

Main Insight

Despite a large part of the target group wants to be helpful to others, helping is not on the top of their mind during their busy 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 or 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.

The Solution: Dobrá Krabica

This solution 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.

Dobrá Krabica is:

- Cheap, simple, convenient
- Branded
- With all information included



Strategy

- Trigger and motivation to start

We will use eCommerce partners in order to deliver the boxes to the relevant users.

- 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 build a habit of constant contribution and top of mind to regularly fill the box with goods.

- Tangible guide and constant reminder

“Dobrá krabica” not only serves as a reminder to give up goods for people in need, but also as a guide of how to use it and where to deliver.

Communication

1. Partners owned media to build reach
2. Earned media to educate and activate
3. Paid media to reach desired audience