

THE FIRSTS



ANANÁSZSÁRGA

FIRSTS

(n.)

a significant milestone or event, experienced for the first time with an older adopted child, creating a memorable and impactful moment that strengthens the bond within the adoptive family.

We don't like to miss out on firsts, especially when it comes to our child's life.

But what makes the first experiences with your older child less valuable than early childhood experiences?

First driving lesson...

First family vacation together...

First heartbreak...

Children don't have memories that they can recall under the age of three. Those that they can remember vividly, come later. In fact, some of the most defining, memorable, and transformative firsts are yet to come in their life.

IDEA

Our campaign will focus on the 'firsts' that a family can experience after adopting an older child.

HOW?

We use various channels and storytelling, families who have adopted older children highlighting the unique 'firsts' they have experienced together.

Foster children, who are above the age of ten, asking their firsts, that they want to experience.

WHY?

By focusing on the meaningful 'firsts' that come later in a child's life, the campaign seeks to show that adopting an older child can be just as rewarding and fulfilling as adopting an infant.

TIMELINE

Reach



OOH

Influencer

Activate



Event

Follow-up



Social media

INFLUENCER

We draw people's attention by leaving out children from stereotypical family pictures.

Celebrating a birthday, but without children...

Family bicycle but without the child that rides the bike...

Board games but without the children....

We ask influencers, whose children are often featured in the media, to exceptionally make their children disappear on photos without any explanation.



@sylviszilagyi



@palmarci



@ordognora



@tapaszto.orsi



@tomanszabina

We all love to write a list of the things we want to experience in our lives. The moment we write something down or say out loud, brings us closer to actually making it happen.

We want to hear **foster children's wishes** by asking them one question:

What is **the first** thing they want to do with their new family?

We create **billboards, tram wraps, bus shelters** with the handwritten answers of foster children.

SOCIAL

We film a TikTok and a Reel video series where we listen to families who adopted older foster children and talk about their cherished first experiences together.

UGC: Asking people to share their own experiences by commenting or direct messaging.

We invite well-known people to this campaign phase, like Szabina Tomán, and ask her about their adoption story and how their life changed with adopting their daughter.



“First steps”

An event where potential parents can meet older children who can be adopted, and try things together that the children have never tried before, so they can experience them **for the first time** together.



TOUCHPOINTS

OWNED

Social media channels
(Facebook, Instagram,
TikTok, Youtube)
Website

PAID

“First steps” event
Influencers
OOH advertisement

EARNED

WOM,
UGC,
Tabloid articles
Press release