned leggings and socks, and is holding a small object in their hands. To the right of the chair, a medical monitor is visible, displaying a heart rate of 90. The text "Worked like a dream." is overlaid on the image in a large, bold font. The word "Worked" is white, "like" is white, "a" is yellow, "dream." is yellow, and the period is white.

**Worked like  
a dream.**