

PROBLEM

While society is showing growing acceptance and openness towards adoption, numerous challenges still impede the path to successful adoptions. These hurdles include the complex and politicized nature of the process, as well as societal biases.

One prevalent issue is the preference for healthy, white, female newborns, which poses a significant barrier to adopting older children or those with diverse backgrounds.





OUR AIM IS...

...to challenge societal norms and urge prospective parents to contemplate adopting older children, regardless of age, ethnicity, or past challenges they may have faced, including those of Roma origin or with trauma.

INSIGHT

I'd like to adopt a child, but definitely a very young one, preferably a newborn or 1-2 year old, as they are 'fresh starts'. With the older ones would come the memories, patterns, and parenting methods; it would be like raising someone else's child, not mine.



Introducing...

Second Hand Child

The campaign that shows how wonderful it is to give second chances



IDEA

CONTEXT

The rise in buying second-hand items is fueled by eco-consciousness and a desire to reduce waste. People appreciate the chance to give products a new life while also accessing unique or discontinued items at affordable prices through online platforms and thrift stores.

THE IDEA ITSELF

We aim to highlight the myriad benefits and joys of second-hand goods, illustrating the significance of adopting older children by drawing parallels to the positive aspects of repurposing and reusing "discarded things".

EXECUTION

In the bustling windows of leading second-hand stores, we stage poignant family scenes with mannequins portraying a newly built family: parents embracing their adopted 10-year-old child. These displays challenge stereotypes and encourage empathy, inviting viewers to consider the beauty of adopting older children and promoting values of love and inclusivity.

We'll feature an info board and QR code in the shop windows, guiding visitors to the Foundation's website. There, we'll outline the benefits of adopting older children, raising awareness about this important cause.



EXTENSION

More commercial unit

We infiltrate not only clothing stores but also the premises of various establishments selling second-hand items, including used car dealerships, furniture stores, and even properties listed for sale.

Online Second-hand Platforms:

Platforms like Vinted, haszanalauto.hu, and IKEA Second-hand will feature a dedicated "Children" tab showcasing profiles of children awaiting adoption, with links redirecting users to the Foundation's website for more information.

Influencers:

We've teamed up with @nemakarokbeleszolni member Orsi Tapasztó, who shares her joy of adopting her son, highlighting the happiness that "second-hand things" can bring into one's life.

TV:

We're taking our message to TV audiences, discussing concerning adoption trends and the Foundation's efforts on morning talk shows, while urging viewers to consider adopting older children.

MEDIA COVERAGE

MEDIA / PHASE	HIJACK	EXTENSION
EARNED	Press coverage, user-generated content	Press coverage, user-generated content, shop windows
PAID	Influencers, media collaborations	Influencers, media collaborations, TV, webshop sites and shop windows
OWNED		Foundation's own social media channels

THANK YOU.