



**YOU ARE NOT
ALONE**

INSIGHT



People don't talk about sudden death of their loved ones with their friends, colleagues, neither closest family members.

This is the main barrier to overcome the situation

It shouldn't be a taboo topic

BIG IDEA

**CHANGING
PRODUCT
PLACEMENT TO
CAUSE
PLACEMENT**



CAUSE PLACEMENT IN A LOVED TV SHOW



OTECKOVIA

PO-PIA 17:55

WHY A TV SHOW? AND WHY THIS ONE IN PARTICULAR?

Oteckovia is one of the most popular TV shows in Slovakia. More than 350 000 people watch it everyday. If we could disperse our message through their favorite characters, we would elevate issues of loss and being able to overcome it.

This show is popular not only on TV screen, but also on web. Many people watch it through Markiza.sk archive and “highlights” from the show are regularly in Trending section on YouTube. All these channels combined could reach at least 500 000 people.

But how exactly are we going to do this?



1. LUKY EXPERIENCES DEPRESSION OF HIS FRIEND

One of the show's most popular characters, teenager Luky, will be exposed to a depression and sadness. One of his classmates recently lost younger brother, and he can't help or console him.

SCREENPLAY OF THE SCENE

2. THAT IS WHERE PLAMIENOK COMES IN

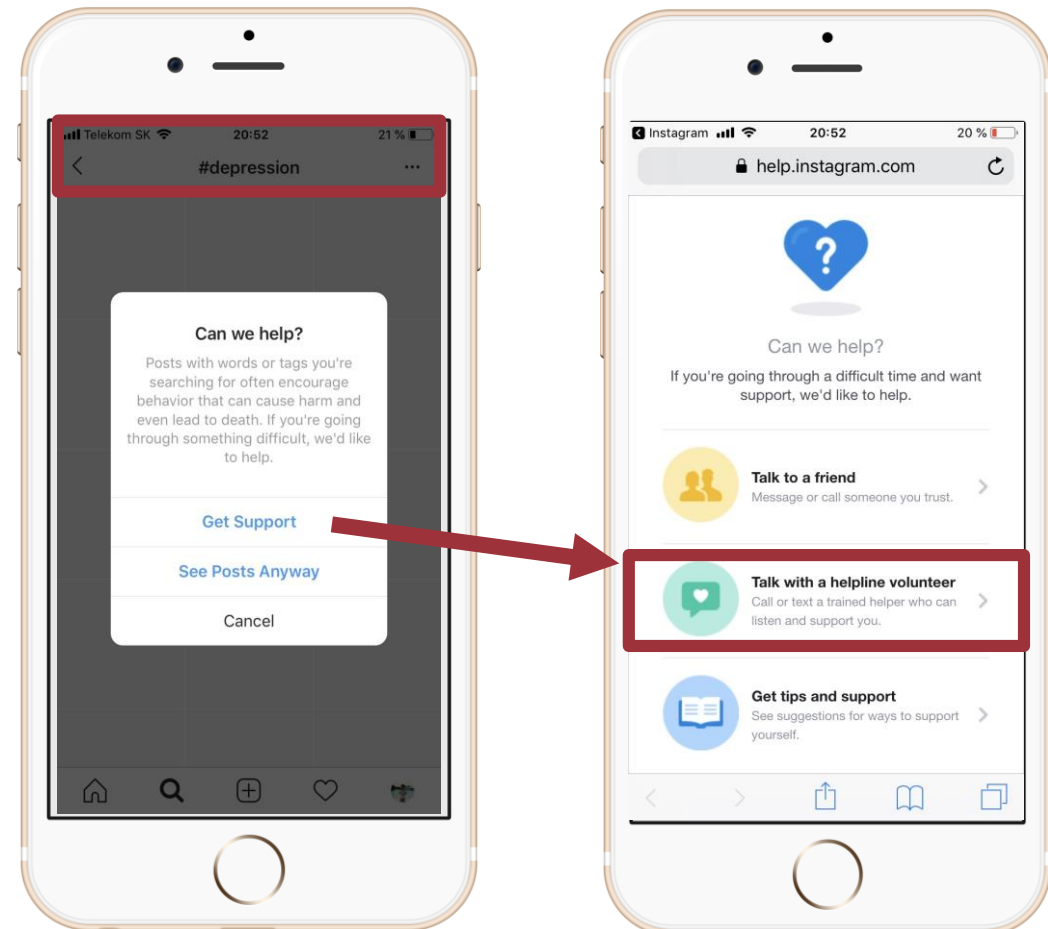
His father Vlado will come with advice – when young, saddened boy can't open up to anyone, maybe a trained therapist from Plamienok could help. Vlado offers this plan to parents of the boy and they begin the therapy, hopefully with positive result.



ONLINE ACTIVATION INSTAGRAM



- Strong focus on people who are actively engaging and searching content related to depressions and anxiety most often related to personal insecurities
- Be present and helpful → just one click away from the professional help
- Contact on plamienok professional employee within the app



←


Q zomrelo mi dieťa

Výsledky vyhľadávania pre slovo "zomrelo mi dieťa"

Približný počet výsledkov: 7,180 (0.20 s) Zoradiť podľa: Relevance ▾


[Zomrelo mi dieťa. Ako mám byť silná a prestať smútiť? - Modrý koník](#)

<https://www.modrykonik.sk/.../zomrelo-mi-dieta-ako-mam-byt-silna-a-prestat-smutit/>

 8. jan. 2015 ... **Zomrelo mi dieťa** a ja sa idem zblazniť z toho smutku...neviem prestať plakať... pred rodinou sa tvarim že už to zvladam ale hneď keď ostanem ...


[Umrelo mi dieťa - Modrý koník](#)

<https://www.modrykonik.sk/forum/o-tom-sa.../umrelo-mi-dieta-2/>

 6. júl 2016 ... Ahojte mamičky...aj ja som bola matkou..bohužiaľ krátko..len pár mesiacov..je tu nejaká mamička, ktorej tiež **zomrelo** už narodené bábo....a ...


[Zomrelo nám bábo deň pred termínom - Modrý koník](#)

<https://www.modrykonik.sk/.../zomrelo-nam-babo-den-pred-terminom-2/>

 21. máj 2018 ... Viem čo prežíváš, je **mi** to veľmi ľúto, viem, že žiadne slová útechy ... ine matky svoje **dieťa** chcú vidieť,niekto ich aj hodinundržia v naruci.


[Zomreli mi dvojčky pri pôrode - Modrý koník](#)

<https://www.modrykonik.sk/.../zomreli-mi-dvojicky-pri-porode/>

 13. aug. 2009 ... **Zomreli mi dvojčky** pri pôrode Henka, ja **mám** už 37, takže u mňa je to už dosť zlé]-(, ale stále si hovorím, že veď **mám** jedno zdraé **dieťa**.


[Zomrel mi synček. Veríte v reinkarnáciu? - Modrý koník](#)

<https://www.modrykonik.sk/.../zomrel-mi-syncek-verite-v-reinkarnaciju-2/>

 29. apr. 2015 ... zomrela **mi** moja lasonka ukludňuje ma len myšlienka že sa znova vrati a potom ... mojej svokre **zomrelo** 7r dievcatko na prasknute slepe crevo ... nezomrelo **dieťa**, ale pred pár rokmi brat a odvtedy, čo sa **mi** narodil syn, verím, ...

[Zemřelo mi dítě - str. 242 - Modrý koník](#)

<https://www.modrykonik.sk/forum/tema/zemrelo-mi-dite/?page...>

 Jmenuji se Milena, před rokem **mi** zemřela dvouletá holčička na herpetickou ... myšlienku a nech **mi** nikto nehovorí, že ďalšie **dieťa** **mi** tú stratu vynahradí!!! **mne zomrelo** babatko v 25 tt. pred 3 rokmi teraz **mam** už 2 rocného syna .ale bolest ...

ONLINE ACTIVATION MODRÝ KONÍK

- Biggest portal for mums in the Slovakia
- Participate in the discussions created by parents who are actively engaging and creating posts & threads related to unfortunate family situation related with death of babies or kids
- If you search for this topic or create post/discussion about loss, mourning etc., you will automatically receive message with options to help you – offering direct contact to Plamienok



OFFLINE ACTIVATION

- If you are dealing with loss of the loved one you have to visit few institutions.
- We want Plamienok to be present at as many of these places (touchpoints) as possible.

How exactly?

rollups
leaflets
brochures

(with direct contact to
Plamienok – online and offline)

TOUCHPOINTS

Registry

Sociálna
poist'ovňa

Insurance
company

Local
authorities

ONLINE ACTIVATION NATIVE ADVERTISING

EDUCATION: SECONDARY TA

Expertise in the public discussion with articles

- Partner up with opinion-leading web publishers and produce educative article about the depression and anxiety of people who lost their loved ones
- Highlight opportunities how to deal with tough situation of loneliness
- Mention “relief stories” of real people who found meaning of their life once again

SME

DENNÍK N

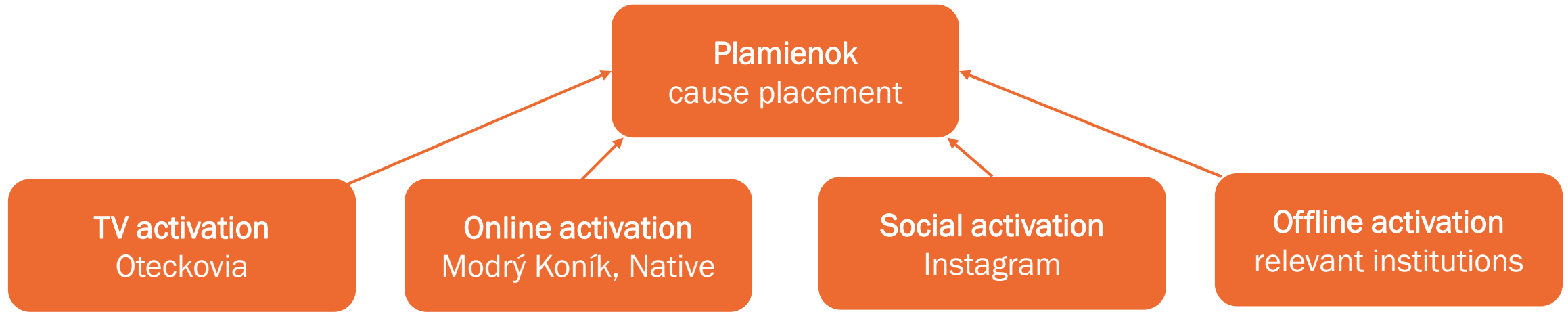
.týždeň

Steer the topic by podcast

- Accept the invitation to podcasts where we can explore the taboo topic
- Present the expertise and warm hearths of professionals counselors working in Centrum smútkovej terapie

Highlight Centrum smútkovej terapie as the place with the professionals ready to support you through this situation

RECAP



KPIs & BUDGET

| Media type | KPIs | Reach | Budget |
|--------------------|---------------------|---------|---------|
| TV | +100% awareness | 400 000 | 4 000 € |
| Online Video | 500 000 impressions | 250 000 | 2 000 € |
| IG & Modrý koník | 2 000 web visits | 75 000 | 1 000 € |
| Native Advertising | 35 000 readership | 21 000 | 1 500 € |
| Offline Activation | n/a | n/a | 1 500 € |