

# Experience level: (un)wanted

More than 50% of the adoptable children are over 10 years old.

They are unwanted because of their experiences.



Team Tortarózsaszín

# Insight

**When adopting an older child, the potential parent may feel robbed of certain experiences.**

The experience of becoming a parent of a baby or a toddler. The experience of showing the child everything for the first time and shaping them.

But there are still lots of memorable 'firsts' for an older child too and damaged does not equal non-reparable.

Our message: **Children never outgrow the need for the experience of a family.**



# Idea

A wide range of people collect memories and go to concerts, movies, theaters, etc. For that they have to buy tickets, which many of them do online.

Let's take advantage of this action to challenge societal norms with an unwanted experience!

## How?

Partnering with popular ticketing companies, concert events and artists, we would raise awareness about the social thinking that a child may be too old to adopt.

We would give consumers a glimpse of what it feels like to be left out of great experiences and memories just because of their age and the prejudice.

**To feel like the older kids at foster care.**



# Mechanism

Before every payment process, we have to fill in our details, such as name, email, phone number, and even our billing address.

**But not our age.**

So we generate **a plus module** asking for this information, and costumers must fill it in, to be able to authorize the payment process.

But after clicking on “NEXT”, instead of the finalization of the payment, a video message pops up on their screen saying: **“Sorry! You’re too old for this new experience.”**

The tension of not being able to buy the ticket is quickly broken (no crisis management needed) as the video proceeds to explain the campaign message (an example of text displayed on the right).

Of course, everyone can finalize the process with an extra 30 seconds, and maybe even **with a pinch of sensitivity in their hearts carts.**

**X**

**You’re too old for this new experience.**

In Hungary a high number of children living in foster care are considered too old to be adopted.

But children never outgrow the need for a family.

Everyone deserves to be surrounded by joyful people and events.

So do you. Don’t worry! You can go ahead and buy your ticket. Just remember, that noone is ever too old to experience anything. Not even belonging to a family.

Learn about adopting a teen here

Buy ticket here

# The buzz

ONLINE

The first and fastest outcome of our campaign = organic & paid articles, since many people will be “effected” by it. (Telex, Index, NL Cafe, Elle, etc)

PRINT

A perfect and authentic way to reach and educate older audience disguised as news. (Blikk, Nők Lapja, etc)

TV

PR conversations with relevant celebrities/influencers and professionals during and after the ticket sales.

RADIO

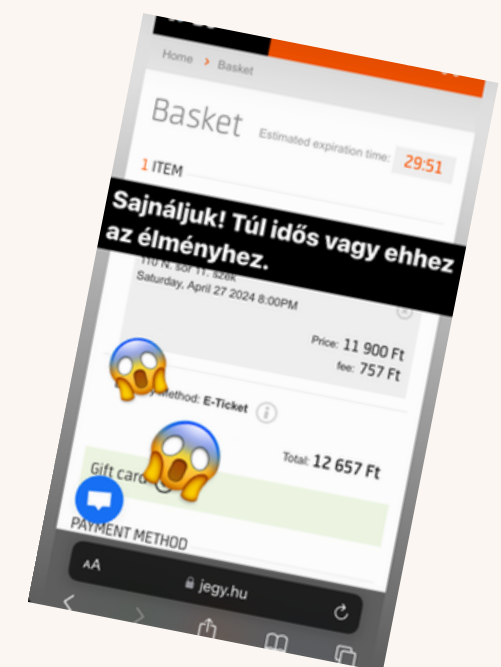
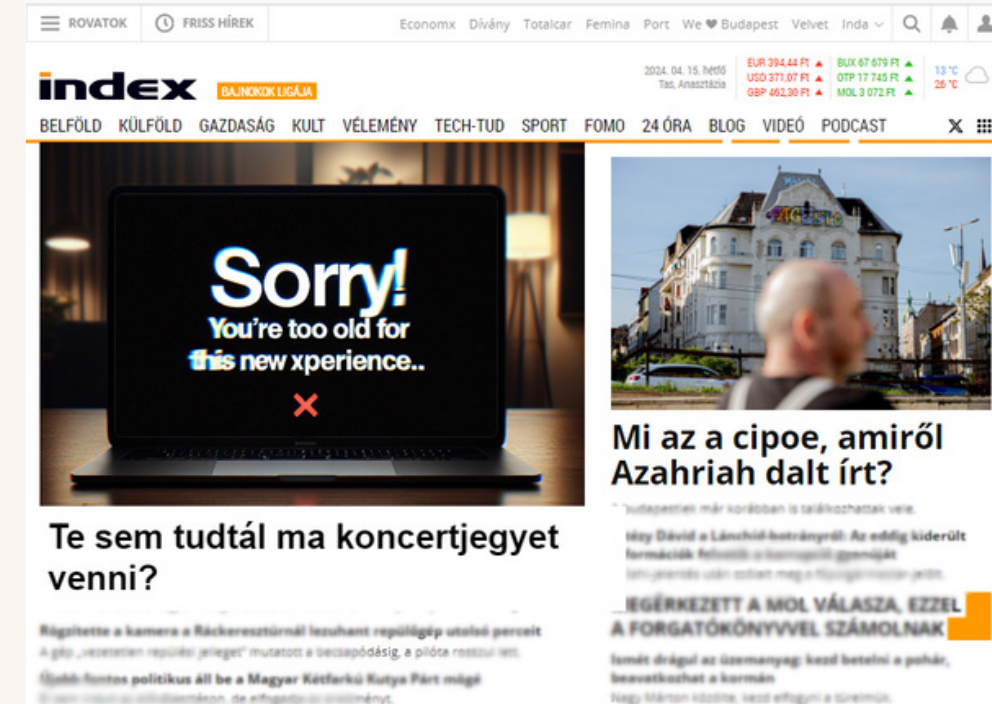
Organic, fresh, talkative platform for conversation around the topic (Rádió1)

INFLU

The artists whose ticket sales got “hacked” can talk about it during their event. MOM/DADfluencers make the topic hot and closer to their followers by sharing touching stories about their own (possible) difficulties of becoming a parent.

PR  
CONF/  
RELEASE

Informative conference with the help of child protective organizations (influencers, celebrities with/planning children are invited) Detailed press release with key learnings, statistics, interviews, personal stories to relevant mediums.



# Influencer proposals

Cooperations with well-known people that are familiar with the adoption topic



TAPASZTÓ ORSI



PATAKI ZITA



HÉDINKE



TOMÁN SZABINA

Team Tortarózsaszín

# PR ecosystem



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## EARNED

- WOM - fail experience with the ticket buying process
- Press coverage
- Online
- Radio



## PAID

- Influencer cooperations
- TV



## OWNED

- Organization's social channels and website
- Reshared influencer posts, interview videos
- Reshared videos from TV
- Infographics
- Reshared articles
- Press release and conference



# Why will it work

Our campaign will not have a teaser phase. It will start with the main stunt which should generate a buzz around the topic that we can build on.

- We raise attention to the problem in an **unusual place, in an unexpected way.**
- **This stunt is non-risky but it is PR worthy** when suddenly something doesn't "work" as it usually does for a big number of people.
- Generates conversation: the **tension only lasts a few seconds, but the impact might last for days.**
- We can reach not only the main TG but **future potential parents & general public.**
- The main element of the campaign is **low cost.**
- **We influence people's feelings** by making them feel something about themselves.
- We can easily have a donation placement implemented in the campaign

# Don't worry...

You weren't there for the first bites, but you can still teach them how to cook.

You did not teach them how to ride a bike, but you can still teach them how to drive a car.

You did not teach them to button a shirt, but you can still teach them how to tie a tie.

