

ADOPT A KID

Young Cannes Lions PR Brief

MAKSKRU

Adoption in Hungary

The society is becoming increasingly accepting and open towards adoption, yet there are numerous challenges hindering the path to more successful adoptions, ranging from the complex and politicized process to societal prejudices.

There has been a continuous rise in the number of prospective adoptive parents considered eligible to adopt, with the number more than doubling over the past two decades, reaching 3016 individuals in 2022. Meanwhile, there has been a decreasing trend in the number of adoptable children available for adoption, with only 1741 individuals in 2022.

The bureaucratic procedures involved in adoption can be burdensome for parents and may last for several years. However, this timeline can be significantly reduced if parents are open-minded regarding factors such as age, origin, and health. Although there is an improving trend in parents' openness, there are still many prejudices and social biases in this area, which can hinder the adoption process.

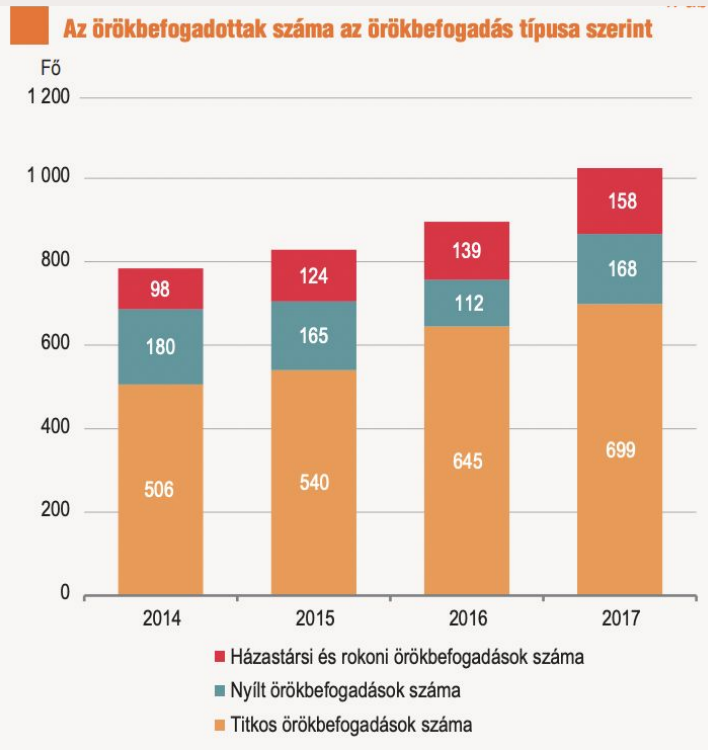
The rules

Adoption can be either closed or open:

- Closed: The biological parent does not know who the child is placed with, and the adoptive parents do not know the identity of the biological parent (the child, once an adult, has the right to know their origins).
- Open: Both the biological and adoptive parents know each other, and they can even maintain contact later on.

Conditions:

- Adoption is allowed from the age of 25 to 45.
- There must be a minimum of 16, max. 45 years' age gap between the child and the parent.
- Married couples, and couples can adopt.
- Single individuals can also adopt, but with stricter conditions.



Forrás: KSH

The problem

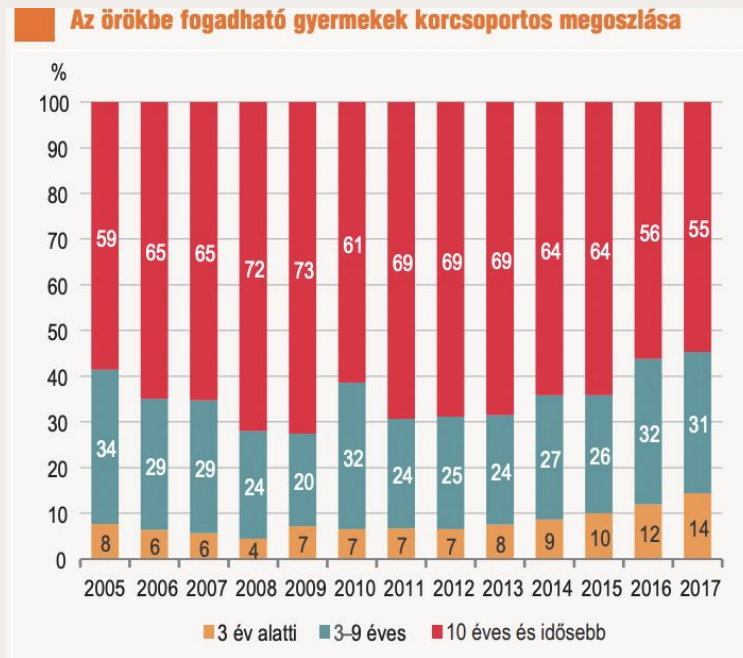
The majority prefers a healthy, white, girl newborn.

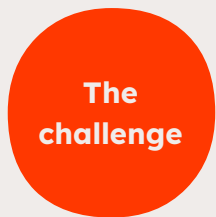
The problem

The desire for adoption declines progressively after the age of 3, and it drastically drops after the age of 10. Meanwhile, over half of the adoptable children are over 10 years old.

The older the child adopted, the more challenges one can expect (which is the biggest deterrent).

Parents fear that by adopting an older child, they may intervene too late in the child's socialization, receiving a traumatized child with already formed behaviors that they feel powerless to influence.





The challenge

Older kids are perceived as “damaged goods”.

Our goal

We believe that every child deserves a loving home and a supportive family, regardless of age. While raising, socializing, and bonding with older kids may be more challenging, it is not impossible. We would like to challenge societal norms and encourage potential parents to consider adopting older children.

The target audience

Couples and single individuals considering adoption may fall into two categories:

- Those who do not have biological children due to medical or other reasons
- Those who already have children, and are open to expanding their families through adoption.

General public. Relatives. Friends. Colleagues.



The task

Your client is a civil organization. Your task is to develop a PR campaign that raises attention to the problem, generates buzz around the topic, and positively shapes public opinion, helping potential parents become more open to considering adopting older children.

Find a compelling insight, create the narrative of the campaign, and present your concept on how your idea will come to life.

Questions?