Cyber campaign, Young Lions Slovakia 2016

Brief

Young people in Slovakia are **uninterested in history.** Therefore they are unable to learn from it and **don't understand the context** of their opinions, judgments and beliefs that effects their ability to coexist peacfully with minorities. We should create a campaign that would make them **aware of history** and would **spark some critical thinking** during the process.

Insight

History is really interesting - but kids are **lazy, bored** and are mainly interested in things that are **simple and funny.**

Solution/idea

Lets teach them history!!!

But on their own terms… Lets do it in the place they visit regularly and is filled with careless, happy and mostly stupid content.

SNAPCHAT.

Why Snapchat?

- 100-120 000 daily users in Slovakia - 85% of them younger than 23 (Socialbakers, February 2016)
- Social studies show that generation gap between 26 y.o. and 18 y.o. is larger than between 26 y.o. and 50 y.o.
- We think it will be very clever and effective way to approach the target group in the environment and tone of voice that is their own
- Since there is really very small ammount of branded content in Slovakia, they tend to respond positively to every interaction that offers them som kind of experience
- And! …and every person that you recruit to follow your content sees all of your content for free.

How will we do it?

- We will use one the main storytelling feature of snapchat – the story – and create a story for each day of the year – telling a story from the history. ☺
- Users can see stories for only 24 hours – this is how we assure constant
- The key is the execution as we will use funny doodles – so popoular within the target group
- Each story will include CTA link on the ribbon that will lead them to the campaign mobile microsite explaining the whole story.
- Every story ends with campaign main headline:

  “Ghosts of history – they might haunt you soon enough”

- We will support the campaign using Instagram and Messenger bot.

Key Message

“Ghosts of history – they might haunt you soon enough”

We combine the ghost as a symbol of platform with the context that not knowing about these events can lead the history to repeat itself.

Ghosts Of History

Key visual

Recruting the audience

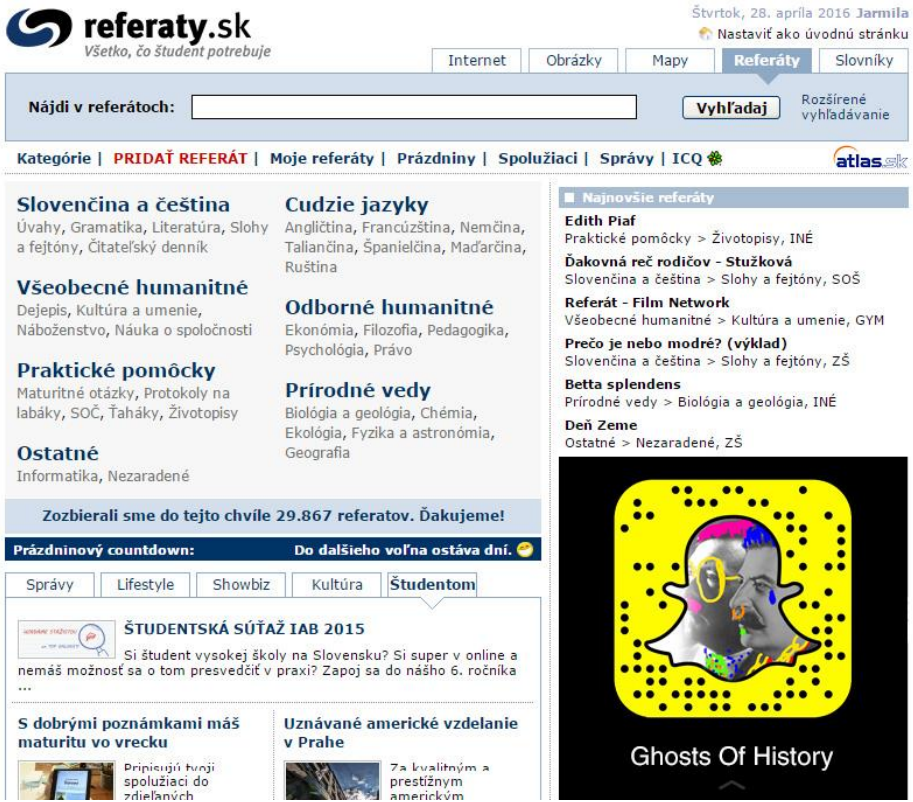
Recruiting the audience

- We will use snapcode to attract the attention of target group – truly nothing more is needed, it creates moment of desire and surprise that we build on as soon as we friend them on snapchat.
- The key is to use media with highest afinity for the target group.

- No Facebook, No Youtube, No Mainstream crap.

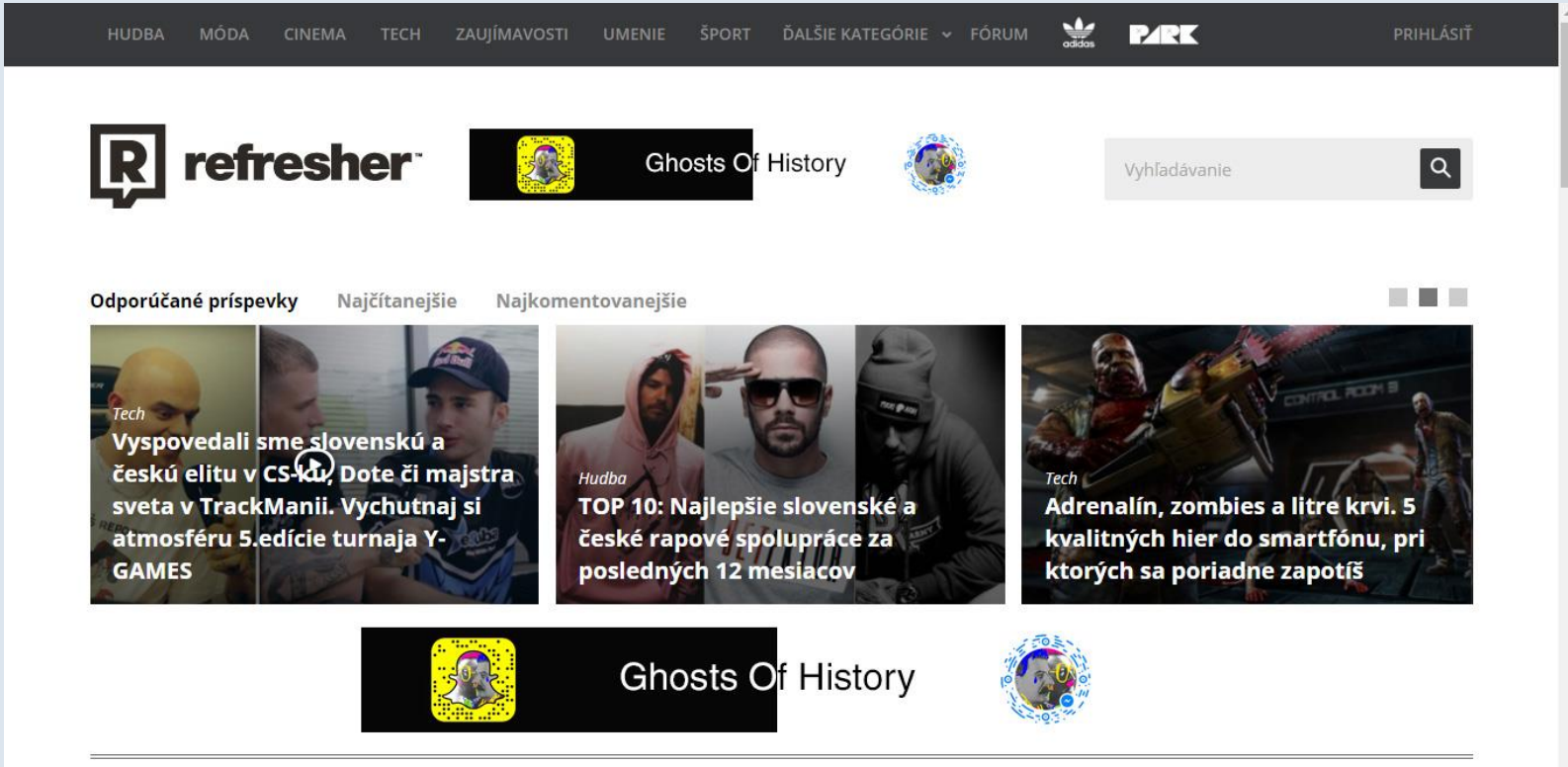
Instagram ads

We advertise on instagram where we focus on target group. We regularly change creatives having doodled controversial historic figures in the background of the snapcode.



Display media on sites with youth oriented content

We focus on site where they are supposed to study or cheat the study to be precise. And offer them something they know is going to be fun.



Display media on sites with youth oriented content

Or the sites they visit for fun, and offer them content for mobile…for later…

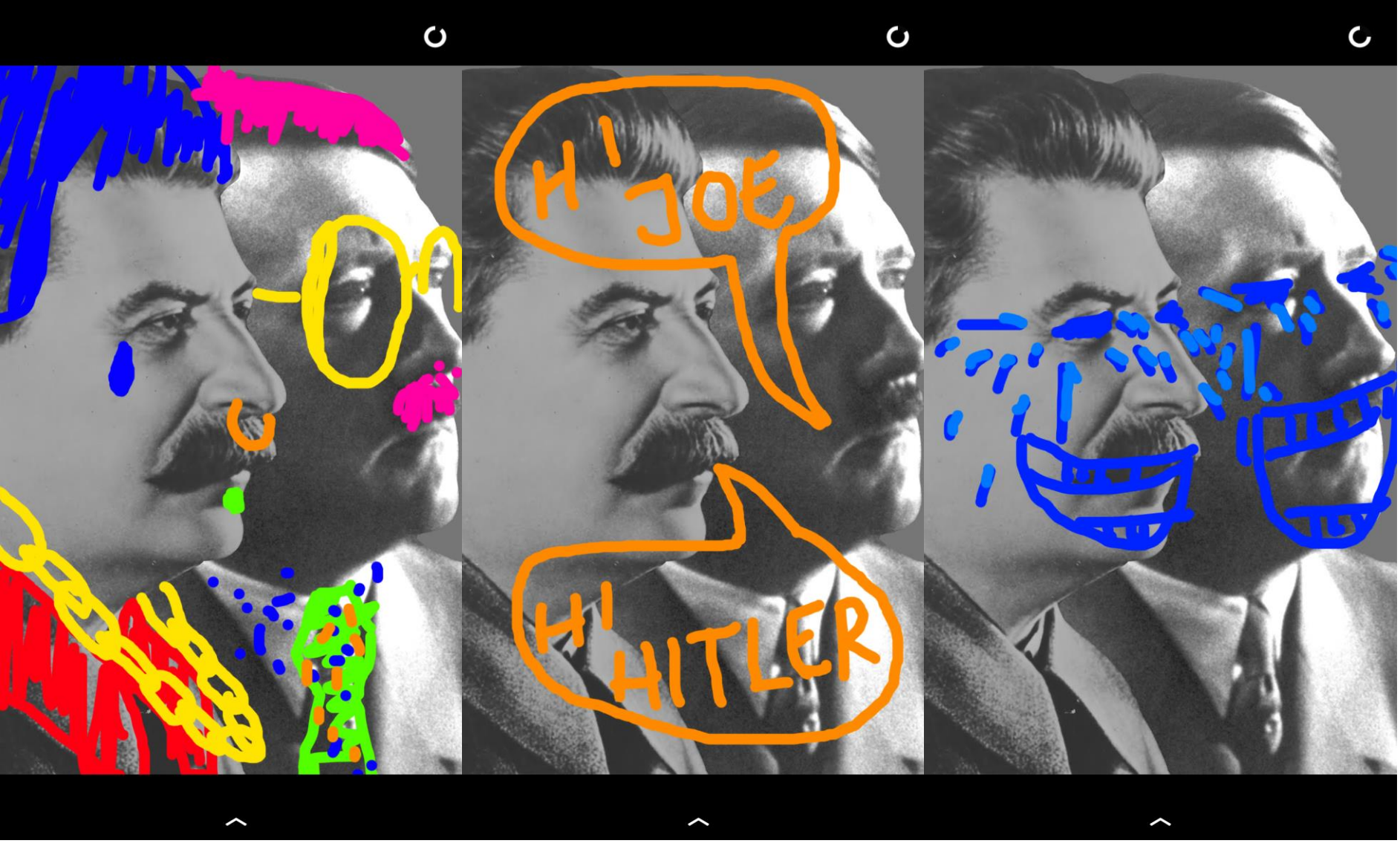
Greeting Snap

- Well we gathered some audience now. What next?
- We will greet each newcomer with greeting snap. Explaining how the profile works and provoke a bit of temptation.
- “Hi fellow snapchatter, we are the ghosts from the past. Fortunately for you we are friendly ones. We are here to tell you our story. Listen closely, everyday there is a new story told. When it hits you, just ask us some more!”

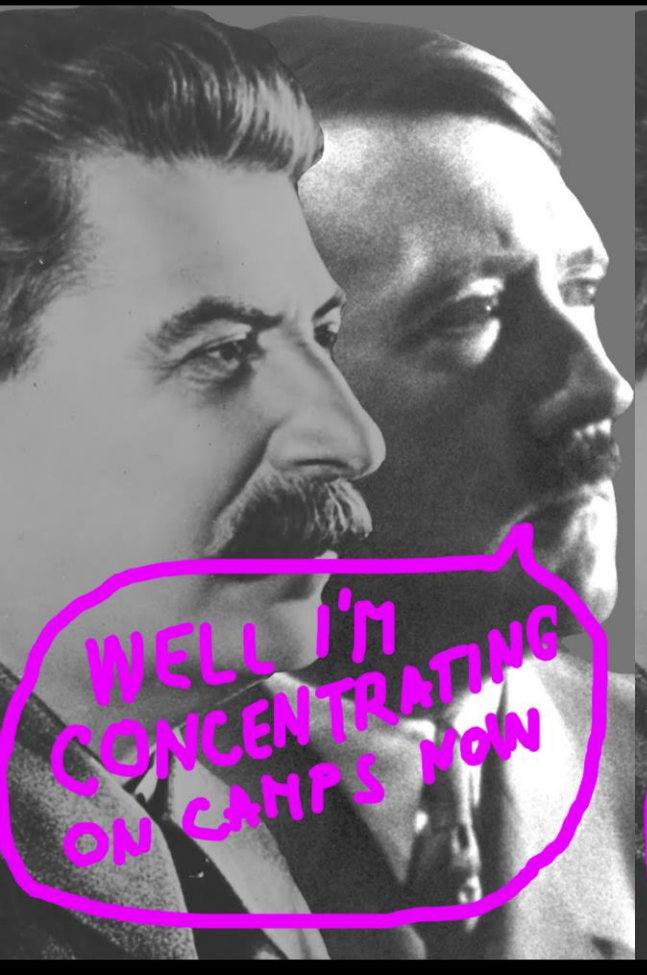
The Story

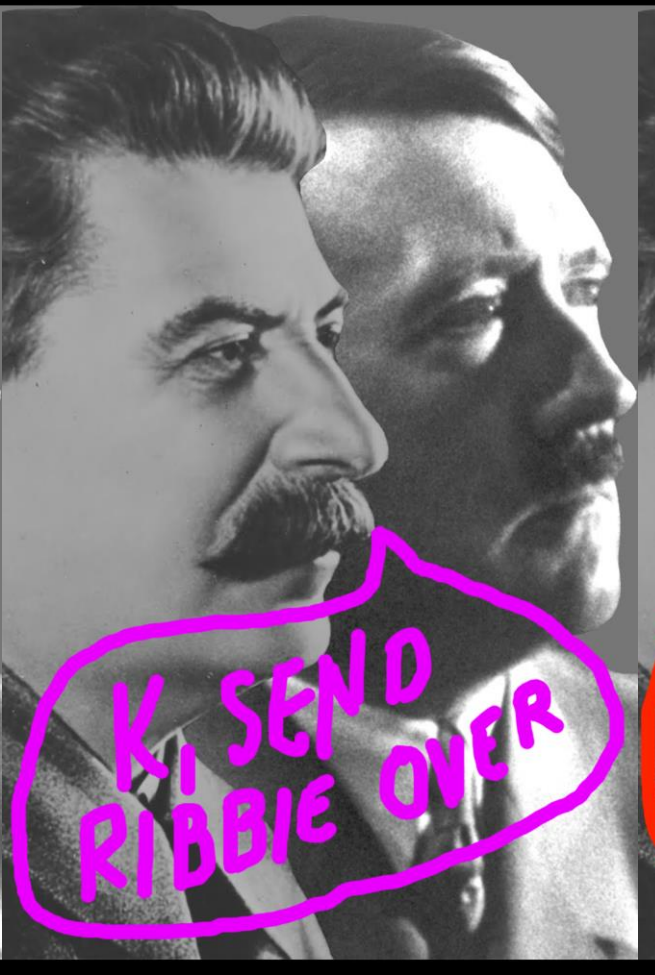
The story

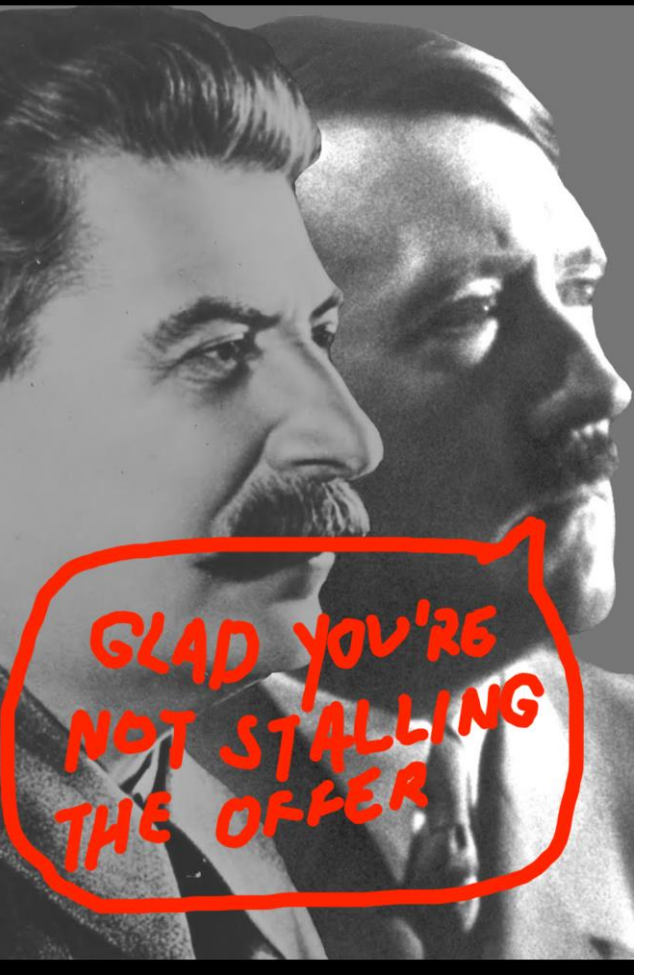
- Once we have the ready and waiting they will probably stumble upon our story in their snapfeed.
- This the main feature of the campaign where we communicate the story for the day.

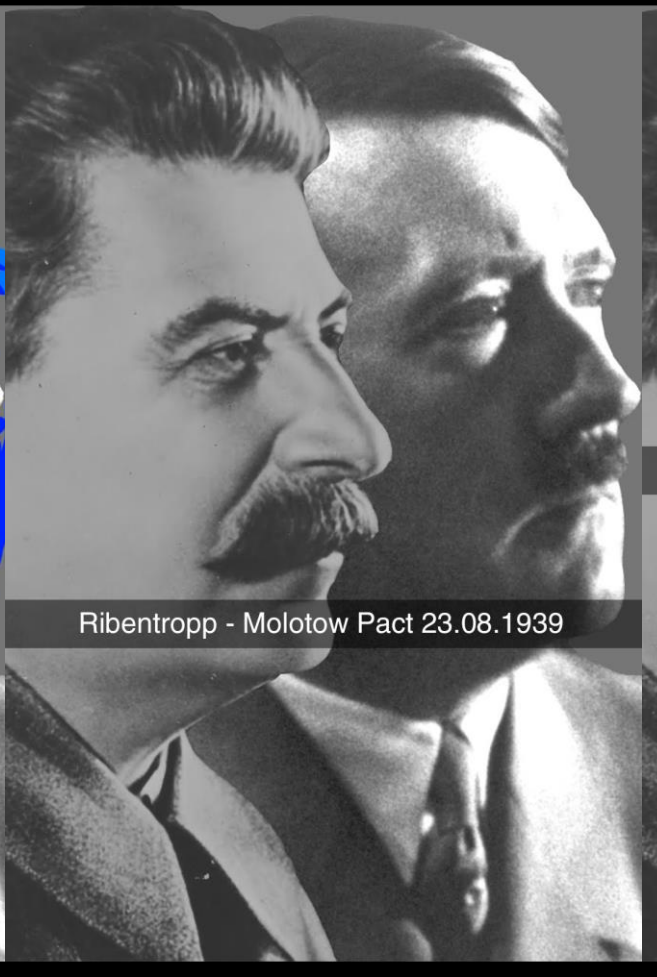

H'JOE
H'HITLER

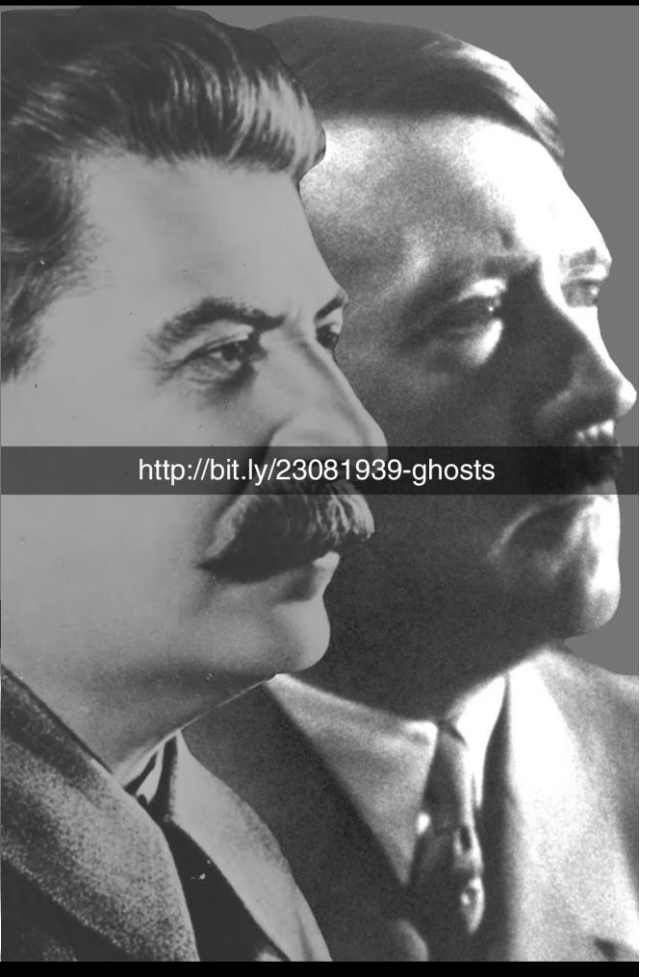
YOU'RE KILLER
GEE I'M BORED
WANNA SPLIT POLAND?
YEP! WHEN DO WE SIGN THE PAPER?


WELL I'M CONCENTRATING ON CAMPS NOW


K, I SEND RIBBIE OVER


GLAD YOU'RE NOT STALLING THE OFFER


Ribentropp - Molotow Pact 23.08.1939


http://bit.ly/23081939-ghosts

The story

- Once finishing the story the snapchatter tends to follow the cta link to know more.

Microsite

Molotov–Ribbentrop Pact

Stalin and Ribbentrop after the signature of the Soviet–Nazi German pact. August 23, 1939

"German-Soviet Nonaggression Pact" redirects here. For the Weimar-era German-Soviet non--aggression pact, see Treaty of Berlin (1926).

Ghosts Of History

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The Molotov–Ribbentrop Pact, (also known as the Nazi–Soviet Pact), named after the Soviet Foreign Minister Vyacheslav Molotov and the German Foreign Minister Joachim von Ribbentrop, officially the Treaty of non--aggression between Germany and the Union of Soviet Socialist Republics, was a non--aggression pact signed between Nazi Germany and the Soviet Union in Moscow on 23 August 1939.

The pact remained in force until the German government broke it by launching an attack on the Soviet positions in Eastern Poland on 22 June 1941 contrary to the supplementary protocol of the German-Soviet Frontier Treaty dictating the new European spheres of interest.

The stated clauses of the Nazi-Soviet non-aggression pact were a guarantee of non-belligerence by each party towards the other, and a written commitment that neither party would ally itself to, or aid, an enemy of the other party. In addition to stipulations of non-aggression, the treaty included a secret protocol that divided territories of Romania,

Poland, Lithuania, Latvia, Estonia, and Finland into German and Soviet "spheres of influence", anticipating potential "territorial and political rearrangements" of these countries. Thereafter, Germany invaded Poland on 1 September 1939. After the Soviet–Japanese ceasefire agreement took effect on 16 September, Stalin ordered his own invasion of Poland on 17 September. Part of southeastern (Karelia) and Salla region in Finland were annexed by the Soviet Union after the Winter War. This was followed by Soviet annexations of Estonia, Latvia, Lithuania, and parts of Romania (Bessarabia, Northern Bukovina, and the Hertza region). Concern about ethnic Ukrainians and Belarusians had been proffered as justification for the Soviet invasion of Poland. Stalin's invasion of Bukovina in 1940 violated the pact, as it went beyond the Soviet sphere of influence agreed with the Axis.

Of the territories of Poland annexed by the Soviet Union between 1939 and 1940, the region around Białystok and a minor part of Galicia east of the San river around Przemyśl were returned to the Polish state at the end of World War II. Of all other territories annexed by the USSR in 1939–40, the ones detached from Finland (Karelia, Petsamo), Estonia (Ingrian area and Petseri County) and Latvia (Abrene) remained part of the Russian Federation, the successor state of the Soviet Union, after 1991.

Ghosts Of History

time later the new Russian revisionist historiography attempted to describe the pact as a necessary measure, including Russian amateur negationist Alexander Dyukov, and N.A. Narochnitskaya whose book carried an approving foreword by the Russian foreign Minister Sergei Lavrov. Vladimir Putin has defended the pact as well.

Want to know more?
Ask us on Messenger.

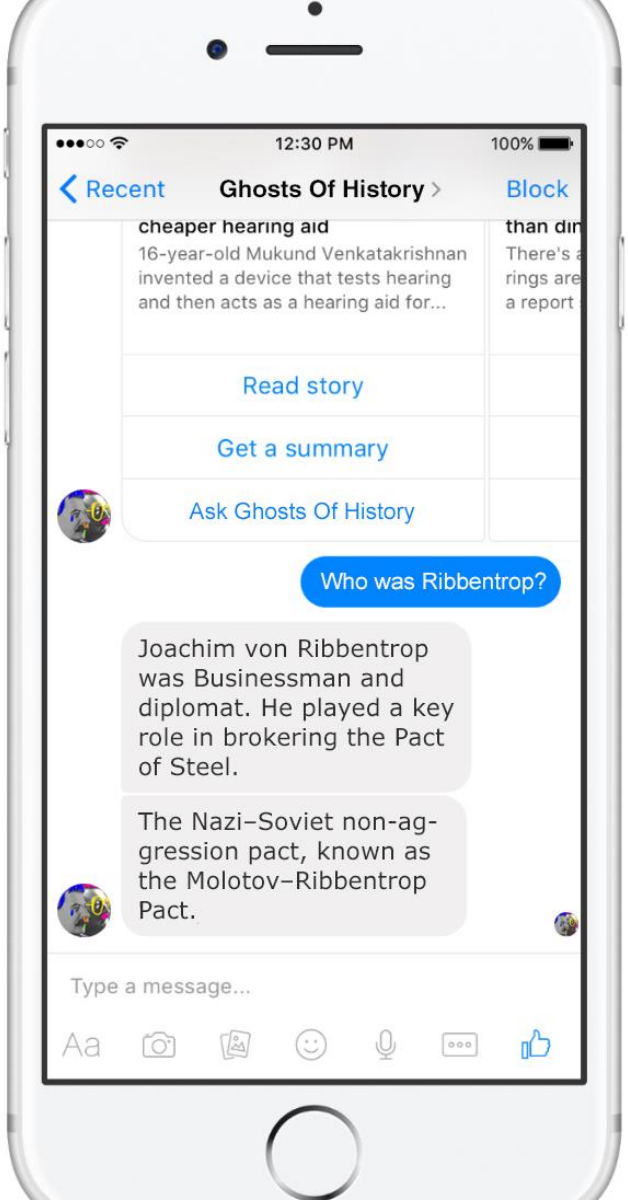
Messenger

Watch the story.

Microsite

- For those who have further questions.
- We have a CTA button for messenger bot that will answer all their exceeding question

Messenger bot


12:30 PM
100%
Recent
Ghosts Of History
Block
cheaper hearing aid
16-year-old Mukund Venkatakrishnan invented a device that tests hearing and then acts as a hearing aid for...
than din
There's a
rings are
a report
Read story
Get a summary
Ask Ghosts Of History
Who was Ribbentrop?
Joachim von Ribbentrop was Businessman and diplomat. He played a key role in brokering the Pact of Steel.
The Nazi–Soviet non-aggression pact, known as the Molotov–Ribbentrop Pact.
Type a message...
Aa

Summary

Summary

- We combined the Snapchat Logo with the key message and the purpose of the campaign - educate the kids with snapchat stories everyday.
- Each day choosing an event from the history that we doodle into a funny story.

- If we spark some interest in them we redirect them with a CTA link to the mobile microsite where we explain further.

- And if they still have questions we will have a messenger bot that is ready to explain them everything they desire.

- Sometimes it is better to focus on solving the problem than advertising that there is one.

Thank you!