

Helpi.org

Dobrá Krabica

Target Audience

The selected target group of **Young Adults between 20 to 40 years old** represents the greatest potential for current objectives of Helpi in Slovakia. Based on MML data, this group indicates above average interest towards charity contributions, eagerness to be helpful to others, and willingness to dedicate their free time for a good cause.

The most relevant part of target group consists of nearly 1 million individuals.



36%

**Contributed to some charity
in the last 12 months**

29%

**Is eager to be helpful to
others**

24%

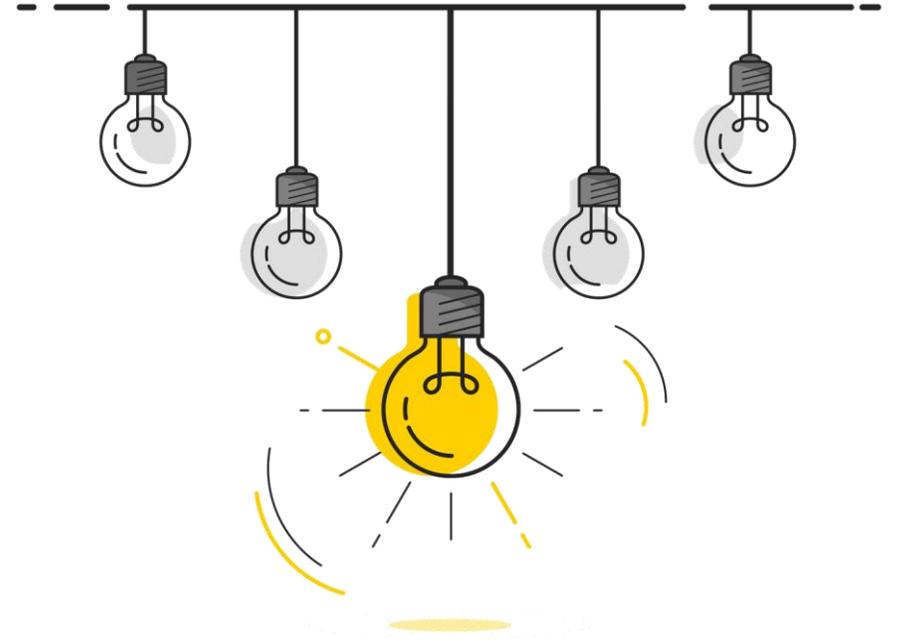
**Is willing to dedicate their free
time for a good cause**

Main Insight

Despite a large part of the target group wants to be helpful to others in need, helping is not on the top of their mind during their busy daily lives. Their **main barrier is not the unwillingness, but the lack of moments that remind them of the possibilities to help** others.

Seeing a Shared Centre for instance may trigger a desire to or even motivate to build one themselves, however such **desire diminishes when not executed immediately nor reminded regularly**.

Our goal is to be always on mind and **transform charitable activities into regular habit** – making it a part of daily routine.



Solution: Dobrá Krabica

Tackles one of the main barriers by becoming an object in people's life that reminds them to think of others every day. It allows them to donate to people in need regularly, a little now and then, while being at home. Then, once the „Dobrá krabica“ is full and ready, it is taken to the Shared Centre.

The donations of food and goods happen sooner than you think – at your home.

Cheap, simple, convenient

„Dobrá krabica“ is made of cardboard that is strong, light, durable and can be folded into a flat shape when being transported empty. The size is perfect to fit in any shelf in the kitchen or anywhere else at home.

Branded

Helpi „Dobrá krabica“ branding is well visible to make sure a person sees it and is reminded of it regularly.

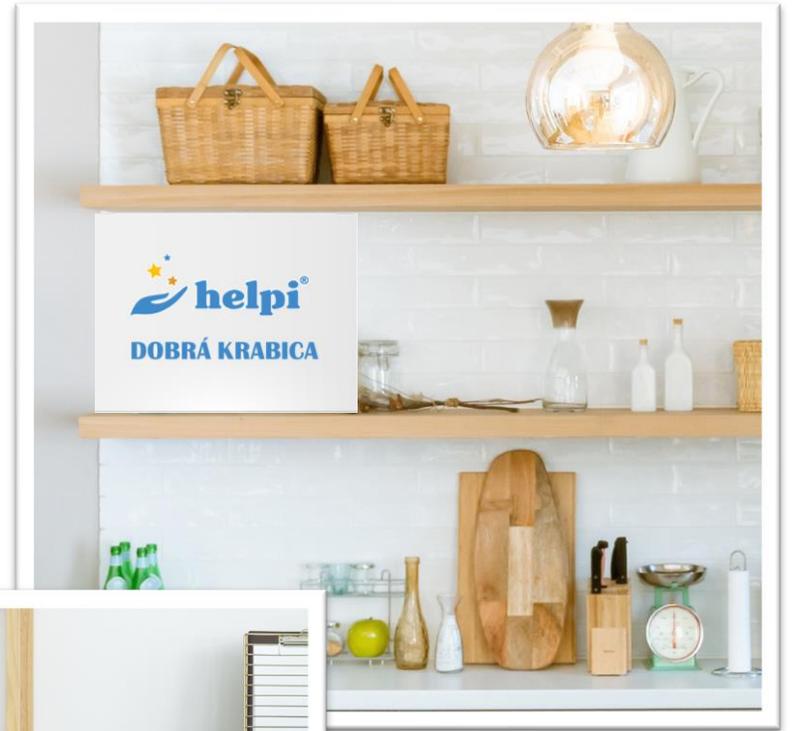
All information included

6 large outside and inside planes offer enough space to communicate necessary message and information. On the back side, we even include a do-it-yourself manual to build a new Shared Centre (Box or Fridge)

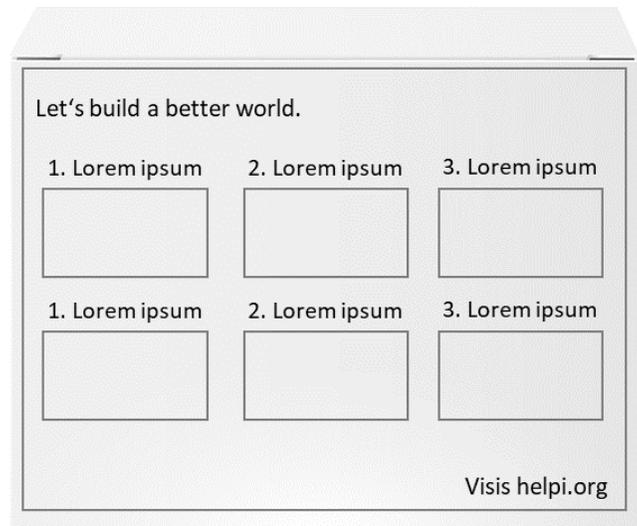
[front view]
visible branding



[front view]
„Dobrá krabica”
on the kitchen
shelve



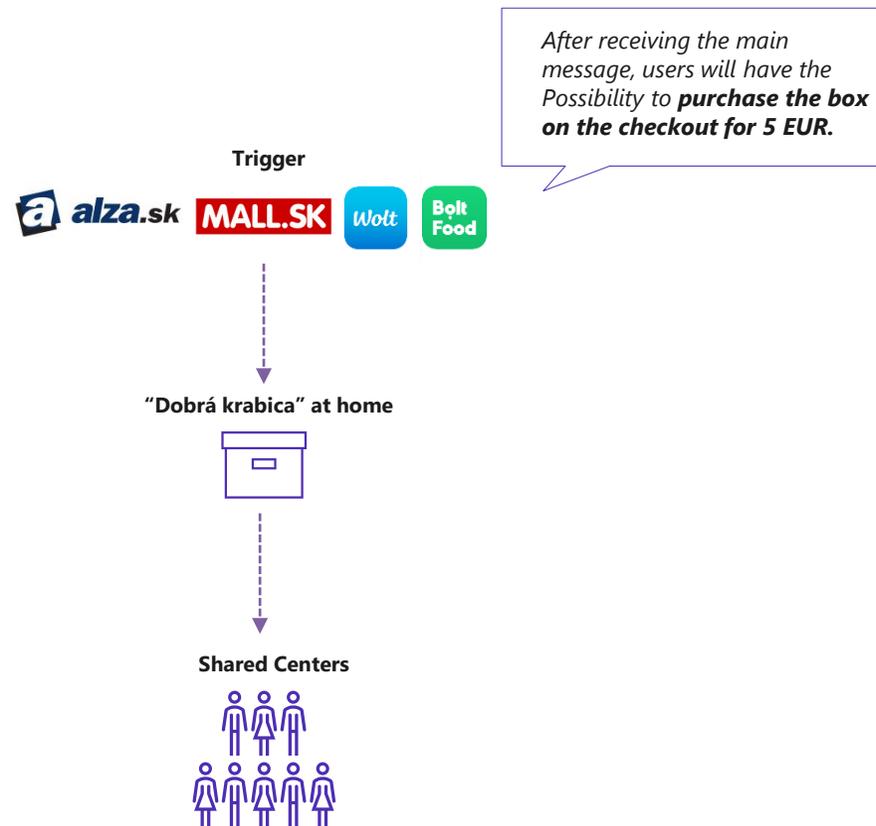
[back view]
instructions to
build a new
Shared Centre



[front view]
„Dobrá krabica”
on the storage
shelve

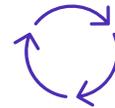
Strategy

How to motivate our target audience to own, build and actively use "Dobrá krabica" and Shared Centers.



Trigger and motivation to start

We will use eCommerce partners in order to deliver the boxes to the relevant users. "Convenient eCommerce" emerged during the pandemic, especially within younger audience. Everyone is used to shop online whenever they have the need to (groceries, drugstore, clothes, etc.). Within the partners **Wolt**, **Bolt Food**, **Alza.sk**, **Mall.sk** we will communicate the message that „**not everyone has the opportunity to cover their needs instantly**“. However, you can change that by buying the box alongside your purchase, and afterwards fill it up for people in need and deliver it then to Shared Centers.



From one-time to long-term contribution

The filling process of shared boxes and fridges starts at your home. By having the "Dobrá krabica" at home we will build a habit of constant contribution and top of mind to regularly fill the box with spare goods. Therefore, it will lead to a **cycled contribution**.



Tangible guide and constant reminder

"Dobrá krabica" will not only serve as a reminder to give up goods for people in need, but also will serve as a guide of how to use it and where to deliver. It will contain the DIY instruction on how to **build a shared center (box or fridge)**. All the information will be placed on the box itself in an easy-to-consume infographic.

Communication

01

Partners owned media to build reach



We will use partners owned media to communicate the message at scale. Chosen partners have strong presence on Social media and high amounts of traffic within their websites and apps. Therefore, with a limited budget we will deliver a high reach and bold digital presence.

02

Earned media to educate and activate



We will spread the message of "Box-to-centers" in cooperation with local socially responsible Influencers and Greenfluencers – Michal Sabo, Viktor Vincze, Andrea Zahurancová. They will produce content, where the box will be displayed, and will educate and encourage the followers on its active usage. Within local mass reach publishers (Startitup, Ringier Axel Sprenger, Zoznam) we will communicate through PR content.

Mental availability

Communication on distinctive channels to build awareness of Helpi and Shared Centers

Shared Centers



Physical availability

Tangible presence of "Dobrá krabica" at home as a constant reminder to save up the goods, which would be took to Shared Centers

03

Paid media to reach desired audience



Through paid ads on Social Media (Facebook and Instagram) we will communicate targeted ads to reach our main target audience.

Timeline

01

Partners owned media
to **build reach**



02

Earned media to
educate and activate



03

Paid media to reach
desired audience



Paid budget
3,000 €

June 1st to June 31st

All the communication pillars will be used in synergy throughout the entire campaign (June 2021)

Targets

„Dobrá Krabica“ sales

Selling 2 000 pieces of „Dobrá Krabica“ in the first 30 days of the campaign (selling at production costs)

Conversion

Converting at least 50% of the „Dobrá Krabica“ buyers into donors
Converting at least 5% of the Dobrá Krabica buyers into volunteers

New Shared Centers

Expected 110 new Sharing box and at least 10 new Fridges driven by the new donors and volunteers

Increase of overall contributions

Increased number of **Shared Centers**, as well as „**Dobrá krabica**“ and aided **awareness** of Helpi among target group will drive the volume of everyday donations. We expect to **reach 2+ mil. unique users** with all 3 pillars of communication