

Campaign Description

Teenagers develop **friendships for life** when they're between 13 and 17 years old. Spending their free time within circles of friends, they actively **create memories** to look back on later in life. These memories are often linked to songs, especially those referred to as **"our song"** amongst friends.

A song created by a whole group of friends themselves, will therefore become a strong **evoker of memories and emotions** for a lifetime. Calling on young musicians in Helsinki's Youth Centers to write a **song dedicated to their city**, we create a **direct link between positive teenage memories and the services offered by the City of Helsinki Youth Department**.

We initiate **"Mun Stadi – Mun Laulu"** (My City – My Song), a Song Contest amongst the multiple bands in Helsinki's Youth Centers conducted via www.MunStadi.fi, allowing the **whole city** to vote for their favorite song online. That way, we not only **drive traffic** to the website, but **engage** the whole city – automatically **raising broad awareness** for the Youth Department's extensive services and **leveraging reach**. Additionally, the contest acts as a **content engine**, with supporters and participants regularly posting updates and calls for votes on www.MunStadi.fi. This is how we ensure **user-generated content** on a regular basis.

To incentivize contestants we offer coaching sessions with Finland's No.1 teen pop-star **Isac Elliot** and announce that the winning song could represent Finland at the **Eurovision Song Contest 2016**. That's how we keep **engagement high** amongst youngsters and keep the whole city's **momentum strong** throughout the campaign.

Campaign Channels

Conducting field research at Helsinki's teen hotspots, Finnish teenagers told us they love listening to **Radio NRJ**; just like approx. **1 million Finns**. Reaching broad coverage, we team up with the radio station to promote the "Mun Stadi – Mun Laulu" Song Contest. Apart from **on-air broadcasts** calling listeners to vote, we put our bands in place as **support acts** at one of their popular **events**. The winning song will be broadcast for the first time **exclusively** by NRJ.

Extensive **media relations** spread the news amongst Finnish Media. Through **targeted press releases and individual story pitching** we reach our target group spot-on (e.g. teenage magazines *Demi* or *Systeri*). We also satisfy **local and national media** outlets' interest, due to the song's impact on the whole city, by offering them background interviews and information.

Establishing the **hashtag #munstadi** we enable contestants and supporters to share their participation with **friends and fans on Instagram**. Tagging their pictures and short videos additionally with the hashtag of their band's name, we are able to **measure the social reach of each contestant**, which pays into their voting position.

We encourage Youth Center leaders to **spread the voting link** amongst their members on **private messengers** like *What's App*, the target group's most used chat tool. By sending the **direct link** to the site, users are more likely to participate and share the link.

➔ We provide tools and coaching, but the real conversation is driven by our target group, making communications more authentic, credible and entertaining.