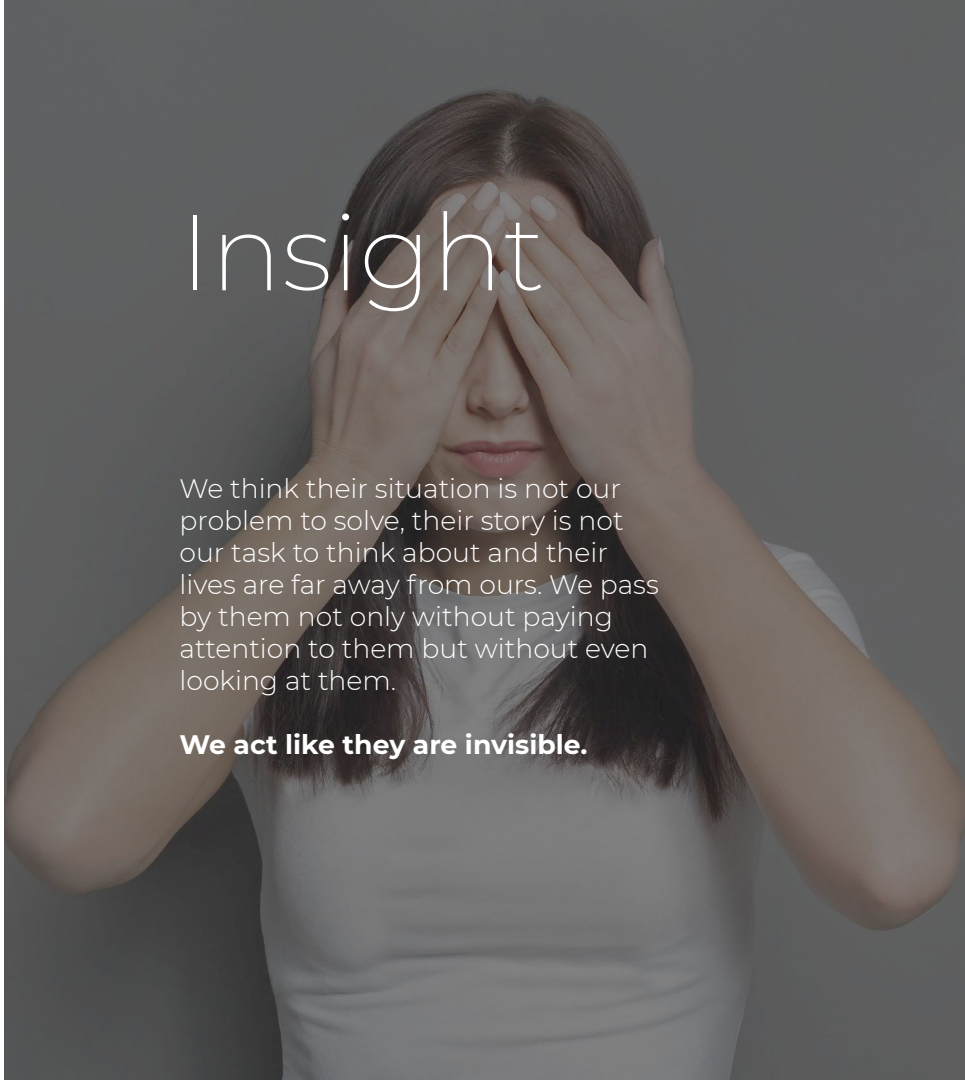
Visibility is not a privile
IZABELLASZÍN

Problem

Homeless people are
excluded from the society.

Why is that?

Insight



We think their situation is not our problem to solve, their story is not our task to think about and their lives are far away from ours. We pass by them not only without paying attention to them but without even looking at them.

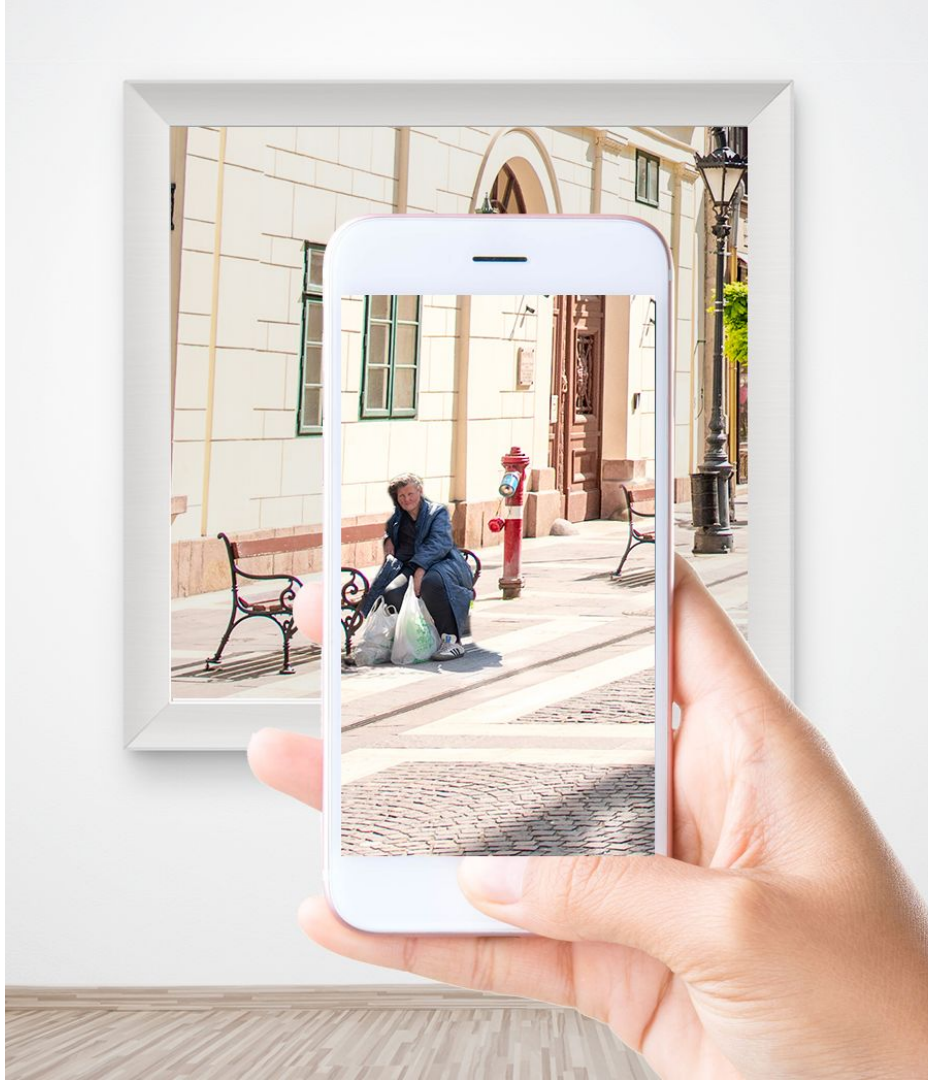
We act like they are invisible.

IDEA

We make the invisible visible

AR INSTALLATION

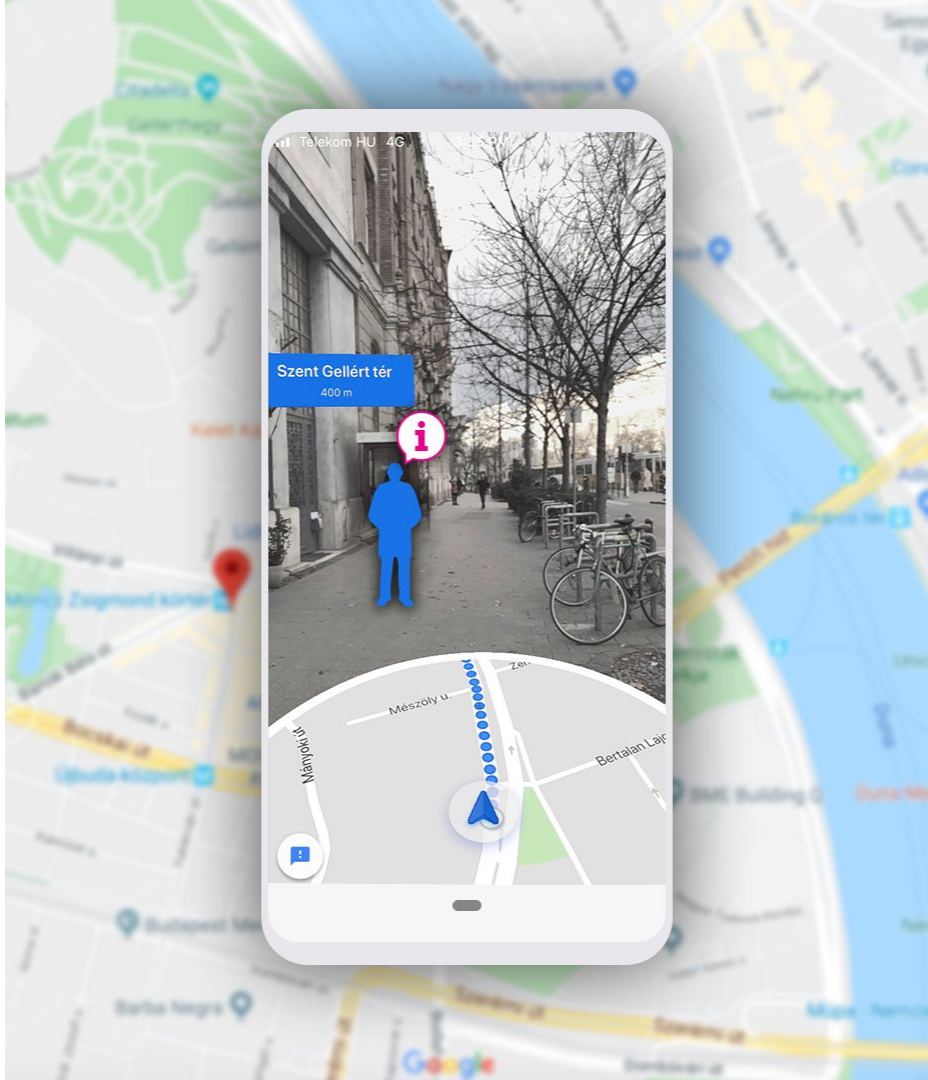
We take part in the biggest photo festival of Hungary (BPF) with a special AR technology twisted installation to make people see what they do not always want to.



GOOGLE MAPS HACK

We hack the new AR feature of Google Maps as well and place ”invisible” people to places we took our installation pictures at.

By clicking on the information button, people are redirected to the microsite of Telekom dedicated to share detailed content about the campaign.

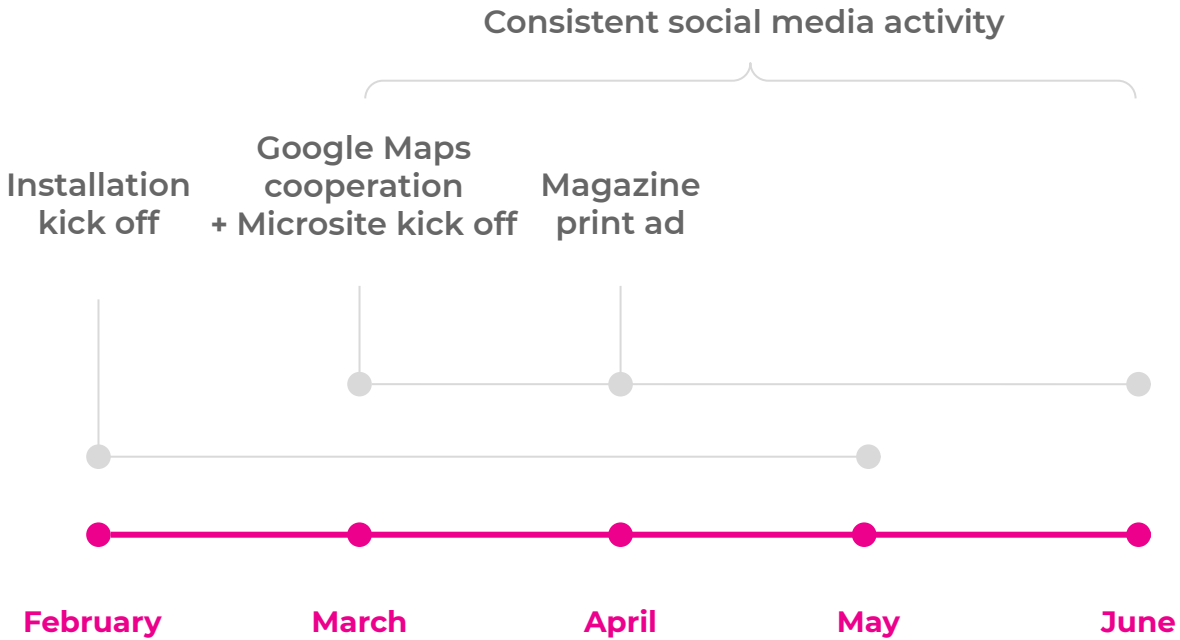


PRINT

We use printed media to share individual success stories of once homeless people.

We place these article under washable pages.

TIMELINE


Consistent social media activity
Installation kick off
Google Maps cooperation + Microsite kick off
Magazine print ad
February
March
April
May
June

PR SYSTEM

Paid

Targeted content
in magazines

Reach

Awareness

Media coverage

Owned

Social media channels

Microsite

Reach

Awareness

First hand information

Engagement

Content spread

Earned

Online and offline WOM

Press releases

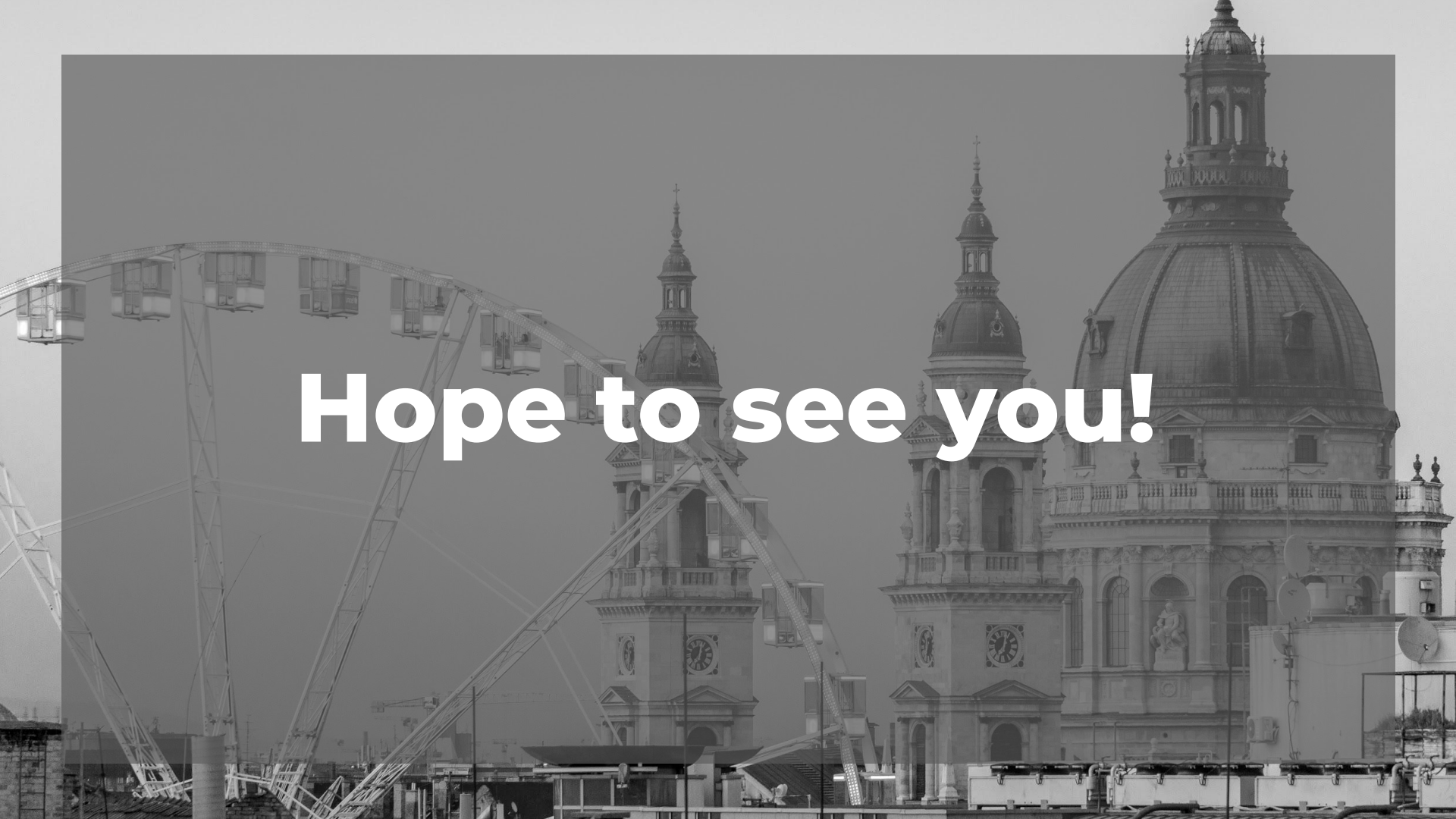
Reach

Buzz

News media coverage

SUMMARY

Goal	**Raise social awareness & create WOM**			
Tools	Installation	Google Maps hack	Print	Microsite & Sm
Aim	Raise awareness around the topic	Make people curious	Make people face their acts	Gain commitment
Top KPI	Reach	Reach	Media coverage	Engagement


Hope to see you!