



## Campaign summary:

Our campaign was made to shock our target group at first, then leave them thinking about the causes of - what they believe is - current situation, and educate at the end.

It works because of these important elements - mobile application with integrated Chatbot, power of the social media in combination with strong influence of opinion leaders and shock effect which drives attention.

## Creative insight:

We worked with the behavior of our target group, which is rather common. They tend to care about certain problem only if it affects them personally. Or if the affected ones are they family, friends or favourite public figures.

With a use of social media platforms and technology (Chatbot in this case) we created a hype around mysterious photos which showed situations, that were well known in the past, but now are taken as "a something that could not happen to us", as a kind of living nightmare. Young people would be forced to face critical situation and suddenly they had to look for the answer on what might have caused it.

## What is our solution:

There is a big talk about Chatbots in these past days, so we decided to use one for their brilliant knowledge of everything that is on the Internet. We created mobile application with integrated HelpMe Chatbot, which would be programmed to look for the interesting and rather sad or disturbing stories of ordinary slovak people in the past, based on keywords it gets from a user. After this, HelpMe Chatbot recreates this past story in a present background with the help of similar recent events.

Output of our HelpMe Chatbot will be shareable on social media platforms like Facebook, Instagram and Snapchat. To drive the potential of social media, we used influencers, celebrities and bloggers to share it first and attract attention of their followers and media.

## How does it work:

People who are concerned about the issue of world, as well as Slovakia, progressively returning to the past and repeating same mistakes, can now help young people to the realization that their attitudes towards minorities affect lives of us all, and hate or discrimination may easily cause war, dictatorship, restrictions of freedom or negative change in political regimes in present time.

All they have to do is to use our mobile application, which generates posts to be shared on social media platforms, showing realistic looking situations with which people had to deal with during difficult times in the past, like they are happening right now. Suddenly, these problems begin to touch young people inherently and therefore they start to look for the answers and what caused these situations. Eventually they figure out how we can avoid them and learn, that we have to be sensitive for good of us all.