

Young Cannes Lions

Pre-selection

By Team TejKÉK

PROBLEM

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.

The main problem is, that majority prefers a healthy, white, girl newborn.





OUR GOAL IS...

...to challenge societal norms and **encourage potential parents to consider adopting older children.** Even if they may be older, of Romani origin or more problematic and traumatised.

INSIGHT

I'd like to adopt a child, yet I hesitate to adopt one who is older than 10, opting for newborns instead. After all, it is a 'fresh start' for both of us. But with older children?

There are too much challenges in bonding and missed milestones.

Introducing...

Without
The Chosen One

A campaign that shows how bleak life is without the chosen one

A man with a backpack stands in a post-apocalyptic city. The title "THE LAST OF US" is overlaid in large, white, distressed font. A glowing white outline of a person is visible in the background.

THE LAST OF US

IDEA

Through some of our best-loved series, we show you how exciting, adventurous and fulfilling it can be to finally become a parent by our little chosen one.

CONTEXT

Streaming platforms such as Netflix, HBO Max and Disney+ also have series where a parent adopts a not-too-young child and then works through life's obstacles to develop a real parent-child relationship. **Like *The Witcher*, *The Last of Us* and *Mandalorian*.**

HOW?

We're working together with streaming platforms to **recut these series, leaving out the child who launches the protagonist's adventures**—turning a 10-episode series into one short, boring and uncontextual minimovie. And at the end of the alternative episode, we take viewers to the Foundation's website.

WHY?

In this way, **we show that without the adopted child, even the greatest series are just dull, colorless, and uneventful episodes**—that it is the chosen child, no matter their age, who makes not just these series but our lives truly wonderful.

TEASER

On YouTube and social media, as well as on streaming platforms, we'll cut together a teaser for the alternate episodes that doesn't reveal anything about the films in the campaign yet; it will look like promoting an extra episode or a spinoff.

We also collaborate with the film critic Gergő Szirmai and the former adopted child, Zsolti Osváth. The former draws attention to the series hack, the latter to the sad adoption trends.



STAR WARS
THE
MANDALORIAN



EXTENSION

Online

We work together with influencers who produce film reviews and teasers, as well as those who have adopted children, to generate even more buzz.

TV

We're also getting our message out to TV viewers: in our morning talk shows, we talk about sad adoption trends, the work of the Foundation, and encourage viewers to consider adopting older children.

User-generated content

We encourage people to share their experiences, opinions, and thoughts on the new episode and the topic of adoption.

MEDIA COVERAGE

MEDIA / PHASE	TEASER	HIJACK	EXTENSION
EARNED		Press coverage, user-generated content	TV, user-generated content, media coverage
PAID	Influencers, media collaborations		TV, influencers, media collaborations
OWNED	Streaming Platforms' own social media channels and their streaming websites	Streaming Platforms' own social media channels and their streaming websites	Streaming Platforms' own social media channels and their streaming websites

THANK YOU.